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## **Wisconsin alumnus. Volume 80, Number 6 Sept. 1979**

[s.l.]: [s.n.], Sept. 1979

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# Wisconsin Alumnus

Volume 80, Number 6

September/October 1979



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### Rabbi Swarsensky

At last, something from the Alumni Association besides another Mediterranean cruise. I'm talking about the cover quotation and related article by Rabbi Swarsensky in the July/August issue. Excellent.

It has made me want to meet this man who writes and speaks so well. This piece was particularly timely considering the recent Nukewatch symposium held on the campus. That event dealt with the intimate links between nuclear power and weapons and the links between secrecy and abuses of political powers.

EDWARD K. REAM '74  
Madison

### Pat O'Dea

I surely appreciate the article about Pat O'Dea (May/June) as do many others.

I was president of the Chicago Alumni Club at the time of the 1934 banquet there, and I arranged for it at the Union League Club. I also arranged for any or all of Pat's classmates to meet with him in a private room just before the dinner.

There was still some doubt in many minds as to whether this man could be Pat. So it was my pleasure to sit with him in that room and to welcome each classmate as he entered the door. Every man, upon opening that door, sought the eyes of the man named Pat, and every one exclaimed with amazement, "Why, it really is you!"

LOWELL A. LEONARD '17  
Hendersonville, N.C.

### Thought For The Day

Your July/August issue hit a new high in good journalism. Every feature article, "Campus Architecture," "The Great Petroleum Shift," "The Educated Heart," "Student Standpoint," as well as the news section, represented clear, concise, succinct writing on subjects of great general interest . . . I shall use the material in this issue for various social and business purposes to advantage. As a former editor of *The Wisconsin Engineer*, I can fully appreciate your putting so many tomatoes in your itty-bitty can of thirty-two pages!

Congratulations.  
LESLIE G. JANETT '35  
Evergreen, Colo.

### Sports vs. Handicapped?

It is discouraging to realize the U.S. Supreme Court recently ruled that handicapped persons (I assume this also means disabled veterans) have (1) no legal right to attend a college or university if they cannot meet the school's physical qualifications and (2) they cannot force a school to reshape curricular offerings to accommodate them.

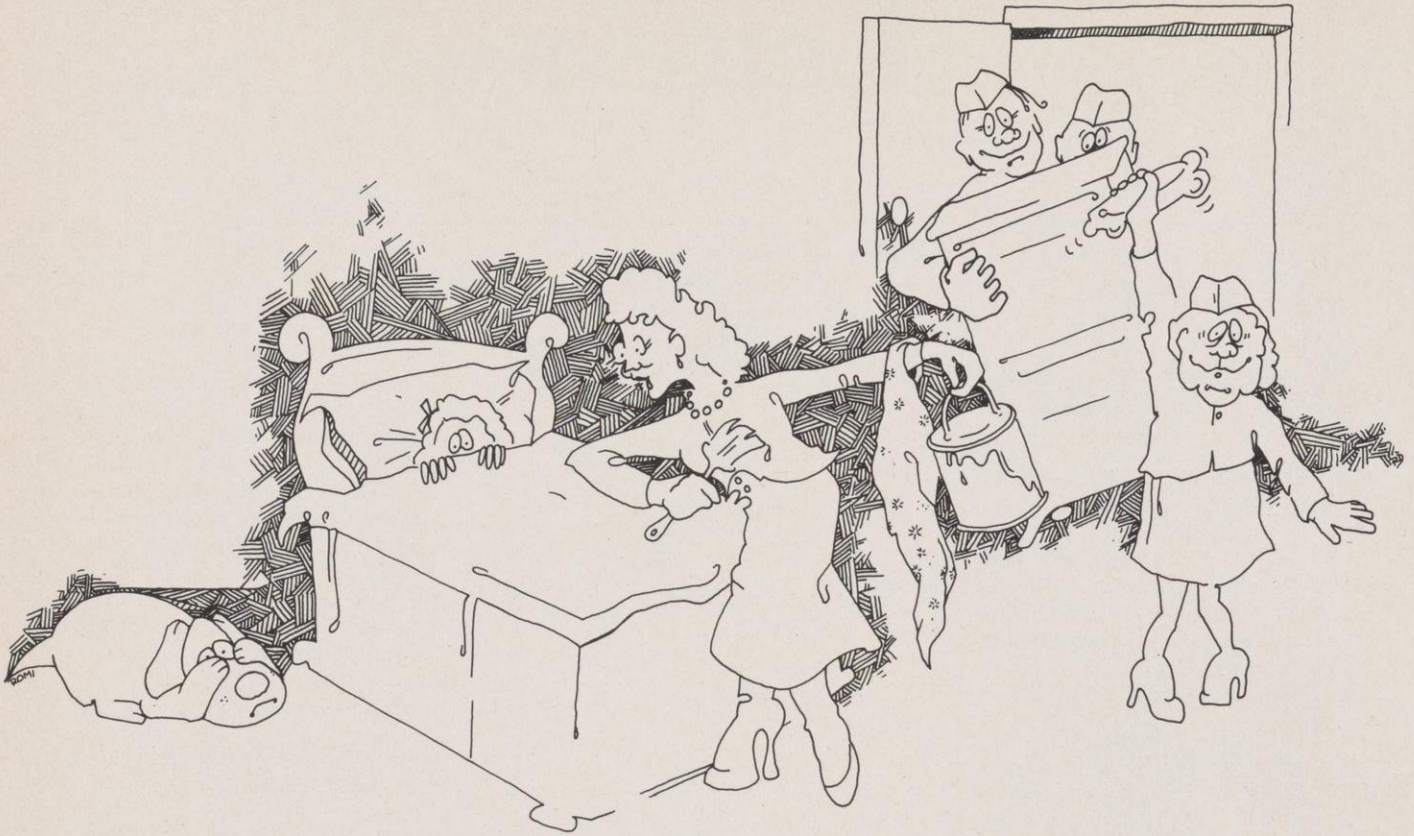
As a recent article in *The Wisconsin Alumnus* would indicate ("The Entangling Web"; March/April), many college administrators across the land must be breathing a lot easier since the high court's ruling—even though the Rehabilitation Act of 1973 clearly prohibits discrimination against any "otherwise qualified handicapped person" wishing to attend a federally funded school.

However great the cost of administering to the educational needs of the handicapped, it would seem to pale in comparison to funding all the numerous men's and women's sports programs at all our colleges and universities, especially when you consider that a lot of schools provide special dormitories, diets, tutors, etc. to their more highly prized athletes.

But then, maybe our institutions of higher learning, in particular, and our society, in general, really wish to be remembered as revering the athlete at the expense of educating the handicapped.

WALTER B. SMITH, JR. '60  
Evansville, Ind.





Illus./Romi Dudiak

# Try To Remember And If You Remember - You've Suffered!

By Joanne M. Haas '79

**Y**ou know the story. You've probably seen it on TV or in your neighbors' tawdry lives. Bugs Bunny even did a cartoon about it.

Mr. Despicable suggests a romp in the fields to his faithful dog, Spit. He picks a spot near a nice, primeval forest. It starts out innocently enough. He finds a stick, and after a few "Fetch, Spit, fetch" rounds, the carefree canine is ready for a really long chase, an *extremely* long and time-consuming chase. Mr. Despicable rears back and sends the stick spiraling into the woods. And as the dog's matted tail fades into the underbrush, Mr. Despicable races home, Spitless.

You say it's a sad story? You bet it's a sad story. But the saga of Spit is not

limited to the kennel club, oh no. It happens every fall to a lot of poor, dumb freshmen.

You see, I was Spit, the student.

It all began that late-summer morning back home. I was awakened by a bass drum. I opened my eyes and saw two men and a woman dressed in blue uniforms with brass buttons. The man with the Milwaukee tumor had the drum. The other was pushing my ratty old dresser out my bedroom door. "Where are you going with *that*?" I asked, not really caring. It's hard to clutch over someone taking a dresser that has two black drawers and three brown ones.

"Your dear mother is donating this to us," smiled the woman over her tambourine. "We'll give it to some unfortunate." Then they were gone.

Mom came into the room humming *This Is My Lucky Day*.

"Why did they take my dresser, Mom?" I asked.

"It's alright, Joanie dear," Mom said. "As long as my baby is leaving home and I'll be all sole alone here, it seemed to me I could put your room to better use. What color pingpong table would go well with these draperies?"

"Mom, I'm *only* going to Madison. I don't have to worry about air fare back here to Spring Green! I'll be home practically every weekend."

"You *wouldn't*—I mean, that's what you think *now*, Jo, but once you get caught up in the fun of student life—" Her voice trailed off. She pushed a stack of suitcases into the room and began throwing my clothes into them. "Oh dear," she murmured. "The last



of five leaving the nest. The end of an era. But I'll have to be brave."

"You seem to be doing pretty well," I said. "I've never seen anyone close suitcases by tap dancing on them."

"Don't you think you'd better get up so we can leave, dear?" Mom said. "I'll go start the car."

"Yeh, you'd better," I yawned. "We've only got two weeks to get there."

**O**n the morning we *did* leave, I was the one who started the car and then had to wait for Mom. She was talking to the plumber about converting my closet to a mud-bath pit. On the road we reminisced about the good times we'd had, and I realized things would never be quite the same again. (The only thing I wouldn't miss was that ugly, hand-me-down dresser.) I cried a little, but Mom comforted me.

"Now, dear, it's all part of growing up. You'll have so much fun. That's why I chose this co-op house for you. It's lovely, and so *sensibly* priced. And with only fifty girls in it, you can get to know them all. Why, if you double-dated with a different one every weekend, you *still* wouldn't have to come home all year!

"And *don't* worry about your poor mother. I'll make it, somehow. Of course, it won't be *fun* staying in bed in the morning and not having to cook eight meals a day and never hunting for my blow-dryer or tripping over wet bath towels and watching what I want to watch on TV and never seeing another stupid printed T-shirt or chasing out at midnight in a blizzard to pick you up and having *one* lipstick that doesn't look like a mushroom and not being told I'm getting fat and—".

Her voice had risen to coloratura. I patted her hand, white-knuckled on the steering wheel, and helped her back the car off the Capitol lawn.

**T**he co-op house Mom had found was near Park Street, close to dorms and to The Meat Market, a very popular disco for freshmen and sophomores. We pulled into the gravel parking lot, and I got my first view of the place. It was a three-story cement block, painted a shade of green that made me look for a barbed-wire fence.

Mother leaned across me, opened my

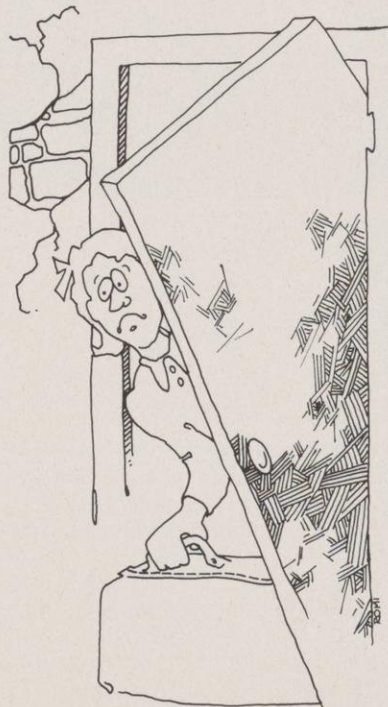
door and gave me a gentle nudge. I got up off the gravel and walked slowly toward the back door. She shot past me and up the stairs, carrying my skis, my typewriter, a TV and two suitcases.

I walked into the house. To my immediate left was a pile of outgoing trash: newspapers covering the burning of the Bascom Hall dome, some Warfarin cartons, and a case of lamp wicks. I plodded up the first flight of a dark, sweating stairwell. This led me to the living room. I was greeted by a woman who seemed rather young to be a housemother. She put down her teddy bear and shook my hand. She seemed nice enough, but I was amazed at her ensemble: I hadn't seen pants with foot stirrups on them since the sixties.

She gave me my key and told me my room was on the second floor. By the time I got there, Mom had brought in three more loads.

"Oh, my baby," Mom said, throwing her arms around me. "This isn't easy for me, but you're going to love this sensibly priced place, I just know."

She was racing down the hall. "See you at Christmas! I'd stay and get you settled, Joannie, but I'm afraid I'd go all to pieces. Besides, the men are coming to start digging the pool right after I stop for my facial. And *do* write!" The outer door slammed and I heard the tires squeal in the gravel.



Illus./Romi Dudlak

I unlocked my door, thinking a lock was something of a frivolity since there didn't seem to be any hinges. Open, Sesame. It took me a minute to catch my breath. The room was painted a nice, healthy, hospital white. And right off I could see it had one advantage over what I'd heard about dorm rooms: the furniture wasn't Elmer-glued to the floor. It was a typical college-room size; cozy for one, snug for Siamese twins.

I pulled the college chair to the college desk. College chairs never sit squarely on the floor; they rock. This is to keep you alert while you study, relax or stare at your roommate while figuring out where her head is at.

College beds are made for people who measure-in at sixty-six inches or less. They usually come with the kind of mattress that makes you look for the valve to inflate it. Also, each bed has its own sound system, to inform one or the other roommate that the natives are restless tonight.

The two closets had Sunkist labels on the doors.

As I sat in my college chair, rocking, with my mouth open, a fellow freshie tapped on the door.

"How are you? Back to earth yet?"

"Yeh," I said, meekly, "and it's a rude awakening."

"Have you met your roomie?"

"No," I said. "I wonder what she's like."

"Well, I just saw someone in the living room. A real Rebecca of Sunnybrook Farm type."

"Swell," I said, and waved her out. Now I *really* felt awful. I stood and tried to open the college window to let in some college air.

"Joanne?" a voice behind me said. "I guess we've been thrown together for the year. Don't that beat all?"

"Right," I said, staring at her poke bonnet.

"Well, we can fix this place up real pretty," she said, pulling out a bedspread, curtains, desk mats, pillow cases, sheets and a robe—all in red-and-white check.

"Where do you want *this*?" I heard a man's voice ask from the doorway. He was wearing a blue uniform with brass buttons.

"Oh," she smiled, waving vaguely toward a spot in front of the one college window, "right about there."

I watched the dresser with two black drawers and three brown ones take its place in our very humble abode. Don't *that* beat all! ●



# The Changing Image of Woman in Art

*America's painters have traditionally reflected society's views on where she belongs.*



JOHN SINGLETON COPLEY: *Mary Sherburne Bowers* (c.1765). "Alert intelligence."

*The Metropolitan Museum of Art*



RALPH EARL: *Mother and Child* (c.1790). "Mother as the wellspring of values."

*The Art Institute of Chicago*

**By Prof. James M. Dennis**  
*Art History Department*

For the past two years I have been researching and writing a book that will be entitled *Changing Images of Woman in American Painting, Colonial to the Present*. If it ever goes from a leather-bound edition to a popular paperback version it might be retitled, *From a Moral Mother Divine to a Glamour Girl With Bite; A Visual Story of Ornamentation, Suspension and Piercing Glances at Business as Usual*. This survey alerts us to an evolution of imagery from the ornament women in Colonial painting to the models of pure,

pious and submissive motherhood between the Revolution and the Civil War. By the end of the Victorian era women in paintings then tend to go through a suspended state of ambiguous isolation, no longer functioning as sacred homemakers, nor as yet assuming positions of responsibility in the new urban world. Finally into the 20th century a child-woman emerges as the shirt-waisted working girl, still sweet and demure, to be superseded in the twenties by the Vamp-Flapper-Beauty Queen through which painters of both sexes were to vent their frustrations concerning the encroachment of an ever-expanding consumer culture on individual identity.

Throughout the Colonial period in North America, portraiture—whether by the professional or the part-time limner—divided itself almost equally between male and female subjects, but more emphatic poses are reserved for the former, reflective of the age-old dictate that "Men are God's trees, women His flowers." Whether a woman was painted as a single figure or part of a group "conversation piece," she was treated as an ornament: an applied decoration which denied her role of helpmeet to her husband, and mother to her brood. As an outward show of his commercial prowess, a merchant's wife was his prized possession and valued property down to her last thread and every jewel. Even "women of affairs," who aided their husbands in managing the business or took it over independently at his death, never seem to have acquired the assertive stance or gesture enjoyed by men. Only the Boston genius John Singleton Copley, among the painters at the close of the Colonial era, gave his female subjects qualities of alert intelligence and intuitive wisdom.

In contrast to Colonial painting, double and group portraits by the close of the 18th century bear witness to the increasing significance of motherhood to the new republic. Depicting a growing intimacy between mothers and their children, Charles Willson Peale, Ralph Earl, Thomas Sully and various folk painters such as Ammi Phillips memorialize the mother as the wellspring of religious values, of culture and education, administering to the child and to the newborn na-



tion alike. Despite multiplying images of devoted homemaking, motherhood continued to prevail in painted interpretations of women up to the Civil War. Increasingly popular genre paintings reflect the social sanctions of the "cult of true womanhood," as historian Barbara Welter has recognized it. Nurtured through religious literature, gift books, and women's magazines—especially *Godey's Lady's Book*—this standard held that woman's God-given domain was the home. Beyond efficiently managing the home, a "true" woman was to exercise her saintly influence in providing a moral haven where she instilled virtue in the children and sustained her husband's spiritual well-being against the evils lurking in the business world.

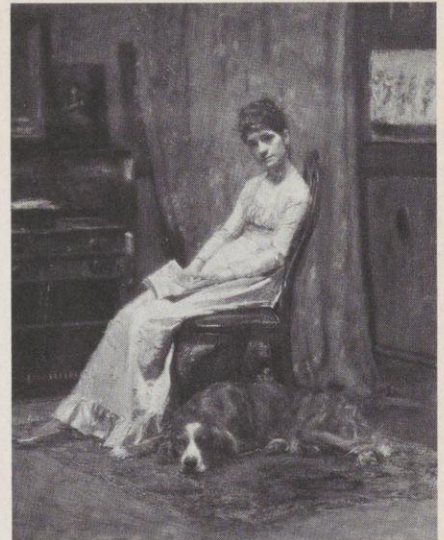
To achieve this most prized domesticity the true woman had to cultivate three virtues: piety—her center of womanly strength; purity—essential to her sanctification; and submissiveness to father, husband and son. This latter and most "feminine" quality characterizes the women in works of William S. Mount, Richard C. Woodville and Eastman Johnson. Women are seen as passive spectators to vigorous men who gamble, make music, hunt and drink, and, occasionally, even work. And, again demure and sanctified, images of true womanhood predominate in portraiture, both primitive and schooled, in paintings by Samuel F. B. Morse (in his pre-telegraph days an artist of some accomplishment), George P. A. Healy, and Charles Cromwell Ingham, famous for his "flower girls." Later in the century Abbot Thayer and George Deforest Brush idealized women in their families as angels, virgins or madonnas.

Then, paintings of the last third of the 19th century present a dramatically altered image. On the surface, the beautifully groomed subjects of such fashionable artists as Cecilia Beaux, William Merritt Chase and Edmund Tarbell and Thomas Dewing would seem to pay tribute to "virtuous womanhood." Adorned in elaborate ball gowns or fashionable day dresses, genteel ornaments of womanhood quietly exchange social calls, write letters or pursue the refined accomplishments of music, dance, elocution and art, yet the paintings suggest that these women may experience discontent and purposelessness. They become withdrawn and melancholy. The polite pastimes they pursue—alone or in company—seem to have little value



CHAS. C. INGHAM: *The Flower Girl* (1846). "Demure and sanctified."

*The Metropolitan Museum of Art*



THOMAS EAKINS: *Lady With a Setter Dog* (1885). "Isolated, unacknowledged."

*The Metropolitan Museum of Art*



EDMUND C. TARBELL: *Reading* (1900). "Melancholy."

*Ownership unknown*





JOHN SLOAN: *The Hairdresser's Window* (1907). "The energetic working girl."

*The Wadsworth Atheneum*



REGINALD MARSH: *Hat Display* (1939). "A motif of commentary."

*Private collection*



ANDREW WARHOL: *Marilyn* (1962). "Packaged."

*Leo Castelli, N.Y.*

beyond momentary diversion. Their eyes cloud over or gaze downward; they turn away from their companions and the viewer. Like the more fashionable painters of his time, Thomas Eakins isolated his figures in austere spaces. But paralleling the feminist writings of his contemporary Kate Chopin, whose heroines struggle for awareness as vital human beings, Eakins' portraits recognized women as unacknowledged individuals of intelligence and creativity.

Winslow Homer proceeded from his early fashionplate images to depictions of women working outside the home, as teachers or as wives of fishermen. In his late pictures of fisherfolk the men assert themselves against the sea and survive through their mechanical prowess. Ironically, their wives triumph by submitting to the sea. Through their identification with it as the original giver of life, they attain a monumental status.

That pervasive sense of ennui, that apparent resignation we find in portrayals of women late in the 19th century, may be responsive to the changes in women's life styles. Mechanized appliances—the vacuum cleaner, the washing machine—and mass-produced food and clothing eased the burden of housework. The middle-class woman now had a growing opportunity to direct her morality and piety toward the improvement of woman's condition and social reform in general.

Only occasionally in the early years of the 20th century America's painters documented this increase in

women's participation in labor, politics, and social movements. While Robert Henri and his circle advocated going out into the city streets to paint life during the first decade, seldom do their paintings follow women into the working world as secretaries, seamstresses or sales clerks. He gave to his working women traditional innocence. William Glackens lingered over richly hued women of privilege. George Luks and Everett Shinn searched out those with a colorful edge, found on New York's lower East Side or on the vaudeville stage, respectively. Only John Sloan consistently focused on the energetic "working girl" who strides through streets and squares sporting a boyish figure and bobbed hair even before World War I. Sloan, in fact, deserves our attention for following the emancipation of urban American women from the turn of the century until 1930.

But the optimism of progressive attitudes as to the nation's utopian potential ebbs, and paintings of women premiere an imagery of broader symbolic meaning. By mid-century, artists have become resigned to the dilemmas of mass urban culture. Through the thirties and forties Edward Hopper, Isabel Bishop, the Soyer brothers, Ben Shahn and Phillip Evergood project images of women into metaphoric confrontation with the disorienting forces of urban life. At the same time, the dream machines of advertising and the movies—bringing forth Vamps and Flappers, then Pinup Girls and Love Goddesses—gave artists reaching into the fifties and sixties a central motif of commentary: the Glamour Girl. A progression of these painters in the United States—Walt Kuhn, Reginald Marsh, Richard Lindner, Andy Warhol, Tom Wesselmann—picked up the Glamour Girl either as a criticism of a consumer society's tendency to "package" any aspect of life, or as a momentary escape from mass homogeneity.

Woman in 20th-century American painting, then, is subject to a broad area of cultural interpretations, confronting and commenting on the realities of urban existence. ●



# Our Gang

By Tom Murphy

A new series on the people you knew.



Photo/Dustin Pittman

## Carolyn Gottfried '72

The circulation of *Women's Wear Daily* is modest—around 67,000—but five days a week it hits its readers with sufficient authority to have gotten it dubbed “the bible of the fashion industry,” so it’s impressing the folks it wants to impress. But *WWD* is also read widely outside the field, quoted in the likes of *Time* and *Newsweek*, respected for its coverage of general business and the arts. There is probably no other trade publication in the country that travels so successfully with a crowd it has no business attracting.

One of the people who keeps the seventy-five-year-old tabloid on the most-wanted list is its associate fashion editor, Carolyn Gottfried. A purist would say she, too, is more successful

than she ought to be: she’s taken only one journalism course (“I think it was in PR.”) Her master’s was earned here in textiles and clothing. Then the native returned to New York.

“I had no idea what I wanted to do; one does *not* know, because you don’t know what the world is like out there. I thought I’d end up in industry, but I answered an ad in the *Times*, and suddenly had a fashion career,” she says.

That first job was with a resident buying office, from which she joined retailer Abraham & Straus as a fashion coordinator. In 1965 *WWD* hired her as a sportswear editor. Two years later she went to *Seventeen*, where, in six years she wrote her way up to the executive editor’s post. “That was a terrific position,” Gottfried reflects, “and I felt I’d reached the top. But when you do, you find that there isn’t that much to it.”

So she went on a two-year sabbatical. “I did just what I wanted to do. I skied for five weeks in Colorado, I stayed in bed when I felt like it, I took some courses in school.”

Back in the marketplace, she joined a PR agency briefly, but *WWD* had been ringing her bell over the years, so in 1975 she went back.

As associate fashion editor “I do everything. I report on fashion trends, work with designers around the world. Yesterday I supervised a photo spread on swimwear. I cover the European collections each year for the paper and for *W*, our consumer publication. This year I went to Milan, London and Paris. That’s hard work. You file a story daily and get about four hours sleep a night for something like three weeks. It’s intense. But it’s also very stimulating.”

Gottfried is not the first journalist to move up without benefit of the traditional writing courses, but her refreshingly candid views on what it takes to do the job could fair give a body a turn. It couldn’t hurt to see them hung under the Sifting-and-Winnowing plaque.

“I believe,” she says, “there’s no real mystique to writing, apart from the creative—the Great American

Novel or poetry. For the rest of us, if we do well in all our courses when we’re growing up, we should each be a writer. We can hardly help but learn the basics of English and sentence structure, and if we consider what it is we want to say, and that every story has a beginning, a middle and an end, and if we do that without clutter, we’ve done a good job of reporting.”

She doesn’t get as much opportunity to write in her present administrative role as in her reportorial years, but this doesn’t bother her. She likes what she’s doing. And incidentally, she also likes the fashion industry, she volunteered. “There are people who say, ‘I’m in fashions but of course I never *associate* with those people.’ And there are those who look on it as some kind of fluff. But I feel proud to be a part of it. It’s a serious industry. It employs a lot of people. Clothes are a necessity, and for many there’s a psychological need to look terrific. So I’ve never viewed my field as an embarrassment. I won’t discover the Great Cure-All here, but few of us ever will no matter where we work, so I’m happy with what I’m doing.”

What keeps her happy, she says, is “maintaining a balance in my life.” Married, for the second time, to a commercial film producer, but without children, Gottfried says the career push would come to shove only if the job became “less fun than tennis and sailing,” and, so far, it hasn’t.

She hasn’t been back in Madison for years, but has “fantastic memories of when I was working on my master’s. I’d never lived outside New York City, and I had no idea a place could be as beautiful as Madison was.” She was met at the airport by the one person she knew here, “and she told me there was no place to live, except that a house on Henry Street needed a house mother. (I think I was a cool twenty years old at the time.) I sat on the front steps until the owner came home, and got the job. And I loved the whole thing.” ●



# Our Gang



## Jean Deuss '44

The name Deuss rhymes with voice, and the voice is a mellifluous one, as befits a librarian. The Deuss voice laughs and protests that her life hasn't been all that exciting and may not be worth writing about. But for the past nine years she has been chief librarian for the Federal Reserve Bank of New York, which is no small achievement.

Deuss came into the field on a career turn-around or, to be more precise, "I didn't really *have* a career 'til then." She had majored in history here. Her advisor and favorite faculty member was the late Paul Knaplund, who urged her to stay on for postgrad study with an eye to teaching. "But the war, or something, made me anxious to get out and get going.

"I thought my interests lay in personnel management, and I started out with Sears, but after a couple years we

parted company." Then there was a job in a bookstore, and one with an accounting firm, and suddenly years had passed. "It was then that I realized Dr. Knaplund had probably been right; my bent seemed to be more academic than business. So—it was 1957 by now—I enrolled in the Columbia University library school, and at the same time got a job in the library of the Council on Foreign Relations."

In 1959 she got her master's, and two years later moved to the research library of the bank.

"Our research department does both current economic analysis and pure economic research; we're very much concerned with improving both. So our library is a combination of in-depth material and current information. We have something like 60,000 volumes, including a very strong group of learned economic journals—far more than you would normally find in a business library."

Jean spent much of her childhood in Europe (before high school in Wauwatosa), where her father was a foreign correspondent, and the urge to see new places has never left. While she's lived in Greenwich Village for twenty-five years, vacation usually means a trip abroad.

Her membership in the Special Libraries Association takes time—she's served as its treasurer and as a board member, and was president of the New York chapter for six years. And there are the arts—theater, concerts and ballet along with a "modest collection" of paintings she has acquired. She is on the vestry and is treasurer of her Episcopal parish, St. John's in the Village. ●



## Richard Eastwood Ph. D. '54

The annual report of Houston's Texas Medical Center is Texas-big, running to 171 spiral-bound pages. Up in front it lists the officers, with Dr. Richard Eastwood as EVP and director. Amid all those pages is a chart with facts worth studying. In 1978 TMC employed 23,000 people, with a faculty of 8,000. There are 8,760 students and 4,000 beds. The physical plant is worth \$650 million. There were 128,000 in-patients last year; 1,300,000 outpatients.

That makes Texas Medical Center a gigantic operation in size as well as in the quality that has earned it an international reputation, particularly in treatment of cancer and heart disease.

So Richard Eastwood should be



fairly manic most of the time, which makes his low-key southern gentleman telephone presence come as a surprise. The next one is that he is not an MD. This is not an experiment—he's been on the job since 1962—nor is it entirely singular. He can think of at least one other medical center with a layman at its head. "The director before me was an MD, but he convinced the board that it would be better to have a layperson who wouldn't get involved in medical politics. Moreover, with this post you're talking about cooperative efforts, relationships, money, building joint activities. So a background limited to medical training is not the logical requirement."

Eastwood's education was in business administration and economics. After he'd earned bachelor's and master's degrees at the University of Nebraska, he came here for summer school in 1939.

It was a significant summer, exposing him to Profs. Selig Perlman, Edwin Witte and Martin Glaeser. "I'd still rate them as three of the most inspirational people I ever studied under. They ingrained in me the Wisconsin Idea, the notion of improving the lives of as many people as we can in our lifetime, of getting involved in government to help bring about many of the things which we now take for granted; things like workmen's comp and industrial safety regulations."

In the fall of 1940 he came back from the University of Alabama, where he'd been teaching, to take advantage of a Richard T. Ely scholarship. The war interrupted that, but after naval service he returned, this time with an assistantship. From those postwar years he remembers fondly Merle Curti, who supervised his minor in sociologic and cultural history, and Walter Morton, "a caustic kind of fellow who taught me to think critically."

With his Ph.D. course work completed in 1950, Eastwood went back to Alabama to head its Birmingham campus. This assignment incorporated the affairs of the medical center, and

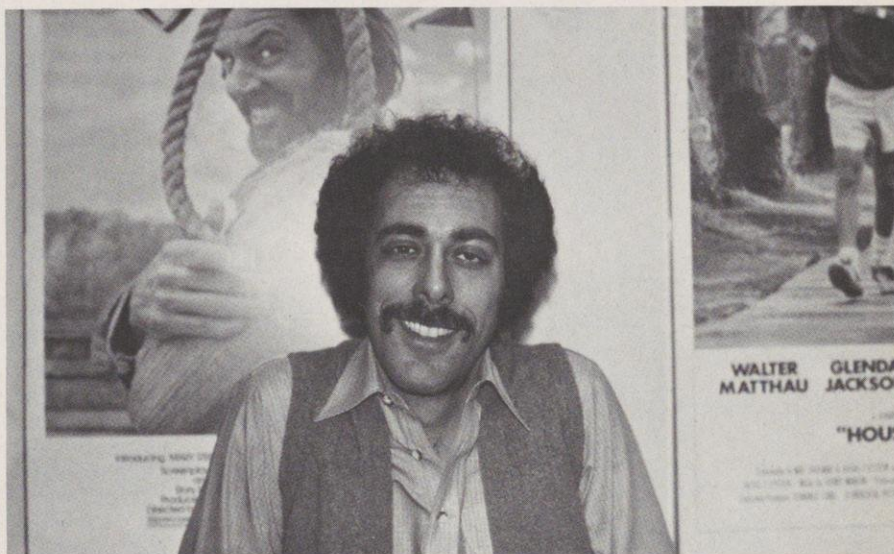
twelve years of "on the job training" there prepared him for the move to Texas in 1962.

He likens his role to that of a city manager, involving him in "everything from the building of a library to worrying about parking and security."

TMC is the home of two medical schools, a county hospital, the city public health department, five general hospitals, a college of pharmacy, a dental

school, continuing education, schools of nursing, public health, allied health and speech and hearing.

Along the way he's had time to serve on the federal General Medical Council, the Cardiac Replacement Taskforce, the National Heart and Lung Institute. He counsels a bit on his own, and got back up north a few years ago to talk with our people in planning our own new Health Center. ●



## Alan Mandel '68

By 1971 Alan Mandel could have hired a press agent to tout him as a legend in his own time, and much of the Hollywood cognoscenti would have bought it. After all, so much so soon; a top writer, yet, and only four years out of school. Everyone knows that when you go to Hollywood, you struggle and fail and maybe go home. Even F. Scott Fitzgerald had been a loser out there, and he was older, famous, and parted his hair in the middle.

Yet, Mandel had by now whipped

through all the piddly writing jobs that are supposed to serve as apprenticeship and was, with partner Charles Shyer, the head writer on *The Odd Couple*, which was finishing its first TV season, w-a-y up there in the ratings. They liked being in that spot, God knows, and Randall and Klugman were happy with them. At parties, people who'd formerly looked at them as though they'd fallen off the canapé tray now hurdled furniture to say how much they *loved* last night's show. The office phone (Bijou Productions) rang often. There was no reason to think the two would not stick around, getting moderately rich, while writing the show for the duration (which would turn out to be a hefty five years). So they quit.

This quaint reaction to success was not because they objected to its sweet smell. Nor was it due to cockiness. And it certainly wasn't based on any



# Our Gang

idea that the writing life is a breeze. Granted that they'd made it sooner than most, they *had* done the things you're supposed to do by way of Paying Your Dues.

Mandel had worked on a predoomed daytime quiz show, everything from lettering cue cards to writing the host's opening monologue. He'd sold occasional funnies to such as Lily Tomlin, Phylis Diller, and that socko club act, Phil Foster and the New York Mets. ("The assignment was to come up with fifty dirty baseball jokes.") Following various hot tips and lukewarm invitations, they'd submitted a multitude of scripts, all of which are still in a multitude of in-boxes. "We went all out for one," Alan recalls. "We were told to come up with a combination of *The Graduate* and *Goodbye, Columbus*. It turned out they wanted a Jewish *Leave It To Beaver*."

They even earned two screen credits, these for *Introducing the Patient to His Room*, and *Intake and Output of Liquids*, which you can see at any nurses' aide training center.

So there is logic in their joy at being on a high roll with *The Odd Couple*. But they weren't out of their heads in leaving it, either.

Mandel wanted to be in the movies, he recalls, since age eight, when he was scaring the bejeepers out of his parents back in Park Forest, Illinois, by heading for a matinee of *Shane* or *Roman Holiday* and not coming home until the marquee went dark. On campus, still a movie nut, he signed up for the mass media course taught by now-Governor-then-Professor Lee Dreyfus. "This really inspired me," Mandel says. "It was the first time I'd heard a scholarly approach to something like movies as an art form. It sort of *legitimized* them for me." He did no acting on campus, unless you include getting elected vice-president of his class, which many people would. After graduating in journalism, and primarily to stay out of the army, he headed for UCLA's grad school in theater arts. He got in, but stayed just long enough to know he'd rather write them than act in them.

So the magic word was "movies," even despite the success of *The Odd Couple*, and it was obvious that there'd never be any with their names on them while they were turning out a weekly series. Better to create TV pilots which would sell, while allowing time for movie writing.

But, "We wound up writing a total of nine pilots, *none* of which got filmed," Mandel says. "We seemed to

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With a little help from our friends, *Our Gang* will be a continuing feature in the magazine. We'll be happy to get your nominations of alumni who are doing something a little differently a little more successfully.

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tackle areas that no one was dying to do, to say the least. We did an interracial love story. We did one on an unmarried couple living together. (Remember, this was 1971.) We had one on a mayoral assistant who ran the city because the mayor wasn't all that bright. It wasn't that we were trying to make some kind of heavy statement or change the face of network television, but this was the natural way for us to write. Anyway, they'd buy the scripts, but that would be it.

"It dawned on us that they were really saying 'Save your good stuff.' They wanted imitation. They wanted Archie Bunker's cousin—a man who eats with his hands. It was pretty frustrating."

But it paid. And it gave them time to try a movie script from a novel. This didn't break the chain of flops, but it did become a door-opener. On the strength of it, someone brought them a screenplay that had been kicking around, but it looked as though it might have possibilities if reworked. They did the job in thirteen days, probably wondering why they'd ever given up steady work. It was *Smokey and The Bandit*, which has become one

of the biggest money-making comedies of all time.

"Then things started happening. We were brought in to rework the script for *Housecalls*. The original was by two fine writers, Max Schulman and Julius Epstein (who wrote *Casablanca*), but it was somewhat dated by the time it came to us. And since we knew who the actors would be—Matthau and Glenda Jackson and Carney, three Oscar winners!—it was really inspiring." The Mandel/Shyer script was nominated for a Writers' Guild of America award for the best comedy written directly for the screen.

"After that there was another script that needed to be reworked. This was *Goin' South*, with Jack Nicholson. We went down to Durango, Mexico and worked with him on that. Of the three pictures, I think this was the most fun; we had the most involvement, and our relationship with Nicholson was really tremendous."

It was also considered the crop failure of the year by many critics, but, "I'm very proud of it. I think Jack did great work. It will probably become a cult film and be around for a long time."

He mentions next a fleeting, apparently less-than-pleasant connection with Miss Barbra Streisand and *The Main Event* (which had yet to be released when we talked with him.) Mandel and Shyer were one of the long grey line who passed through la Streisand's orbit, leaving by mutual agreement. He doesn't want to talk about it, but offers, "I wouldn't want to put her down; she's talented."

Right now, the team—which, incidentally, is doing more writing as individuals—is working on a screenplay, *Ladies' Day*, about a male coach for a female basketball team, which they will produce if they can get the backing. Another is *Just One Of Those Things*, which Chris (Superman) Reeves thinks highly of, but he has gone up, up and away to some other commitments, so it waits until he gets back or until someone equally hot decides to do it. Chances are that won't be much of a wait. ●



# Football Forecast

*Building from a double pre-season tragedy.*

By Jim Lefebvre '78

There are a couple of reasons football has lost some of its importance to University of Wisconsin players and coaches over the last few months.

Their names were Jay Seiler and Wayne Souza.

The Badgers go into the 1979 season facing one question that looms larger than any concerning returning lettermen, difficulty of schedule or anything else—what effect will the shocking deaths of two of their teammates have on them?

"Only God knows, I guess, why problems like these come along," says second-year coach Dave McClain. "But I think that when you have adversity like we've had, it strengthens you. Our young men will battle and fight back."

For McClain, the "problems" began a week before the start of spring practice, when his mother died unexpectedly of a heart attack at her Upper Sandusky, Ohio, home. That set the tone for what was to be a somber several weeks.

On the second day of practice, Jay Seiler, a freshman defensive back from Schofield, made what everyone later called a good, clean tackle during a drill. He came to the sideline looking only slightly shaken, but minutes later collapsed and was rushed to a hospital.

There he spent a week in a coma with a massive blood clot on the brain before dying on April 7. That week was perhaps the most difficult one ever in the lives of ninety or so young men at Wisconsin.

Seiler's death took the zip—and the fun—out of spring practice and confronted the players with difficult questions about fate, their role in football and the nagging notion that "it could have been me."

The Badgers looked forward to the summer to straighten things out in their minds. But the summer calm was shattered on July 21 when Wayne Souza, starting flanker from New Bed-



*Photo/Del Desens*

ford, Mass., drowned while swimming in Lake Monona.

Souza, 20, would have been a senior. He was a team leader, a likeable guy with a love for the game and a genuine concern for his teammates. He was also an outstanding, versatile athlete and the Badgers' third leading receiver in 1978.

"It's unbelievable," said Mike Kalasmiki, who was on the passing end of Souza's receptions. "He's been my roommate for three years and now he's gone."

As most of you read this, Wisconsin will have played its season opener Sept. 8 at Purdue exactly seven weeks after Souza's death. In the weeks before, the Badgers hoped to somehow overcome the shock and grief and, says offensive tackle Ray Snell, "to put it in our hearts to come back from all this."

Before the tragedies struck, the biggest story going into the season was whether Kalasmiki, who was dropped from school last January, could regain his eligibility and play his senior year.

At this writing, it appears that he will. The 6-foot-4, 210-pound quarterback from Addison, Ill., spent the spring semester at Madison Area Technical College, then was re-admitted to UW for the summer session.

Kalasmiki was named the Badgers' most valuable player last year, completing 107 of 231 passes for 1,378 yards and twelve touchdowns. He started the season in a reserve role, but came off the bench to spark a wild, come-from-behind 22-19 victory over Oregon and win the starting job. He's got as strong an arm as Wisconsin's had in many years and is good at finding an open receiver.

Behind him will be sophomore John Josten, who started the first three games last year before being injured. A shoulder injury also bothered him last spring, but McClain says "he's come along quite a way. He's worked hard at everything."

Also on hand is junior Steve Parish (6-1, 190) of Evansville, who sat out





last year after transferring from Kansas State. "We've got three good people, so things look very good for us at quarterback," McClain said.

Returning in the backfield is Jefferson senior Tom Stauss, the second-leading rusher last year with 485 yards. He had been expected to move back to tailback after spending 1978 at fullback, but that was before sophomore Dave Mohapp underwent surgery in early August.

Sophomore Mark Goff (6-1, 195) of Monona or freshman Gerald Green (6-2, 230) of Waukegan, Ill., could challenge at fullback. Expecting to see some action in any case is sophomore tailback Curtis Richardson (6-1, 182) from Youngstown, Ohio, who backed up Ira Mathews last year.

Another freshman, Chucky Davis (6-2, 210), comes to Wisconsin from Macon, Ga. as one of the most highly-recruited players in the nation. He could play quite a bit.

In addition to being a deep emotional setback, Souza's death leaves a confused picture at the receiving positions. "I really don't know what we'll do there," McClain said. "It's a big loss to our offense; Wayne could do so many things well."

The only starter returning is tight end Ray Sydnor (6-8, 225, Baltimore) who has the speed and hands of a wide receiver and, in McClain's words, is "an awesome receiver." Leading the candidates for split end and flanker will be sophomore Tim Stracka from Madison West, senior Tom Braker from Beaver Dam and sophomore Mathew VandenBoom from Kimberly.

Leading the offensive line will be Snell, a two-year starter with impressive strength and agility. Aside from him, though, the line will be largely inexperienced. Senior Joe Rothbauer from Oshkosh is expected to step in at center while the leading guard candidates are senior Jim Martine (6-1, 230) and sophomore Jeff Luko (6-3, 215). Steve Namnick

(6-5, 230) from Morton Grove, Ill., who lettered as a freshman and was expected to fill the tackle spot opposite Snell, was dropped for academic reasons. This may open the door for sophomore tackle Jerry Doerger (6-5, 238) from Cincinnati.

The most pressing concern on defense is the backfield, where only one regular—junior cornerback Ross Anderson—returns. "The defensive secondary is the one big worry I have," McClain said. To make matters worse, the new people will receive a baptism by fire in the opener against Purdue's Mark Herrmann, one of the nation's top passers.

Challenging for one safety position will be George Welch, a senior from Benton Harbor, Mich., who started five games last year after injuries knocked out some regulars. Other possibilities are Baraboo's Terry Stroede and 6-3, 195-pound freshman David Greenwood from Park Falls.

Greenwood is an athlete of rare ability. In addition to starring in football and basketball, he won four straight state high-jump championships and became the first Wisconsin high school jumper to clear seven feet. "He's one of the finest athletes in the Midwest," McClain said. "He's got to be able to play *someplace* for us."

Leading the chase for the cornerback spot opposite Anderson is Mickey Casey, a senior from Eau Claire Regis who's been a sparkplug on special teams. Three sophomores—Von Mansfield from Milwaukee, Vaughn Thomas from Columbus, Ohio, and Dan Messenger from Marinette—will also be pressing hard for spots in the secondary.

Senior tackle Tom Schremp (6-3½, 250) of Antigo and junior Dave Ahrens (6-3, 216) a two-year starter at end, lead the defensive line. Schremp has used weight-training to build up tremendous strength while Ahrens is noted for his inspirational play.

The other tackle post is up for grabs between sophomore Mark Shumate (6-3, 205) of Poynette, a red-shirt last year, and 6-3, 220-pound junior Curt Blaskowski from Schofield.

Guy Boliat (6-1, 210) from Des Plaines, Ill., was impressive at the

other end position as a freshman last year until an injury ended the season for him. He missed spring ball after knee surgery but is expected to make a comeback. Waiting in the wings are experienced backups Jeff Vine and Don Lorenz.

Senior Kasey Cabral (6-3½, 244), Souza's high school teammate from New Bedford, moves to nose guard from tackle, where he started seven games last year. He saw action at both positions in 1977.

Oregon senior Dennis Christenson (6-1, 222) returns at one linebacker spot while junior Dave Levenick (6-2, 204) from Grafton will man the other one, replacing Dave Crossen, Wisconsin's defensive leader the past three years. Levenick started two games after Crossen was hurt last fall, and impressed coaches during spring practice.

Kicking will be handled by junior punter John Kiltz and senior place-kicker Steve Veith.

As is often the case, depth is one of the Badgers' biggest problems.

"If we could play our first twenty-two players all year, we'd be in decent shape," McClain said. "Our depth is a tremendous factor in how well we do. We've got to get some depth from our freshmen."

The Badgers were 5-4-2 in McClain's first season. "With any luck, we could have been 7-4, and with our fan support, we'd have been an attractive team for a bowl bid."

And this year?

"Our realistic goal is to try to break into the top four and be a spoiler," said the Badger coach, who concedes that Purdue, Michigan, Michigan State and Ohio State are clearly the class of the Big 10. "But emotion will be a big factor for us."

Perhaps the biggest. ●

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*Jim Lefebvre is a sports writer for the Madison Press Connection.*



# Student Standpoint

*In which students speak of many things, directly to you.*

## Goodbye, ILS

By Barbara Siegel '81

*In our November '78 issue we ran "Integrated Liberal Studies: Is It Still Working?" The announcement has since been made that it isn't, that this is its last year. Here are the views of one of the students affected by this decision.*

This is the final year for the Integrated Liberal Studies program. ILS, designed to provide a unified curriculum for the fulfillment of the L & S breadth requirements, has taught Western civilization and thought in a way that civilized its students while teaching them how to think. It is an oddity at the University. The entire emphasis of this two-year program for 250 students is placed on teaching; there is no research done in the department. No faculty member receives an exclusive appointment; each is "borrowed" from other departments to teach a course or courses in ILS.

Because program enrollment is small, camaraderie develops among the students, and the professors are able to interact a great deal with us. The result is that they are in a position to accommodate our individual needs and goals. This is one of the reasons that the courses in the program, by the consensus of the students, are superior to those outside ILS even though they are more difficult. The University appears to agree with us on the quality

of teaching; ILS professors have won the University teaching awards for the last two years.

For more than thirty years ILS has fought the trend toward specialization, but recently the economic fears of students have become greater than their interest in humanities, which has led to declining ILS enrollments. This is one of the reasons cited for terminating the program. It is unfortunate but true that in times of economic difficulties the humanities are viewed by most as a luxury. What is more unfortunate is that the University appears to share this view.

A second reason given for the program's demise is lack of faculty interest. On the surface this may be true, but one has to wonder if ILS teachers have received the support and encouragement of their colleagues and superiors as they engaged in their "extra-curricular" work with ILS.

Former governor Patrick Lucey demanded—and apparently got—a cost-effective University here. Everyone employed is busily, visibly at work. But when the administration begins to cut out its high-quality programs, the time has come to question its cost-accounting philosophy. The investment in ILS is a long-term one with few immediate benefits, exactly as is the case with its support of basic research! And just as the University funds and encourages research, it needs and should encourage ILS.

The entire University community benefits by the existence of every high-quality program on the campus. Universities exist as places where people learn from each other; what goes on outside of class is equally important to what goes on during class. In this way, a physics major is enhanced by knowing and learning from an ILS student, and the ILS student is able to learn from the physics major. Not only will the ILS student feel the loss of the

program, but in at least a small way, the physics major will have an intangible quality lacking from his or her education.

The strength of society is its capacity to bear diversity, and the strength of the University is its mirroring of society in this respect. The trend toward specialization, this concentration and narrowing of the University to satisfy the needs of the majority, is a sign of its weakening in value as an intellectual community.

Has fiscal responsibility at the University exceeded the bounds of rationality? We now have Lucey's well-oiled, efficient machine, but has it been achieved at the cost of the quality of the institution? We need to scream "Stop!" when silly decisions are made just to balance the books; we can't afford to lose programs in which faculty people teach because they *want to*; programs in which they care about knowing and helping their students.

That this is a university, not a college, means that there is a mixture of programs. We need the physics majors, the engineering majors. But we also need those unspecialized students whose skill is adaptability. In the age of future shock, the University should not let the valid economic fears of the majority affect the needs and desires of a minority which is capable of benefiting from programs such as ILS.

In a sense, this is an obituary for the ILS program. Please send your regrets to Dean E. David Cronon, as there is some possibility of a biblical resurrection. ●



# University News

## First Postdoctoral Students Here in Exchange with China

Nine faculty members from universities in the People's Republic of China arrived on campus in July to begin postdoctoral studies. They are the first delegation in the new program of exchange of scholars between the U.S. and China.

The eight men and a woman work in the field of mechanical, electrical and chemical engineering, biophysics, bacteriology and entomology. Their studies here will last from one to two years, and each will work with a member of our faculty.

As the other half of the exchange, students from here will be sent to Nanking, but due to a housing shortage there they may not be accepted for up to six months.

The Chinese here are living in commercial housing off campus.

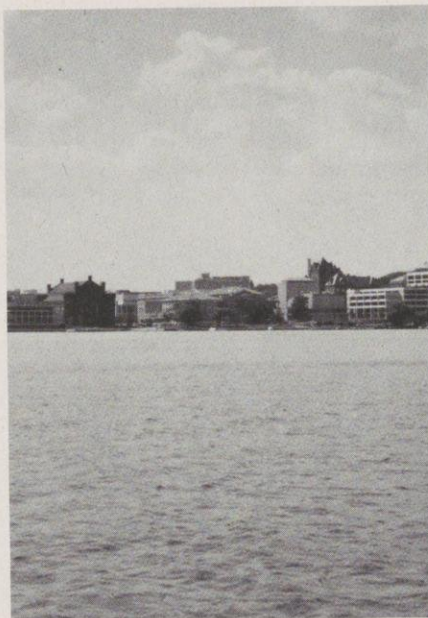
## The Rush Is On To Build Veterinary School

The University left the starting gate late in July in a race to build the state's only School of Veterinary Medicine by the fall of 1983. Bonding authority to build the school was contained in the new state budget.

Dr. Bernard C. Easterday, the school's acting dean, noted that we have been given just four years to erect the buildings, hire faculty members, build a complete curriculum and let potential students know about the school. There are to be clinical facilities in River Falls and Madison which must be operating before the first class comes through the door, as well as research and graduate programs to be developed. At the top of the list is a building to house the school. To get done on time and to avoid another year's worth of inflation and thus meet the legislature's \$28 million bonding limit, bids must be let before the end of 1980. That means the space must be mapped out by the end of this year and the design completed by late next spring. Construction would start early in 1981, with the building ready for the first class of eighty veterinary medicine students in September 1983.

Recruiting for those students will begin without delay, Easterday said, because the first year's class members are already juniors and seniors in high school. A brochure describing interim entrance requirements will go to every Wisconsin high school, college and university. Curriculum for the school will be developed by its faculty, five members of which will be hired in the coming year. Another eleven should be found in the year after that, with a full staff hired by the time the first class is entering its fourth and last year in the fall of 1986.

The main structure will be built on a west-campus area selected as an initial planning site. Easterday said the exact location will depend on the costs of preparing the site and relocating facilities already there. The relocation costs remain a question mark. In its presentation to the legislature, the University said it would cost \$28 million—excluding facility replacement costs—to build the school. No such costs were included by the legislature, however, and “we just don't know how they will be covered,” Easterday said.



Summer Skyline. As a swimmer or boater you saw it often, this magnificent view, taking in the shore from Alumni House past the Union.

Duane Hoppe

No champagne corks were popping in the school's present four offices, as two staff members used the same word—anticlimactic—to describe their feelings on getting final approval to build the school. “It's been a very long road,” Easterday noted. “It's been something that many of us have been involved in now just over ten years. There have been many ups and downs.” And now? “I think the opportunity to develop a School of Veterinary Medicine within the Wisconsin Idea is a very exciting challenge.”

—Joe Sayers

## Total Enrollment, Freshman Class Expected to Grow

Total enrollment and the size of the freshman class are expected to increase slightly this semester. Registrar Thomas Hoover has estimated there will be a one to two percent jump in the number of students, which could push enrollment to 40,000. Last fall's enrollment was 39,430. The freshman class, 4,683 in number last year, should come close to 4,800 this fall, according to Director of Admissions David Vinson.

But University officials, with an eye on future enrollment trends, are faintly puzzled by the admissions statistics for the freshman class. These figures indicate the first reversal in recent years of a downward trend in the “yield” of students from applications, said Vinson. In previous years, although the number of applications and admissions increased, the percentage of students who actually enrolled kept falling. This year applications and admissions leveled off, but the number of people who have indicated a definite intent to register for classes has risen by more than 100.

Whether the upward swing in yield will continue can't be predicted yet, but Vinson's staff is seeking reasons for this year's increase. The University housing situation is still tight, particularly for nonresident students. (See next story.) The financial aid picture has improved somewhat, but that is a national development and not unique to UW-Madison.

continued





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# University News

## Get Set, Go! For Next Year's Dorm Room

Accommodations in University residence halls were at a premium again this year, with the 6800 spaces available filling rapidly. About 2500 students, mostly non-resident freshmen, were forced to seek off-campus housing. Out-of-state students are likely to face a similar shortage in 1980-81, even though officials have increased the number of undergraduate spaces available.

The variety of accommodations offered is a major factor in the popularity of residence halls. Students can choose from intensive study houses, upper-class houses, and either traditional or coeducational facilities. They can select a personalized food program from five different plans offered.

There are several important points to keep in mind about housing appli-

cations and assignments for 1980-81: Applications will be accepted beginning October 1. Wisconsin residents applying before March 15 have priority over non-residents; housing applications are *totally separate* from applications for admission to the University, *and a student may apply for housing before being accepted for admission*; a deposit is not required with the housing application; and assignment to a specific hall is based on date of receipt of the housing application. Applications are available from the Assignment Office, Division of University Housing, Slichter Hall, 625 Babcock Drive, Madison 53706, and from guidance directors in Wisconsin high schools.

A large number of men and women students will be able to obtain part-time employment in residence halls if they are interested in working during the school year. Most jobs are in the food service units, require a minimum

commitment of seven hours weekly, and afford alternate weekends off. Employment applications for 1980-81 will be accepted beginning October 1. Applications are available from the Personnel Office, Division of University Housing, Slichter Hall, 625 Babcock Drive, Madison 53706.

—Joanne Allemand

## Acting Deans Named For Ag and Business

Acting deans to head the College of Agricultural and Life Sciences and the School of Business were named in June by Chancellor Irving Shain.

Shain announced that Professor Robert W. Hougas, 61, associate dean and director, will head the agricultural college until a successor is found for Dean Glenn S. Pound, who retired June 30. Associate business Dean Edward J.

## Close to campus...Close to perfect.

Located at the heart of the campus, The Madison Inn is a perfect facility for reunions, visiting parents, or if you're just in town to visit a favorite professor.

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# The Madison Inn

601 Langdon Street (at Frances), Madison, Wisconsin 53703 Phone collect (608) 257-4391



(Jim) Blakely, 55, will fill in for Dean Robert B. Bock, who will be away from his office for six months conducting research.

Hougas also served as acting dean in 1977 when Dean Pound was acting chancellor in the search period which led to Shain's appointment.

Hougas, a native of Blythdale, Mo., joined the faculty in 1949, the same year he received his doctorate in genetics from Wisconsin. He was appointed professor of horticulture and genetics in 1962, and was named associate dean and director for experiment station research in 1966.

Blakely, an accounting professor, joined the UW-Madison business faculty in 1952 and was named a full professor in 1966. He was named associate dean in 1967.

### Committee Investigates Complaint Against Chemistry Professor

In the first such case of its kind on this campus, a faculty committee is considering disciplinary action against a tenured faculty member for refusing to teach a course.

The Committee for Faculty Rights and Responsibilities held hearings on a chemistry department complaint against one of its members, Professor Walter J. Blaedel, July 16 and 17. More witnesses, including Blaedel, will testify in an additional hearing sometime this month, according to committee Chairman David Perlman.

The complaint, originally forwarded to the University administration on a 29-2 vote of the chemistry faculty, charges that Blaedel failed to fulfill his responsibilities as a faculty member because he refused to teach an analytical chemistry course that he was qualified to teach, had taught regularly in the past, and was properly assigned to him by the department.

Blaedel, sixty-three years old and on the faculty for more than thirty years, has maintained that he cannot teach the course safely and effectively. He has objected to the laboratory dispensing system for toxic chemicals and to the experiments used by professors teaching other sections of the course.

Department Chairman Dennis Evans testified that Blaedel's was the only complaint he had heard about the inherent safety of the lab. University safety officer Robert Radtke said he had responded to several of Blaedel's complaints and called the professor "perhaps overly sensitive to safety. He believes safety is an absolute."

Several chemistry professors testified to antagonism and a communication breakdown between Blaedel and the other members of the analytical division, disagreements on teaching methods and predoctoral examinations, and Blaedel's attempts to take his grievances to students and graduate school applicants.

The University hired a part-time lecturer to teach his assigned course in the 1978 fall semester. Blaedel first accepted and then refused a full-time research assignment in the medical school.

When department chairman Evans informed Chancellor Irving Shain and L&S Dean E. David Cronon that Blaedel had again failed to accept a teaching assignment for the spring semester, Blaedel's salary was adjusted to match the actual percentage of time he devoted to his University responsibilities. The actual impact of this move meant that he was paid at a rate approximately \$7,000 below his established \$29,900 annual salary.

Shain told the hearing he does not consider the adjustment to be a disciplinary action. "Professor Blaedel was told that if he showed up for class he would be paid. I look at this as a voluntary work stoppage. And I say: no work, no pay," said Shain.

Blaedel's attorney, Jerome Maeder of Wausau, filed an objection to the committee proceeding, claiming the University has denied the professor due process and the right to a fair hearing before an impartial body. Maeder also maintains the pay cut was disciplinary.

The complaint against Blaedel was forwarded to the faculty committee by Vice Chancellor Bryant Kearn along with a recommendation that Blaedel be suspended from the chemistry department teaching program "until he can clearly demonstrate his willingness to

share properly the responsibilities of that program." Also recommended is the continuation of the salary adjustment.

The committee, however, can make any recommendation it chooses to the chancellor. That could range from no action to a recommendation for dismissal proceedings.

Members of the committee and their departments are: Perlman, pharmacy; Walter Raushenbush, law; Jack Ladinsky, sociology; Francis Hole, geography; Stanley Peloquin, genetics and horticulture; David Lindberg, history of science, and Phillip Harth, English.

—Barbara Lonnberg

### Campus Bicyclists Getting More, Safer Bikelanes

Work began in July on an eventual \$75,000 worth of bicycle path improvements and additions aimed at making life easier—and safer—for those using pedal power to get around

*continued*



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## University News

the campus. It's the largest single package of bikelane spending ever at the University, where questions of mixing bicycles, cars, parking and pedestrians have provided spirited debate for a decade.

Professor Grant Cottam, chairman of the campus' Bicycle-Pedestrian Subcommittee, said the money will provide a complete lakefront bike route from Memorial Union to the graduate student apartments in Eagle Heights on the far west campus. It will also add or upgrade paths near the natatorium, around the WARF Building and at the Ashman Overpass, which bridges an expressway at the south edge of the ag campus.

Present gaps in the lakefront route, also used by joggers and pedestrians, have forced users onto campus streets. The new construction will eliminate the conflict with cars at all but one spot—a bridge over University Creek on Willow Drive. It also will provide a detour around the crew house, where bicyclists have sometimes found that boats and bikes don't mix. Cottam said he was encouraged and optimistic about bikelane development, although the committee has other ideas in the hopper that it considers even more important.

One, improving bicycle routes on the block of Charter Street north of University Avenue, was the original target for the \$75,000. But committee members couldn't agree on what needed to be done and the Madison Common Council stopped planned work on University Avenue, so the Charter Street project had to be shelved and permission sought from the state Building Commission to change the method of expenditure. Charter Street is still the most critical spot on campus, from the standpoint of safety, Cottam said.

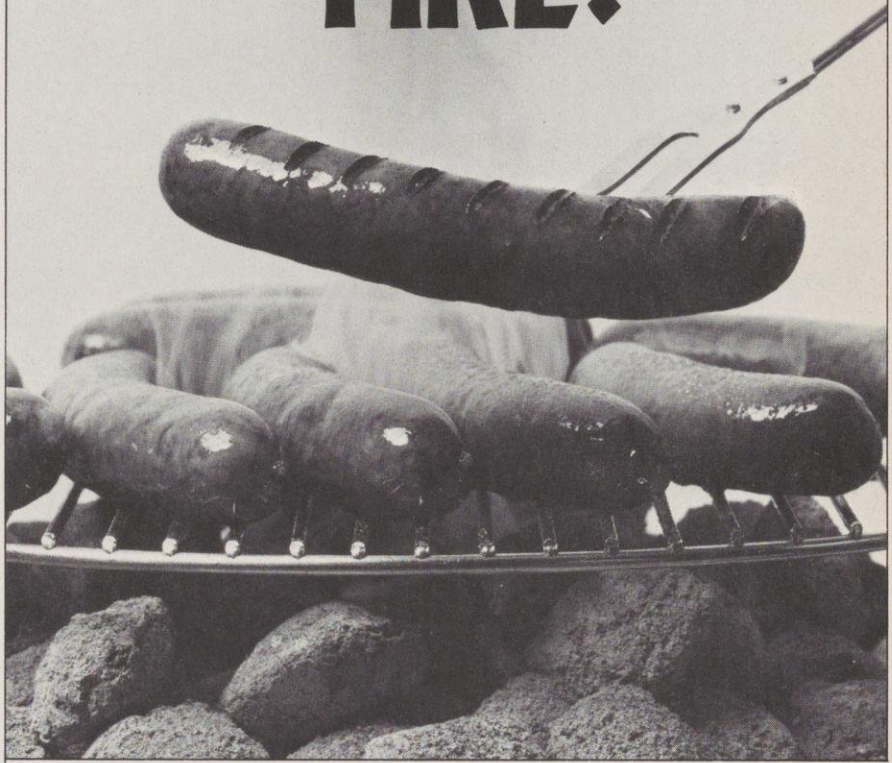
A second important need, he said, is an east-west bike route through the middle of campus, west of Bascom Hill. Both ideas raise serious questions about blending bicycles, cars, buses, pedestrians and parking.

The formal debate over bike protection goes back a decade to the formation of an ad hoc bicycle committee.

—Joe Sayers



# LIGHT YOUR FIRE!



## Journalism School Rates In Top Eight

Ours is one of the eight best journalism schools in the country, according to a nationwide survey of deans and directors of accredited journalism departments.

The survey, conducted by Carl Byoir Associates of New York, asked the participants to rate the schools on the basis of quality of instruction. Journalism School Director William Hachten said Wisconsin often ranks high in the category of research. "We're very pleased to see Wisconsin continue to also be regarded highly in instructional quality," said Hachten.

The Byoir survey asked seventy-three deans and directors of schools accredited by the American Council on Journalism Education to rate the journalism department, and received responses from fifty-six of those polled.

The other journalism schools ranked among the top eight are the Universities of Kansas, Minnesota, Missouri, Nebraska and Columbia, Indiana and Northwestern Universities. The schools were not ranked in any order within the list of eight.

Hachten said it's not unusual that virtually all the named schools are located in the nation's midlands. "Journalism education really had its beginnings here in the Midwest," said Hachten. "There is a very direct correlation between Midwest land-grant universities and strong departments of journalism. Wisconsin and Missouri in particular both have had pioneer influences in the rise of journalism education."

## DeLorenzo is New President Of UW Foundation

Anthony DeLorenzo '36, Detroit auto executive, is the newly elected president of the University of Wisconsin Foundation. A General Motors vice-president in charge of public relations for many years, he is a former president of the *Wisconsin Alumni Association*. He also has been associate chair-

*continued*

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# University News

man of the Foundation's \$15-million "Forward with Wisconsin" capital gifts campaign.

DeLorenzo succeeds Charles O. Newlin '37, Hot Springs, Ark., who is now chairman of the board. Newlin is a retired vice-president of Continental Bank of Chicago.

Two new executive vice-president positions were created due to the Foundation's growth. Norman O. Becker MD '43, Fond du Lac, and

Brenton H. Ruppel '48, chairman of the board of Robert W. Baird & Co., Milwaukee, were elected to the new posts.

New board members are Francis Stiles Lamont '35, a South Dakota state senator, and John F. Konrad '39, vice-president and treasurer of Northwestern Mutual Life Insurance Co., Milwaukee.

## David Tarr to Head Athletic Board

Political science Professor David W. Tarr, 47, has been appointed chairman of the University of Wisconsin Athletic Board. He succeeds the board's chairman for a decade, Frederick W. Haberman. Although he officially retired as professor of communication arts in 1978, Haberman continued in the athletic chairmanship for the past year at request of the chancellor.

A board member since 1978, Tarr has been responsible for a board study on its educational policy and philosophy of athletics. His own athletic participation has been in football and hockey.

Tarr has served on the UW-Madison faculty since 1963 and is a former chairman of the political science department.

## Student Engineering Magazine Judged Best in Its Field

"Wisconsin Engineer," a magazine put out by engineering students here, has won six awards—including best all-around magazine—at the Engineering College Magazines Associated annual convention.

The magazine, published five times a year, tied with Purdue's engineering magazine for the top honor.

Awards to the UW-Madison magazine included second place honors for best covers and best layout in a single issue, and the honorable mention for the best single issue.

Writers who garnered awards were Susan L. Tyunaitis, last year's editor, who won second place in best recurring feature for her series on student hobbies and sports, and Jon C. Sesso, a contributor, third place in best non-

technical article for his story on appropriate technology.

Tyunaitis is an engineering mechanics senior from Kenosha; Sesso was a graduate student in environmental communications who, since graduation, has been working with the National Center for Appropriate Technology, Butte, Mont.

This year's editor is William D. Bridgers, Madison, a senior in mechanical engineering. ●

## Badger Huddles

'79 *Find a friendly face  
in an alien land.*

**SEPT. 29: SAN DIEGO**  
Hilton Inn Mission Bay  
1775 E. Mission Bay Drive  
3-6 p.m. (Game: 7:30 p.m.)  
Cash bar

**OCT. 20: OHIO STATE**  
Stouffers' University Inn  
3025 Olentangy River Rd.  
Columbus  
11 a.m.-12:15 p.m., Cash bar

**NOV. 3: MICHIGAN**  
Briarwood Hilton  
610 Hilton Blvd.  
Ann Arbor  
11 a.m., Cash bar

**NOV. 17: MINNESOTA**  
Pohle's Badger Blast at Mark VII  
Sales, 81 N.E. St. Anthony Blvd.  
9:30 a.m.  
*By reservation only.* Schlitz, brats, Elroy, UW Band, Arlie, cheerleaders, etc. College students admitted only with parents. Limit, 700; no res. after Nov. 1. \$3 per person. Bus to and from stadium for added \$3. *Send check and self-addressed, stamped envelope to:* Jack Hickman, 15726 S. Woodgate Rd., Minnetonka 55343. Indicate WAA membership or W Club membership, or UW-Madison year of graduation.

## Club Programs

*This column serves as a reminder only. Each club sends mailings to members with complete information, including reservation deadlines.*

**CEDAR RAPIDS—Oct. 27**  
Bus to Wis. Homecoming game (vs. Iowa). Ticket bloc. \$22.50, bus and game. Dinner (at Timbers, Platteville) extra. Limited to 39. Info.: Mrs. Richard Smith, 4405 Westover Rd., SE.

**EAU CLAIRE—Oct. 6**  
Bus to Wis./Ind. game, Camp Randall. \$30, bus, beer, lunch, game, dinner in the Dells. Info.: Jack Bartingale, eves., 835-9019.

**GREEN BAY—Sept. 22**  
Bus to Wis./UCLA game, Camp Randall. \$15, bus, game. Dinner (at Robbins, Oshkosh) extra. Info.: Steve Jones, c/o Peoples Marine Bank.

**MANITOWOC—Sept. 22**  
Bus to Wis./UCLA game, Camp Randall. Ticket bloc. \$16, bus, game. Info.: Jack Doncheck, Bio-Technical Resources, 1035 S. 7th Street.

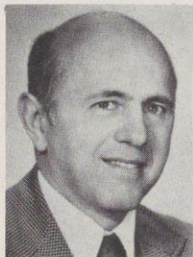
**WILMINGTON, Del.—Sept. 22**  
Tailgate party and Blue Hens vs. Temple game. U. of Del. Ag Hall parking lot, 11 a.m. Beef barbecue. Tailgate, \$5; game, \$7. Info.: Louise Little (6-11 p.m.) 606 Apple Rd., Newark (302) 368-2732.



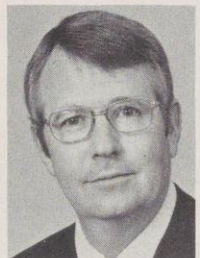
# Member News



Andrus '46



Fried '51



Towers '61



Vaughan '67

## '24-47

The summer meeting of the Union's board of trustees was the occasion for a tribute to **Porter Butts '24**, retiring as its treasurer, a position he's held since 1968. Butts was the first director of the Union, from 1926 through 1968.

**Lowell Frautschi '27**, Madison, was re-elected chairman of the Union Building Association at the above meeting.

**R. L. McMurray MS '31, Ph.D. '33**, Hebron, Ohio, has been made emeritus on the staff of Doctors Hospital, Columbus, Ohio.

**Gladys L. Darrah '37** retired in July from the department of health and phy ed at Glassboro (N. J.) State College. She lives in Cherry Hill.

**Roth S. Schleck '38** moves up from the presidency to board chairman of the First Wisconsin National Bank of Madison.

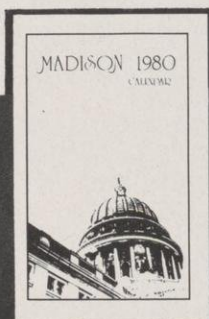
**Robert E. Showers '39, '63**, whom a newspaper story says is "noted for being one of the most innovative teachers in the Green Bay school system," has retired after forty years at East High School there. The school "retired" his classroom by changing its number. He and his wife, **Ora L. Miller '40**, will go on the school's emeritus program, teaching part time for the next three years.

**Clare I. Rice '43**, Cedar Rapids, WAA's new second vice-president, will be

## Twelve wonderful ways to say Merry Christmas!

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# Member News

awarded a distinguished service citation by our College of Engineering on Engineer's Day, October 12. Rice is president of the Avionics and Missiles Group of Rockwell International.

**Gwen M. Schultz '44, '50**, associate professor of geology/natural history and environmental resources, has garnered awards recently for books and stories quite apart from her field. Her "Return of the Wolves" won a first-place award in the short-story category from the National League of American Pen Women; and the Children's Reading Round Table of the Midwest Authors and Artists gave her a citation for her contributions to juvenile literature in general. Her children's book, *The Blue Valentine*, has just been reissued by Morrow.

Battelle, Inc., Columbus, Ohio, honored several employees for patents received in the past year. Among them was **Paul G. Andrus '46**, who helped develop "a device that produces high-quality images in xerographic copier machines."

**Seymour I. Schwartz '47 MD**, Brighton, N.Y., professor of surgery at the University of Rochester Medical Center, has been elected president of the Upstate New York chapter of the American College of Surgeons.

## '48-53

**Thelma Estrin '48, '49, '52**, on the faculty of the Brain Research Institute at UCLA, has been elected to the board of The Aerospace Corporation. Its news release calls her "a pioneer in the application of engineering techniques to medicine and biology."

The Upjohn Company, Kalamazoo, appointed **Jacob C. Stucki '48, '51, '54** director of administration and support operations in its R&D group. He joined the pharmaceutical firm in 1954 as a research associate in endocrinology.

**Harold E. Scales '49** moves up from the presidency of Madison's Anchor Savings & Loan to its board chairmanship.

**George Fried '51**, Stamford, Conn., vice-president of engineering and manufacturing of Manostat Corporation, New York City, was sworn in as vice-president of general engineering with the American Society of Mechanical Engineers this summer.

The new registrar at Cedar Crest College, Allentown, Pa., is **June Andell McCall '51**.

**Theodore Citora '53**, Irvine, Calif., with a new JD degree from Southwestern Uni-

versity law school, is currently listed in *Who's Who in the West* and *Who's Who in Finance and Industry*, according to a note from his wife, **Dorothy Kraft x'52**.

The National Association of Health Underwriters awarded an RHU designation to **Corbett A. Nielsen '53**, director of agents' training and disability income sales for National Life Insurance Company of Vermont, Montpelier.

**Lowell J. Tooley '53**, town manager of Scarsdale, N.Y. for the past eighteen years, earned the Man of the Year award of the Lower Hudson Valley chapter of the American Society of Public Administration.

## '55-77

**Elmer E. Meyer, Jr. MS '55, Ph.D. '65** has moved from a VP post at Cornell University to become vice-chancellor of student life at East Carolina University, Greenville, N.C. His wife is the former **Nancy Ramsey '57, '68**, an artist and teacher.

**Narendra Gunaji MS '56, Ph.D. '59**, is director of engineering research at New Mexico State University, Las Cruces.

**Allyn J. Ziegenhagen '57, Ph.D. '62**, Berkeley, Calif., has been named research associate at Stauffer Chemical's de Guigne Technical Center, Richmond. He's been with the firm since 1970.

**Nancy Lundgren Kildsig '58**, a pharmacist in West Lafayette, Ind., has been installed as state president of the AAUW.

Employers Insurance of Wausau promoted **Jim Smith '59, '61** to a supervisor of surety underwriters. He joined the firm in 1960.

**Thomas W. Towers '61**, Glendale, with Northwestern Mutual since 1975, is its new public relations manager.

**Frances Vaughan '67**, Milwaukee, left the Harley Davidson Co. to join Rexnord, Inc. there as a business systems analyst.

**Fred G. Freitag '74**, now a doctor of osteopathy, is in internship and residency in family practice at Brentwood Hospital, Warrensville Heights, Ohio.

**Dan Neumann '75**, with an MBA from Harvard, has joined the Management Analysis Center, Northbrook, Ill.

Oscar Mayer promoted **Richard D. Kiley '76**, Boston, to a sales managership covering the Boston-Hartford-Albany district.

**Lynn N. Stegner '77** is a consultant with Arthur Andersen & Co. in Cleveland after earning an MBA from the University of Chicago Graduate School of Business.

# Deaths

**Mrs. Herbert F. Lindsay (Cosalette Elliott) '08**, Oconomowoc (5/79)

**Wesley Frost Ayer '10**, Claremont, Calif. (6/79)

**Samuel Kerr, Jr. '10**, Oak Park, Ill. (\*)

(\*) Informants did not give date of death.

**Lillian Grace Zimmerman '10**, Milwaukee (\*)

**Lillian A. Reinking '11**, Madison

**Albert Ernest Greenwood '12**, Dunedin, Fla. (5/79)

**John J. Mack x'13**, Green Bay

**Mrs. Roy Marks (Mary Cecil Leary) '14**, Wheat Ridge, Colo. (6/79)

**Mrs. D. M. Zimmerman (Margaret Cornelia McGilvary) '14**, Winter Park, Fla. (6/79)

**Harry A. (Nick) Grinde '15**, movie director from the birth of sound to 1945, usually in B pictures. In 1935 he won an Oscar for the comedy short subject, "How To Sleep," starring Robert Benchley. In Hollywood, (6/79)

**Leland Sterling McKittrick '15**, Boston (12/78)

**Mrs. Edward J. Settle (Nell Scott Hamilton) '15**, Cedar Falls, Iowa (6/79)

**Clifford F. Gessler '17**, Berkeley, Calif. (6/79)

**Carl Montague Gevers '17**, Chattanooga (5/79)

**Gunnar A. Gundersen '17 MD**, La Crosse (5/79)

**William Clarence Helmle '17**, Bronxville, N.Y. (3/79)

**Mrs. Gordon William Rosencrans (Esther Lucile Fowler) '17**, Salt Lake City (5/79)

**Warren Ernest Tupper '17 MD**, Orcas Island, Wash. (5/79)

**Tower Wadsworth King '19**, Bradenton, Fla. (6/79)

**Mrs. Francis Thoburn Brewster (Eva Melby) '20**, Madison (6/79)

**Mrs. Kenneth P. Grubb (Marguerite Frances Nuzum) '20**, Milwaukee (6/79)

**Mrs. James M. A. Payton (Mary Louise Steensland) '20**, Madison (6/79)

**George Robert Shaw '20**, Verona, N. J., a pioneer in the standardization of radio/TV tubes. (7/79)

**Mrs. Leo W. Peterson (Mary Anastasia Johnson) '21**, Sun Prairie (6/79)

**Edgar Rygh '21**, Santa Rita, N. Mex. (12/77)

**Mrs. Stewart L. Lloyd (Frances Coburn) '22**, Vancouver, Wash. (\*)



Thirteenth Annual

# Day With the Arts

Sponsored by the Wisconsin Alumni Association

TUES., OCT. 2, 1979

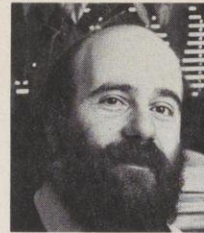
Alumni House • Wisconsin Center • Memorial Union



Brass Quintet



Ms. Chlistowa



Mr. Moon



Mrs. Comet



Pro Arte



Mr. Kreutz



Woodwind Quintet



Ms. Kombrink

## Morning Program

Registration and coffee, 8:15 to 9:15  
Sessions at 9:30 and 10:40  
You may attend *two* sessions

### A. Musical Montage

Individual performances by four of the University's proudest musical possessions! *The Wisconsin Brass Quintet*, acclaimed for its performances of 16th-18th century brass music and sparkling and unusual contemporary works. Prof. *Ilona Kombrink*, whose lovely soprano has been hailed in music festivals, opera, recitals. *The Pro Arte Quartet* is unfailingly popular with audiences and critics alike. *The Wingra Woodwind Quintet* is a chamber music group of warmth and vigor, recorded on Golden Crest records, one of the longest-lived ensembles affiliated with any major American university.

### B. Greek Vase-Painting in Midwestern Collections

This is the title of an exciting exhibit coming this winter to the Art Institute of Chicago. Our art history Prof. *Warren G. Moon* is responsible for it in his capacity as research curator there. He will describe many of the ancient pieces to be seen, and relate the fascinating research behind them.

### C. Classical Ballet from Classroom to Stage

*Xenia Chlistowa* and her students take you through the three basics of classical ballet. Here is the building of a dancer and of a dance in the tradition of the masters. Ms. Chlistowa, a lecturer in our departments of dance and physical education, has been first soloist with the Leningrad Kirov Ballet Company and leading ballerina and choreographer with both the Vilna Ballet and the Ballet Russe Concert Company, among many.

### D. As Others See Us: The Fiction of Satire

The climate of satire ranges from black and overcast to sunny with occasional showers, says Prof. *Irving Kreutz* of the Extension English department. And its method moves from the razor-sharp dissections of Jonathan Swift and Mark Twain through the ironic and not-quite-lethal therapy of Jane Austen and Eudora Welty to the farcical mayhem of Evelyn Waugh and Ring Lardner. He'll be talking about and reading from these writers, as well as from a good many more.

**Luncheon—Noon**  
Union Great Hall

### Afternoon Program—Union Theater

1:05—Greetings by Jean Depew McKenzie '52, general chairman. Then, a concert by the University Symphony Orchestra, under the direction of Prof. *Catherine Comet*. Mrs. Comet was the conductor of the Paris Opera Ballet for two and a half years. The orchestra will perform "Pictures at an Exhibition," written by Mussorgsky and arranged by Ravel. Followed by: Optional tours of the art department and WHA Radio-TV.

*During coffee in the Alumni House Lounge, enjoy an exhibit of drawings by Robert L. Schultz '76, a graduate student in art.*

**Bus Service:** Again we will provide you with round-trip buses from East Towne and West Towne shopping malls, at \$2. Buses leave at 8:30 a.m. and return at the close of the afternoon program. If you want to take advantage of this service, be sure to indicate it on the reservation blank below, and add the fare for each person in your group. (You and your guests will each receive a bus pass with your confirmation, including parking and departure locations at each mall.)

Day With the Arts, Wisconsin Center, 702 Langdon St., Madison 53706

Here is my check, payable to the Wisconsin Alumni Association, in the amount of \$..... for ..... reservations at \$10 each. (I'm also including \$..... for bus passes for ..... people at \$2 each.) TOTAL: \$.....

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Address ..... City ..... State ..... Zip .....

Circle your choice of *two* sessions: A B C D

Guests' names ..... Guests choice of sessions: A B C D

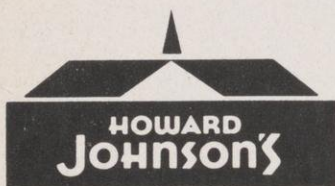
A B C D

Number choosing afternoon tours of: .... WHA Radio-TV .... Art Department





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## Deaths

*continued*

Robert Henry Olmsted x'22, Glenview, Ill. (5/78)

Mrs. Thomas R. Hefty (Madeline Johnson) x'23, Madison (6/79)

Wilbur Griffith Katz '23, Whitewater (5/79)

Robert Milton Lewin x'26, Glenco, Ill. (6/79)

Sidney James French '27, N. Redington Beach, Fla. (5/79), co-founder of South Florida University in 1958, and an educator who believed that "the most difficult kind of teaching is for the teacher to keep his mouth shut and let the student figure it out for himself."

Mrs. H. Thoburn Ralph (Eunice Maude Goan) '27, Wauwatosa (5/79)

Mrs. Timothy Harvey Riley (Rachel Josephine Kelley) '27, Wauwatosa (\*)

John Stanley Weisz x'27, La Valle, Wis. (4/79)

Milton Walter Schacht '28, Racine (5/79)

Mrs. John Godston (Rachel Ruth Phillips) '29, Staten Island (4/79)

Daniel Sabin Gerig, Jr. '30, Geneva, Switzerland (\*)

Frederick Fuller Hillyer '30, Madison (6/79)

Orson Stephen Morse '32, Iowa City (4/79)

Rudolph Nagy '32, Woodruff (4/79)

Byron Chester Redeen '32, Pompano Beach, Fla. (11/78)

Cora Josephine Sorenson '32, Dane (6/79)

David Robert Howell '33, Janesville (5/79)

George P. Schwei '33 MD, Neenah (\*)

Grant A. Wheeler '34, Kalamazoo (5/79)

Joseph Heinzkill '35, Neenah (\*)

Henry E. Faville '36, Madison (6/79)

Clifford C. Johnson '36, Holmen, Wis. (6/79)

Joseph Kendall Kipp '36, Portland, Ore. (5/79)

Edward J. Dahlke '37, Stevens Point (6/79)

William M. Dunn '40, Waukesha (\*)

Mrs. Irma Gertrude Ebersman '40, Brooklyn, N.Y. (\*)

Mrs. John P. Kaiser (Alice R. Burhop) '40, Hustisford (11/78)

Mrs. Clare N. Lyke (Ruth Linda Sonnenburg) x'40, Signal Mountain, Tenn. (4/79)

Robert W. Nordlie '41, Stow, Ohio (4/79)

Ellen Marie Krueger '42, Green Bay (3/79)

Richard William Nelson '42, Oshkosh (\*)

John Elwood Kruschke '43, Rhinelander (\*)

Marlyn E. Clark '44, Appleton (\*)

Paul Roger Trautmann '44, Syracuse (5/79)

Harold George Holler '46, Peoria (5/79)

Mrs. William L. Lorton (Rhoda Ellen Johnson) '46, Milwaukee (\*)

Vernon Russell Thorson '46, Appleton (6/79)

Elizabeth Adele Greenleaf '47, Bloomington, Ind. (5/79)

Richard Anton Zevnik '48, Placenta, Calif. (5/79)

Maurice C. Peterson '50, Wanovi, Mich. (5/79)

John Emil Salzer '52, Oconomowoc (6/79)

Michael Madaghian '53, Oakland, Calif. (\*)

Elwyn C. Williams '55, Austin, Tex. (4/79)

Myron Ira Riggs, Jr. '56, Longmeadow, Mass. (6/79)

Mrs. Gerald A. Vaughan (Jane Delores Zuidweg) '56, Bakersfield, Calif. (5/79)

Franklin D. Faust '57, Ft. Wayne (5/79)

Roger J. Scott '59, Fond du Lac (6/79)

James Bray Piper '61, Racine (7/79)

Peter Walker Townsend '62, Northborough, Mass. (\*)

**CORRECTION:** We regret that an error by the University's Bureau of Graduate Records gave us the misinformation that Ralph J. Gooding '40, Eau Claire, had passed away, as we indicated in the July/August issue. The deceased is Ralph U. Gooding '21 of Normal, Illinois.

And a coding error led to our reporting wrongly, in that issue, that Frederic Baker Platz, Jr. '67 had died. He is fine, and lives in Bloomfield Hills, Mich.

Mrs. William K. Olson (Margaret Jane Hartman) '67. *See below.*

Joseph E. Downey '68, North Haven, Conn. (5/79)

Josi Deborah Rosenkrantz '68, New York City (\*)

Joel M. Blackman '70, San Francisco, one of three people gunned down by a berserk neighbor. (5/79)

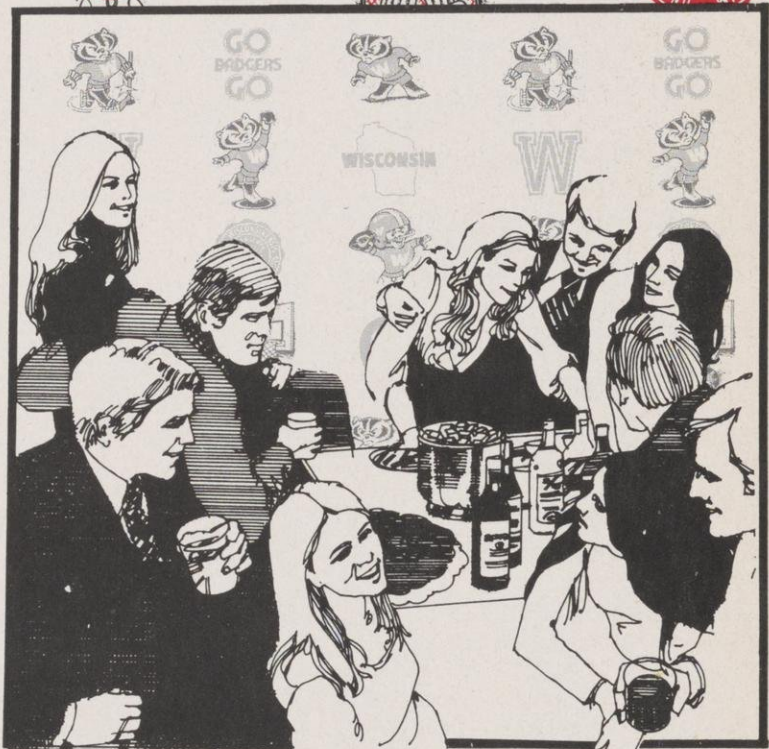
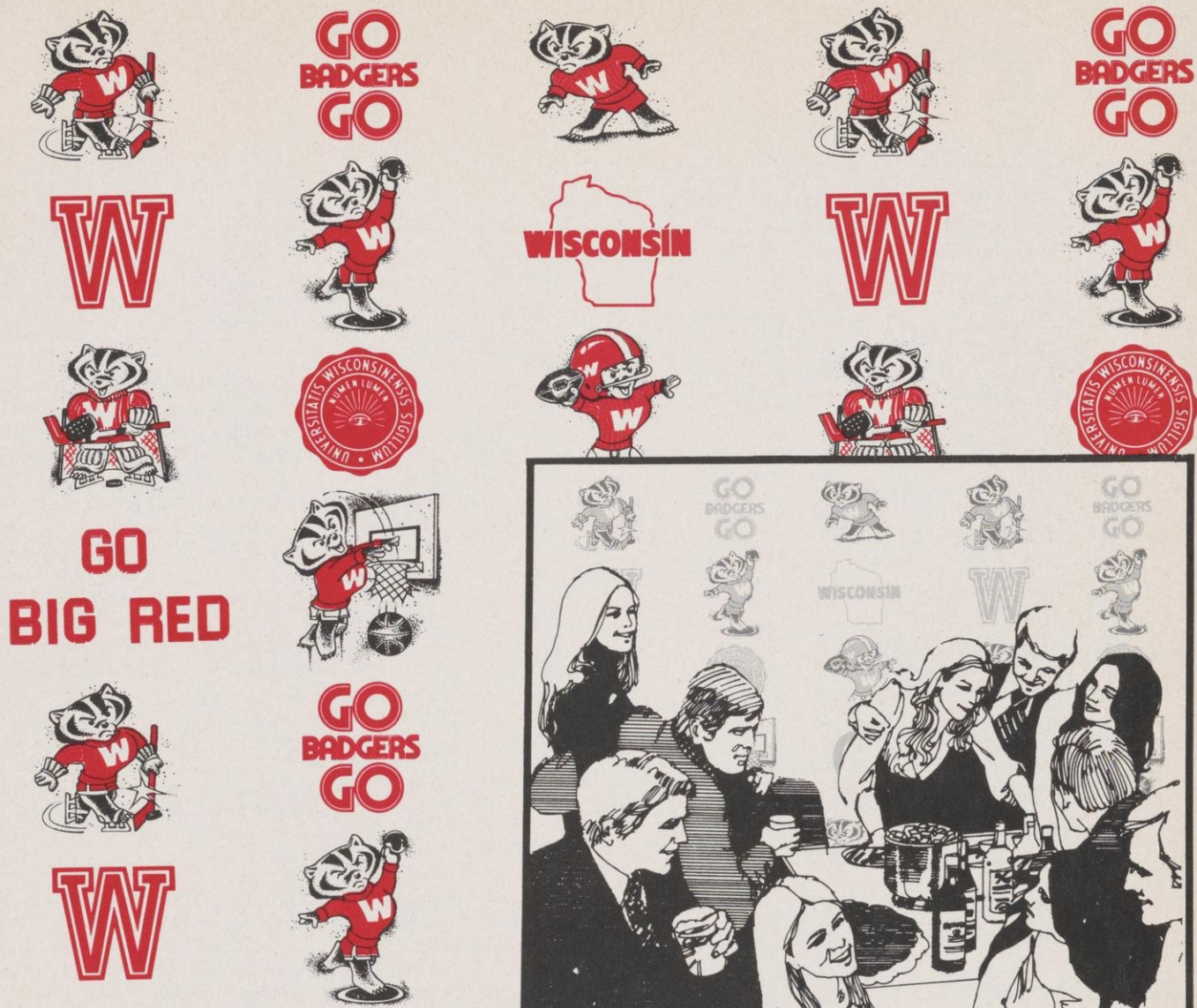
James Robert Lennart '71, Milwaukee (\*)

William K. and Margaret (Hartman) '67 Olson '73, Madison, when struck by lightning on a Lake Delton golf course. (7/3/79)

Oliver Henry Johnson, Jr. '74, Oxon Hill, Md. (5/78)

Peter Constantin Macridis '75, Belmont, Mass. (3/78) ●





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# Bucky Badger Wallpaper

It's exclusive with us, this all-new vinyl Bucky wallpaper in Badger red-and-black, screen-printed on white. Completely washable! Hang it in the bar or game room, the den or office, use it in store window or display areas. Or frame a pattern repeat to show your loyalty. Figures are approximately 6" high, and the pattern repeats at approximately 24". It's yours by the roll; by six-foot strips; or by single pattern repeat sections.

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# Short Course

By Tom Murphy

**NOTEWORTHY.** Sometimes being at the bottom means you're tops. Seven of our faculty are among the 300 scientists most recognized in scholarly footnotes since 1961, says the Institute for Scientific Information. The profs, their departments and number of mentions are: Paul Carbone, oncology, 4413; Wallace Cleland, biochemistry, 4652; Hector DeLuca, biochemistry (and newly elected to the National Academy of Sciences), 8662; David Green, Enzyme Institute, 5482; Henry Lardy, biochemistry and E.I., 4954; Masayasu Nomura, genetics and E.I., 5100; and Waclaw Szybalski, oncology, 3753.

**WHO STEALS MY NAME.** Nobody but nobody but you-know-who can use the name Crazylegs for fun and profit, says the Wisconsin Supreme Court. Its 5-2 decision said that Elroy—who is suing S.C. Johnson & Son for tacking it briefly on a leg-shaving gel—has been its undisputed owner ever since it was hung on him by a Chicago sportswriter in 1942. And why should Hirsch be so one-way? Well, apart from justifiable pride and his right to privacy, as he has often observed, "'Crazylegs' is a lot better than 'Elroy.'"

**CALL ME.** Should you be moved to discuss your alma mater with the folks at the other end of State Street who call a lot of the shots, there is now available to state residents the no-cost daytime Legislative Hotline. From outside Madison, phone 1-800-362-9696; in town, it's 266-9960.

**OUR TOWN.** You can take a vicarious trip back here this fall, if not for a tour of the campus, to other old familiar places. Watch CBS's lineup for the drama *The Boy Who Drank Too Much*. Jerry McNeely MS '50, Ph.D. '56 is executive producer, and late last spring he brought crew and cast back here for location shots. Tree-lined Gregory Street, on the west side near Edgewood, is the boy's neighborhood. Other scenes were played at the UW Rehabilitation Center on the west campus; at the Madison Art Center in the old Lincoln School on East Gorham; at East High School; and inside

Hartmeyer Ice Arena, with the East High hockey team in action.

**SHAKE IT BUT DON'T BREAK IT.** No doubt you'll hear the "Bud song" at Camp Randall games this fall as in falls of yore, but not until you've seen it all. Invariably, there's dancing when the tubas oompah, "*When you say Wüiüsssconsin*—." But when they dance in the upper deck, said deck begins to shimmy. It's cantilevered and perfectly safe, but nevertheless it's pretty nervous-making for some of the folks downstairs. So band director Mike Leckrone has agreed we won't say "*Wüiüsssconsin*" till the game is over and those in the lower seats have had a chance to run to daylight.

**BECAUSE IT'S THERE.** Three students were arrested one recent 2 a.m. while climbing Van Vleck Hall, the monolith at the back door of Bascom. They'd reached the second story. The hour may be unusual, but the act isn't. We have a lot of mountain climbers around here, and they want to practice. For example, the first story of the Alumni House is of fieldstone, and almost as constant as the view of the lake is the sudden appearance of a white knuckle clawing past a window a breathtaking four feet above the valley below. But going as high as the second floor of Van Vleck or any other campus building is another, unh, story, of course. The fine can be \$500 and six months for those up and around to pay it.

**STATION BREAK.** "The oldest station in the nation" is now two stations. WHAM took a news-and-talk format, while the FM half became WERN, featuring classical music and the arts.

**EVERYTHING'S FOR BURNING.** A group of our mechanical engineering students won a national contest last spring with a small electrical power system that operates on whatever burnables you have around the yard, from leaves to leopard leavings. Heat from the burning trash is "scrubbed" to remove pollutants, and is sufficient to generate enough electricity to supply "the average southern-Wisconsin home," says

Prof. Ali Seireg, their mentor. Mass-produced, the unit would sell for about \$2000 and operate at a cost of \$600 a year, at least until there's a trash shortage.

**IN TERMS OF TRITENESS I COULD CARE LESS AT THIS POINT IN TIME, MAN.** Edwin Newman '40 complains that we're killing the English language by overuse or incorrect use or by breaking the rules of grammar, as you know if you've read his books or heard him talk about this, his favorite subject. He says, too, that if our language were clearer, politicians, among others, couldn't confuse us on the issues. Perhaps surprisingly, we have a linguist who disagrees. Prof. Lawrence Horn argues that "there doesn't seem to be anything to prove that language, as it's spoken today, is any less valid a means of communication than it used to be." And he says you have to blame the wily politician for choosing to employ confusing words, not the language itself. Your input, Ed.

**UP AND BACK.** Athletic records will continue to be broken for another ten years or so, then that's it, say three campus profs who work in that area. Peter Hanson, Francis Nagle and Bill Morgan see more and better athletes due to wiser training and improved diet worldwide, plus sheer numbers, but agree that there have to be physical limits "where the human body no longer will follow a predicted pattern."

**THANK-YOU GIFTS.** As things get beautifuler around here, we can thank in part the classes involved in Alumni Weekend each spring. This year, when it was all over, the campus was richer by a \$142,000 gift from the Class of '29 to be used for refurbishing the Union and for purchases by the Elvehjem Art Museum; by \$16,000 from the Class of '34 for landscaping and furnishing the lakeside Union Theater Plaza, and by \$5,000 from the Class of '54 for various niceties.



**BLITHE SPIRIT.** She may not be aware of it, but the woman who ages gracefully follows a certain plan. Our Faye McBeath Institute is doing a study on several aspects of aging in women, and Profs. Vivian Wood and Jane Traupman are finding that she who meets the years with aplomb: has a strong sense of self; has stayed in touch with friends and family; if married, is satisfied with it but might not see her husband as the most important person in her life; if single, is appreciative of the freedom. She is healthy except for minor, controllable ailments, and she probably exercises regularly. She has close friends, and she usually belongs to a church or other organization.

**JOGGING JUNKIES.** So jogging works wonders. But this makes it a kind of wonder drug, capable of being dangerous for some people, says Prof. Bill Morgan of our Sports Psychology Lab. He's not referring so much to the physical dangers we've all read about—*pounded pelvis* and *kneecap knotola* and the like—but to what he calls "negative addiction." The negatively addicted *have* to jog daily in order to cope with life, and if deprived for medical or other reasons, they suffer withdrawal symptoms of depression, alienation, insomnia, the works. In short, they're hooked just as is a drug addict, and they're headed for trouble. "The runner should control the jogging experience, not let *it* control him or her," Morgan says. Those who think they may be losing that control should look to "methadone-like" substitutes—swimming or cycling, maybe—as alternative coping strategies.

**HONOR BRIGHT.** Descriptive copy in our college and departmental bulletins now gets the twice-over before it goes to the printer. In this age of student consumerism—they want what they pay for—there have been lawsuits at some institutions (and a near-miss here) when bulletins offered wishful forecasts about job prospects in a field. Other cases have had students approach graduation only to find that someone had been fooling around with the degree requirements or course descriptions. Barbara Kreutz, the vice-chancellor of academic affairs who's been in charge of the clean-up campaign, says most hyperbole isn't deliberate, just over-enthusiastic. But she'll have no more of it, nor of "innovators who would change or add degree requirements overnight," either.

**EENIE-MEENIE NO MO.** Let's have a show of hands: how many of us elected to take, say, Music Appreciation for the scholarly reason that a 1:20 in Music Hall meant a short walk to a siesta? Well, maybe that's why we never amounted to anything. Nowadays there's a smarter way to choose non-required courses. Our students get a registration handbook called *Options and Electives*, and it tells how to find those electives that complement a major or push one toward grad school or a better job, or open a secondary field. Electives, the book points out, can total nearly half the required L&S credits.

**JUST FINE.** You might hear someone say, "It's about time" when the libraries on campus explain why they're getting hard-nosed about collecting fines this fiscal year. It seems that last year they missed \$100,000 worth. (One drop-out left a bill of \$1700.) So starting now, he/she who owes even \$5 gets reported to the bursar who, depending on appeal procedures, can withhold a diploma or a transcript or the right to register for the next semester. Collection agencies will haunt anyone who leaves owing \$50 or more.

**OF WINE, NO ROSES.** Given the role alcohol plays in our society, kids are bound to have to deal with it, observes Prof. Carl Personke of our department of curriculum and instruction. There are good books to help them along, but there are some lousy ones, too, and he is concerned about this. The bummers, Personke says, are those which show the drinking child as some poor waif with deep personal problems—most of them aren't—or which set forth a child-vs.-parent situation with the parents in the wrong; which promote drinking as a natural part of adulthood or which try to moralize or tell the kids they can cure themselves by sheer willpower. Personke has made a list of thirty titles, indicating those he likes and those he doesn't and why. You can have a copy for the asking. Write him at 225 N. Mills Street, Madison 53706.

## LAGNIAPPE

WHA-TV had its twenty-fifth birthday party this year ● By the time you read this, Rennebohm's may have completed a merger agreement with Walgreen's ● Campus libraries contain 3,351,900 volumes, and there is another million in the State Historical Society library ● Nearly 5000 students get into volunteer work here each semester for class credit or personal satisfaction or both, through 115 agencies listed with the Union ● The doctoral program in our communication arts department is rated the best in the nation by the Association of Communication Administrators ● There is now a computer on campus which prints-out in braille. It's a special help to the blind man who runs the information booth in the building that gets all the registration traffic, and plans are to use it to produce transcripts and timetables for the visually impaired. ● There are forty-one foreign languages being offered here. ● *Harper's Magazine* gave us a citation for "Excellence in Writing" in a recent judging of alumni publications across the country. ● Along with Hector De Luca (*see above*), Robert P. Hanson is now a member of the prestigious National Academy of Sciences. He's distinguished professor of veterinary science.



Go Forward with Wisconsin

# Bridge the 'Tuition' Gap

UW Alumni on the *Forward with Wisconsin* campaign committee have developed a unique way for alumni to determine how much they may want to give to the \$15 million capital fund drive, and a unique reward for those who give it.

The committee figures that most alumni yearn for the good old days on campus when they attended, and would like a taste of the good new days on campus today. So—the committee is offering two tastes:

A TABLE comparing today's resident fees—\$438.50—with the fees when alumni were frosh, and the "gap" between;

A REWARD, an elegant 24" by 37" poster, with today's campus scenes in full color, that the committee will send all alumni who "bridge the 'tuition' gap" between their first semester fees on campus and what frosh paid this fall.

The Foundation has a folder explaining in some detail why and how to "bridge the fee gap," and it expects to mail copies to all alumni any day now. But if you can't wait to get your poster, figure your "gap" now and send your poster request with a check made out to: *University of Wisconsin Foundation*.

Your gift can be unrestricted, or designated for one of the key goals of *Forward with Wisconsin*: scholarships, professorships; the new gymnasium-recreational facility; art and library resources; and the new Clinical Science Center including UW Hospitals and Clinics.

In figuring your "tuition" gap, refer to the table below. **For example:** If you entered the UW in 1930, your fees were \$21 and your gap—the difference between fees then and now—is \$417. Your gift to the campaign would be this \$417 gap, or \$139 each year for three years. Another example: If you entered the UW in 1966, your fees were \$162—and your gap is \$276. Contribute the \$276 now or pay \$92 each year for three years to fill your gap.

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

1443 1865



## Forward with Wisconsin

1849 University of Wisconsin-Madison 1079



To bridge your "tuition" gap, contribute the difference between what resident frosh paid for one semester when you enrolled at the UW, to what frosh pay today—payable over three years. Find your gap on this table:

Years	Fees	Gap	Years	Fees	Gap	Years	Fees	Gap
1900-08	\$10	\$428	1950-51	\$60	\$378	1969	\$225	\$213
1909-17	\$12	\$426	1952	\$75	\$363	1970	\$254	\$184
1918-22	\$15	\$423	1953-56	\$90	\$348	1971	\$261	\$177
1923-27	\$15	\$423	1957-58	\$100	\$338	1972	\$279	\$159
1928-29	\$20	\$418	1959-60	\$110	\$328	1973-74	\$286	\$152
1930-32	\$21	\$417	1961-62	\$118	\$320	1975	\$315	\$123
1933-39	\$27	\$411	1963-64	\$150	\$288	1976	\$335	\$103
1940-41	\$32	\$406	1965	\$160	\$278	1977	\$367	\$71
1942-47	\$48	\$390	1966	\$162	\$276	1978	\$406	\$32
1948-49	\$75	\$363	1967-68	\$175	\$263	1979	\$438	0