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Wisconsin Alumnus

Volume 82, Number 1
November/December, 1980



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Wisconsin Alumnus

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Cover: In case it's been a while since you've flown over Madison, UW News Service photographer Norm Lenburg gives you this aerial view stretching from the east boundaries of the Ag Campus to just about Sun Prairie.

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On Wisconsin

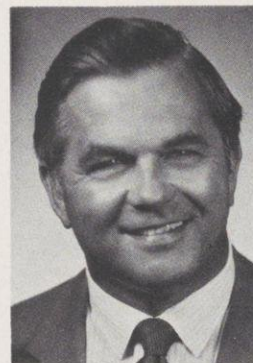
It *almost* goes without saying that the mission of the Wisconsin Alumni Association is one of service; twofold service, to this University and to its alumni. A constant interaction between the two is always important; in the face of the many challenges to higher education in the 1980s it becomes vital, as does our role as the strongest link between them. With this in mind our Long-Range-Planning Committee has agreed that in this year we must expand and increase our services. To assist in that effort, last spring Chancellor Shain appointed a University-Alumni Relations Council to facilitate closer communication between the administration of the UW-Madison and those involved in its advancement. Your WAA president for this year, Betty E. Vaughn '48; your immediate past president Fred Stender, (who is chairman of our Long-Range-Planning Committee) and I represent you on it. The council and the planning committee put forth to our Board of Directors a number of suggested programs after the committee and board participated in a one-day retreat last August which featured discussion with campus administrators. These goals and objectives were approved by the board at its fall meeting on October 4. We think you'll be interested in them.

Membership. Association members are informed and concerned about the affairs and needs of this University. Therefore, we form a stronger support base as we increase membership. This year, three mailings will be sent to all non-member alumni in an effort to increase membership by 3,500. Each mailing will include information about one or more of our programs. Renewal information sent to current members will explain how their dues are spent.

Alumni Leadership. These active volunteers must have current information about what's going on here at the University as well as the fundamentals of its operation. A summer retreat will be scheduled annually for all our directors. The regularly mailed Director's Report will continue to go to them, to committee chairmen, and to club leaders. A factbook will be prepared, filled with the basics about WAA, the UW Foundation and the Madison campus. In addition, our advisory committee structure has been expanded to include an Editorial Advisory Committee to counsel with our staff on editorial policies of Wisconsin Alumnus Magazine.

Programming. In several areas the staff will expand the use of alumni and students in our activities. We're reviewing and modifying these programs each year, and among the expansions you'll notice are the inception of our Alumni-Student Board and an Excellence In Teaching Award, both of which are reported in detail in the University News section of this issue. In addition, we are adding an annual reception, co-sponsored by us and the Chancellor's Office, for all faculty who do such a splendid job of meeting with you each year on the Founders Day circuit. And, on a social note that involves so many of you, the Homecoming program was changed this year, introducing an all-alumni reception, after the game, in the Union South. This replaces the receptions for the tenth, fifteenth and twentieth class reunions formerly held at that time.

Your staff and Board of Directors believe the approved goals will be of great assistance in meeting the needs of this fine University and its alumni.



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Executive Director

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A New Aid for the Disabled The McBurney Center

By Barbara J. Wolff '78

One day last summer I mashed my toe by dropping a can of tiny Le-Seur peas on it. It grew in protest to the size of an ear of corn, turned black and hurt beyond belief. What, I wondered in more morbid moments, if it never gets better? What if it hurts all my life, at least when it rains?

"Don't worry," said an acquaintance who is blind. "You'd find ways of coping. You'd have to."

For the estimated 500 people on the campus who have disabilities, help with this delicate, elusive *coping* comes from the McBurney Resource Center, located in the southwest corner of Bascom Hall. Coping seems to involve a balance of practical concerns and intangibles.

The Center distributes a brochure

describing its services: the temporarily and permanently disabled may receive special textbooks, wheelchair attendants, registration proxies, adaptive equipment, alternative parking permits, building and elevator keys, help with eliminating architectural barriers, transportation and housing. It is also home to a massive relief map of the campus, used for mobility training. More, it offers an adaptive sports program and information/referral networks.

Blair Mathews, vice-chancellor of academic affairs and an assistant dean of students, says the Center is one of the first of its kind in the country. It opened its doors in 1977, "although we'd been working toward something like it since the mid-fifties. The idea grew out of suggestions by the Chancellor's Committee for Students with Disabilities. That had begun as a kind of social organization for them, but we soon realized there were broader concerns. We needed a place without a fixed meeting schedule; we wanted to address both practical problems and those less tangible."

Jim Graaskamp is a professor in the School of Business and himself a quadriplegic. He sees the place and its services as "an interface point between disabled students and the administration; a clearing-house for concerns and policies."

Not surprisingly, the Center offers a

complement of counselors—academic and otherwise—"in an effort," the brochure says, "to provide a sensitive environment for those who have or are close to someone with a disability." This is a salient point—a large part of its mission is directed at sensitizing disabled and nondisabled alike.

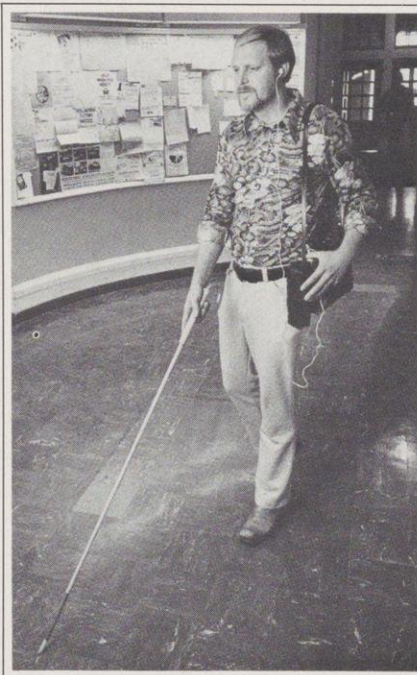
Liz Keeney is learning-disabled, a condition she says has only recently been recognized. She is now a doctoral candidate in the History of Science department. "My problem isn't academic. I have poor coordination, spatial inaccuracies. I can't spell. When I was an undergrad in California I got very little help. But the McBurney Center has done a great deal toward helping me link my physical considerations and my academic goals." She has helped the Center in return. She was instrumental in organizing a group of learning-disabled—"sometimes we bowl, sometimes we just talk"—and she is active in the Center's program to educate all of us "including the teaching staff, to be more aware of people with special needs."

The public's grasp of such needs has never been good, of course. "The disabled are an elusive community," says Andy Vahldieck, quadriplegic since a swimming accident impaired his spinal cord. He is pursuing an individual major through the School of Education. "On one level there's a great deal of solidarity among us. But on another, it's all very diffuse. After all, there's nothing fundamentally homogeneous about us. I think there should be more PR between us and the . . . abled, I guess you'd say. We have to knock down the myth that being disabled means you're inherently different. For myself, it's important to be seen for what I am. I have physical limits, but so do you. In this country we tend to think we *are* our bodies. We never consider that our bodies are something we manipulate."

Blair Mathews believes the key to smashing the myths lies with a gestalt approach. "We find we get rid of the stereotyping and the fear which the nondisabled have of the disabled when we see them as complete persons," he says. To these ends he has organized a series of workshops in which the nondisabled meet with disabled students. "I've run about three dozen of these in the last two years. Next, we want to go into the high schools."

But there's the cost involved. Mathews quotes a figure of \$10,000 as the Center's total budget. Clearly, that isn't enough. "We've planned a year-long symposium in conjunction with Edgewood College, to focus on teaching the student with disabilities. That, though, will cost \$5000 all by itself," he says.

The miniscule budget permits the Center only a half-time coordinator. She's Kathy Schilling, who had been on the job only a few weeks at the time of our interview. She regrets the fact that there is so little time and so much to be accomplished.



Enoch Todd is guided through Bascom Hall by an audio tape.

Mathews, on the other hand, while recognizing the difficulties inherent in running the operation on part-time and volunteer fuel, looks toward a brighter side. "Yes, the structure makes for turnover. Each semester we have about 6 percent practicum students from Rehabilitative Counseling and Nursing, and thirty volunteers. Most of them leave after a semester, taking with them the training they've received, but I think the influx of new people brings a real enthusiasm, a willingness to contribute and learn. This is the sort of thing that carries the program forward far beyond what we might expect."

Jim Graaskamp, who calls himself the Center's errand-boy, its ramp-builder, also feels that the staff does a lot with a little. "Since we operate on an ad hoc basis, the place has a kind of self-sustaining energy

about it. We seem to be able to deal well with problems as they come up."

Andy Vahldieck is less enthused. "A transient staff can't transmit the information to successors; some things you can't just explain, you have to demonstrate them. I think this could lead to a downfall of organizational efficiency. What is needed is a system for contacting potential volunteers and assigning them, and you can't develop this in a single semester of someone's time."

But despite the problems—which seem to be more of the flesh than the spirit—the Center continues to lay hopeful plans for possible projects. Mathews meets periodically to bandy ideas with a group of professionals connected with the University. He says two particularly intriguing proposals concern computers, and could be in opera-

tion within months. "We could hook up telephones which would tell one the most expedient way of getting from Point A to Point B based on what the user's particular disability is. And if the user doesn't know where he or she is, a call to another computer will clear that up."

Another idea may have been put into operation by the time you read this. "It's a high-speed, high-technology computerized braille system. We've gotten money from the State Department of Vocational Rehabilitation: almost \$16,000. We're supplying \$12,000 of in-kind services."

However, he says brand-new projects like these are not the rule. The Center and his office emphasize existing channels. "We're trying to work with what's already here. For example, we're using the regular newsletter out of New-Student Services. One of our goals is to disseminate timely information to high school students, their parents and counselors. We're aiming at the best possible fit for disabled students here."

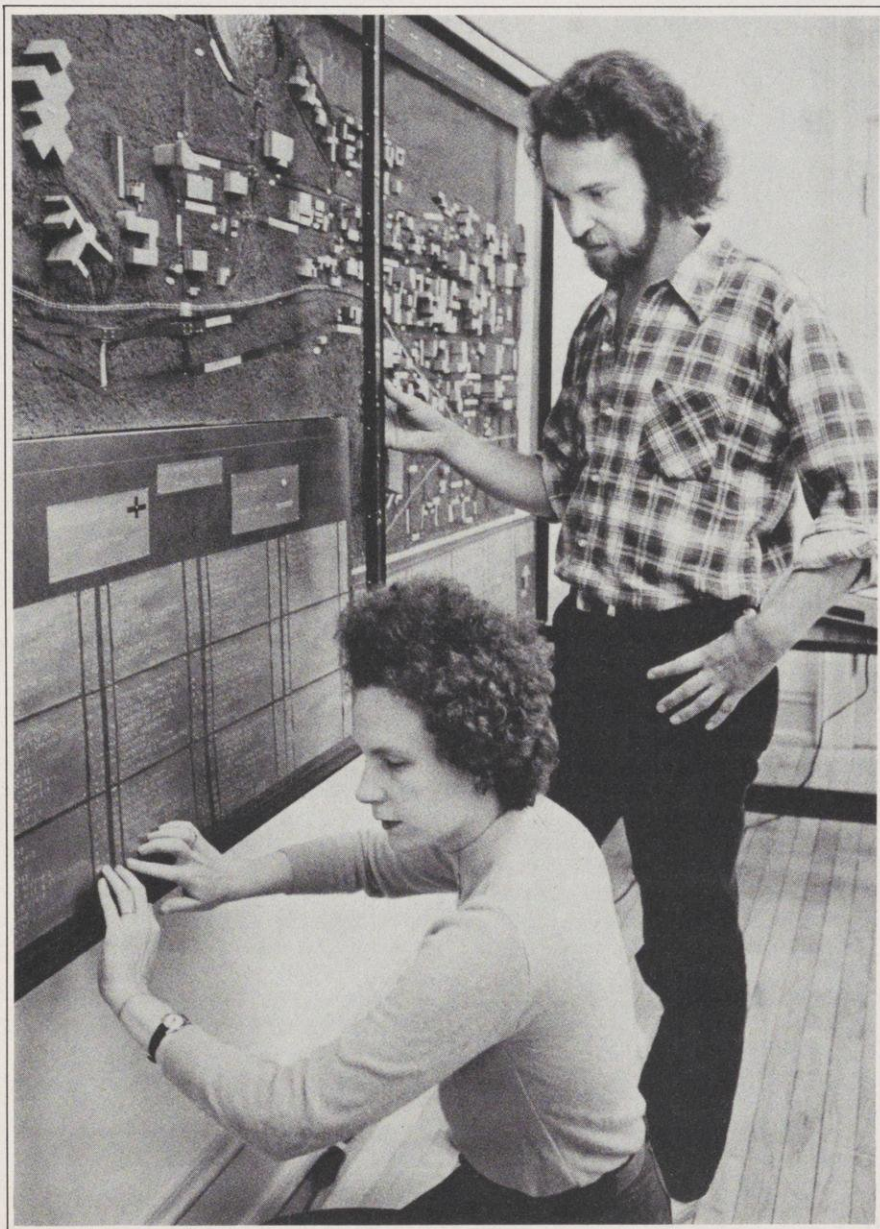
The idea, Mathews says, is a humanistic approach. "It's essential to realize that people with disabilities are not necessarily handicapped," he says. "'Disabled' is a medical term describing a particular limitation. On the other hand, a term like 'handicapped' describes the individual's capacity to function with a disability. A person may not be at all handicapped by blindness or, say, the loss of an arm."

Jim Graaskamp calls Mike McBurney a "partner in crime" due to their mutual efforts getting the Center rolling. A photo of McBurney, a quadriplegic who took a law degree from the UW-Madison in the early '60s, hangs in the Center as example and inspiration. He went on to eventually become Dane County's only Republican District Attorney.

HEW 503 and 504 mandate that all academic programs be accessible to all qualified students. If they are not, they stand to lose federal moneys. However, if the McBurney Center were to vanish tomorrow, Mathews says the University would lose no funding under 503 and 504 provisions "if UW services such as financial aid and counseling remain in place, and degree programs—not necessarily the buildings because classrooms can be changed—were still accessible to all qualified students, no money would be lost."

He goes on to say that while the McBurney Center per se is not expressly required it is still very much needed. "I don't want you to think of it as a nice extra," he says. "It does serve a very important function."

"It's a real focal point," says Andy Vahldieck. "It's a genuine meeting ground for disabled students. There's room for improvement, but you tell me where there isn't. But, given the length of time the McBurney Center has been here, I think it's done a phenomenal amount of good." □



Photos/Norm Lenburg

A blind student learns to use the 3-dimensional campus map designed by Paul Fetcho, right.

Our Gang



Earle and Rhoda Brooks

Ever since the Brookses left Ecuador in 1964 after two years as Peace Corps volunteers, they anticipated the day they would return to live and work in Latin America.

In the meantime, Earle (x'55) became a vice-president of The Pillsbury Company, and Rhoda (Smith '57) a special education teacher. The couple, who lives in Excelsior, Minn., are raising four children.

"We didn't know how or when, but through those years, we always said that someday we would go back," said Rhoda.

After sixteen years, their dream has come true. The Brookses were appointed co-directors of the Peace Corps in Chile, and in early September they began supervising about 100 volunteers there.

They view their role as supportive. "We look forward to working as part of a team with the Peace Corps staff and volunteers," said Earle. "Our jobs will have been done well when we make the assignments of each volunteer in Chile as satisfying as possible."

Among the first group of Peace Corps volunteers to serve in Ecuador, the Brookses helped to establish a hot school-lunch program; a community-wide garbage collection system; self-help classes in dietetics, child care, carpentry and mechanics; and other community development projects in Manta, a fishing port on the country's Pacific coast.

Upon returning home to Minnesota, they co-authored a book, *The Barrios of Manta*, on their experiences in Ecuador, which was published in hard cover in 1965

by the New American Library, and in soft cover in 1967 by Signet Books. It was the first story ever written by returned Peace Corps volunteers. They also collaborated on an article for *National Geographic Magazine* which appeared in the September, 1964 issue.

In 1965, Earle joined the Dayton Hudson Corporation in Minneapolis as an assistant to the vice-president of merchandising and became assistant personnel director the next year. He was vice-president in charge of public affairs and government relations of The Pillsbury Company for ten years starting in 1968. During the past two years, he has been a private consultant in public affairs and government relations for business and non-profit groups in Minnesota and Washington, D.C.

For the past five years, Rhoda has been a teacher and coordinator of the Title I remedial math and reading program for the Minnetonka Public School System. From 1970 until 1973, she was a coordinator and teacher of the district's Special Learning Disabilities Program. Previously, she was a supplemental education instructor in Minnetonka for two years.

In 1967, the couple founded "Timber-top," a non-profit summer camp near Stevens Point for children with special learning disabilities, one of the first organizations of its kind in the country. They closed the residential facility in 1976, after it became a model for school districts in Wisconsin and Minnesota which started similar programs of their own.

An elementary education graduate of the University, Rhoda received a master's degree in educational psychology and special education from the University of Minnesota in 1973. Her husband majored in geo-physics and engineering here from 1951 to 1955.

When the Brookses headed for Chile, they were accompanied by their four children: a 16-year-old son, Ned; Ricardo, 20, and Carmen, 19, whom they adopted in Ecuador; and Josie, 13, an adopted bi-racial daughter. The couple also has two married foster sons; Joe, 25, from Liberia, and Phiem, 27, from Vietnam, who live in Minneapolis.

Rhoda is the daughter of Rev. and Mrs. Fred M. Smith of Madison. □



Alice Herrington

By Jeanne Toomey

Midwestern practicality and a rarefied knowledge of statistics gleaned as a War Department statistician led Alice Herrington '43 to her present role. She is president of Friends of Animals, the national non-profit humane and conservation organization.

Bringing qualities of plain horse sense and a flair for figures to her work, Alice is responsible for the humane low-cost spaying of thousands of pets a year, as part of an effort by FOA to cut down the pet population explosion of unwanted animals doomed to die of starvation in the nation's gutters or to be put to death in various dog pounds.

In September she opened a low-cost spaying clinic in Neptune, New Jersey, a model of its kind with room for eighty animals. And her work across the nation continues, providing part of the cost of spaying in cooperation with 750 participating veterinarians from Maine to Florida, from Delaware to California.

Ms. Herrington was born in Lima Center, Wisconsin. She worked her way through the University typing Ph.D. theses, and, after graduation, went to work for the War Department as a statistician. She transferred to the Office of Strategic Services in London, and was assigned to Paris after the liberation. At the end of the war she joined the State Department in Moscow. Later, back in Paris, she worked under the Marshall Plan on the rehabilitation of cities and populations.

She returned to the United States in 1954 and says, "I was shocked to find stray animals everywhere."

She put her statistical talents to work calculating the rate of increase of dogs and cats and realized that cutting down the prolific birth rate was the only long range method of eventually eliminating the misery of starvation and death.

In 1957, she founded Friends of Animals. "We work with veterinarians who are content with modest fees from spaying operations, not a high profit," she says.

Though she calls her successes a drop in the bucket, FOA has guided a rise from 20,000 spayings annually in 1970 to more than 60,000 in 1980.

In 1968, Friends of Animals added wildlife protection to its cause. The National Marine Mammal Protection Act was supported by its thrust, and it is currently fighting the killing of whales, the mass cruelty of the American, Norwegian and Canadian seal-kills, and the vicious leghold traps. She fights for seals, whales, porpoises, otters, and acknowledges that "the United States is in a culpable position since our Eskimos still kill the Bowhead Whale in Alaska, and our tuna fleet still does mass killing of porpoises and small whales." Despite a heavy volume of hate mail from trappers and hunters, from her home in Little Silver, N.J., she fights the renewed vogue for fur coats with ads, flyers, TV spots. But, "it's hard to get a real boycott going," she sighs.

Five-foot-nine, a strong-minded yet delightfully witty woman, with short brown hair and piercing blue eyes, Alice Herrington is a 20th-century heroine, fit to appear on postage stamps of the future with the Susan B. Anthonys and Clara Bartons who have shown us the way. □

Does anyone have a kind word for Congress?

By James L. Guth '66
Greenville, S.C.

For political scientists, public opinion polls are a constant source of information, amusement and even edification. But sometimes even George Gallup and his friends get boring. Consider the regular surveys on public attitudes toward Congress: "Only Eighteen Percent of Public Says Congress Does Good Job," "Poll Finds Congress Lacks Public Confidence" or "Congress Falls in Public Esteem."

To some, such headlines occasion no great surprise. Americans have always flaunted a certain practiced distrust of politicians in general and congressmen in particular. Humorists and comedians have mined this vein for years. Mark Twain: "Congress is the only distinctly native American criminal class." Will Rogers: "I was visiting Rome last week. I never knew why it fell until I found out they had senators." John Ehrlichman: "Anybody got a dime? I want to buy a congressman."

Still, current popular mistrust of Congress has run beyond traditional bounds. From the late 1930s to the mid-1960s Congress fluctuated within a range of 30 to 60 percent approval, but in the last decade it has seldom satisfied more than one citizen in five. Although analysts are just beginning to explore the full implications of political cynicism, the extent of popular disenchantment with "The First Branch" has become more than a little disquieting.

Explanations for cynicism are as complex as the phenomenon itself. One approach suggests that Congress's low ratings simply reflect growing public distrust of all institutions. The Vietnam War, the social upheavals of the 1960s and early 1970s, the Watergate crisis and unremitting economic and foreign vicissitudes have strained Americans' faith in the political system, business, labor, the professions, the press and even the church. But government has been hit the hardest. In 1964, for example, the University of Michigan's Center of Political Studies found that only a few Americans thought that "the government wastes a lot of tax dollars," that "government is run for a few big interests rather than all the people," that "the federal government cannot be regularly trusted to do what is right," or that "government is run by people who don't know what they are doing." By 1976, a majority of citizens agreed with *all* these statements, often in overwhelming numbers. Congress, then, it might be argued, merely shares the plight of all our national institutions.

In a more specific sense, Congress may

suffer from declining public reverence for the presidency. For years, polls have shown congressional popularity rising and falling in tandem with that of the president, regardless of the partisan identity or ideological tendencies of either. Why this occurs is not exactly clear. Most citizens apparently have neither the information nor the political sophistication to distinguish the policy contributions of each branch. When the president is popular, so is Congress. When the president is hurt by popular opprobrium, so is Congress. This is true even when Congress is of the opposition party and is vigorously contesting presidential policies. For example, as Richard Nixon struggled to survive Watergate in the face of rising public criticism, Congress was also condemned by a vast majority of the public for doing a poor job, despite its attempts to block Nixon's programs and (some would say) his abuses of power. Presumably, if the public hated Nixon, it should have loved the Democratic Congress. But it was not so.

Whatever the source of the link between presidential popularity and public approval of Congress, it bodes ill for Congress. Recent chief executives have not been able to sustain high levels of popularity. The public expects more, candidates for the office promise more, but incumbents are unable to fulfill the expectations or deliver on the promises. And scholars have discovered, as the citizenry becomes more educated, mobile and urban, that the number of those who "support the president, right or wrong" declines rapidly. All this indicates that Congress, too, is likely to suffer from even lower levels of popularity in the future.

But the public's distrust of large institutions and the flagging popularity of recent presidents do not account for all of Congress's image problem. Congress never surpasses the poll standing of even the most unpopular president and usually lags well behind the Supreme Court, the military, big business and sometimes even advertising agencies. Perhaps something intrinsic to Congress accounts for the public's attitude.

Many would say that Congress deserves its bad ratings. Citizens typically complain that congressmen have low ethical standards, that Congress is "too slow," "just doesn't accomplish anything," or that its members spend too much of their time squabbling with each other and the president. Are these perceptions correct?

Such scandals as those involving Wayne Hays, Wilbur Mills, Herman Talmadge, "Koreagate" and the "Abscam Eight" lend plausibility to the charge that congressional ethical standards are abysmal. In fact, however, these revelations may indicate something else; that the press will no longer blink at, nor the public tolerate, behavior that once was commonplace. Longtime observers of Congress will often say (but only in private, lest they be thought fools) that

After graduating from the UW, James Guth earned his Ph.D. at Harvard, and now is an associate professor of political science at Furman University. This article originally appeared last summer in The Furman Magazine, and is reprinted here with permission.

ethical standards on the Hill are much improved. Pistols are no longer brandished on the House floor (as they were in the last century), senators do not routinely engage in fist fights, and alcohol consumption is on the decline. The disappearance of urban and rural "political machines," recent income disclosure and restriction rules and various "sunshine" reforms have all yielded a "cleaner" Congress. Surely, "special interest" campaign contributions will raise important issues, but on the whole, Congress's ethics have improved as constantly as its popularity has plunged.

What about the claim that Congress "just doesn't seem to accomplish anything?" Polls show that to the public a Congress which "works" is one that passes the president's legislative program. When the president and Congress are fighting, Congress falls in public esteem. Survey respondents often criticize Congress for "not supporting the president" or not passing "important bills." Few citizens understand or approve of the legislature's constitutional role as a check on executive action. Given the constant strife between recent presidents and the Congress, persistent low poll ratings for Congress are understandable.

These executive-legislative conflicts are partly due to partisan, ideological and institutional differences in perspective; these are always present. But recent transformations in Congress have made conflict more likely and decisive action more problematic; the decline of party loyalty and the burgeoning number of young, independent and aggressive legislators; the decline of the seniority system as a means of allocating power to a few experienced members; the passage of "reform" legislation requiring open committee proceedings, encouraging recorded votes, and allowing TV coverage of more deliberations, and the rise of "political action funds" by which interest groups fund congressional campaigns. All these developments have discouraged party cohesion, allowed greater public and interest group access, made leadership by president and party leaders more difficult and generally slowed congressional action. Combine a fragmented, decentralized institution with intractable problems and a demanding public, and the ingredients for frequent stalemate are all there.

Of course, citizens evaluate both congressional ethics and performance using second-hand information (and precious little of that). Most depend on the press, especially the evening TV news broadcasts, for facts and interpretation.

Congress certainly gets little help from the electronic media—the only real source of political enlightenment for most Americans. Not only does the Congress enjoy far less air time than the president, but the treatment is typically less sympathetic. To begin with, congressional coverage suffers because of the nature of the institution it-

self. Despite recent difficulties, Congress at its best still nurtures a legislative process which, whatever the result, puts a premium on thorough exploration of issues, on opportunity for all the diverse interests of the country to make themselves heard, and on the time-consuming and often frustrating work of consensus-building. Electronic journalists find it difficult to portray this process accurately and, in fact, seldom try.

Congress is also very difficult to "personalize." "The administration" is easily symbolized in the public mind by the person of the president; the executive branch thus seems less inchoate than Congress. In fact, of course, the administration is even more complex and far less cohesive, but at least the chief of state stands in the center of public and media attention in a way that Tip O'Neill, Robert Byrd, John Rhodes and Howard Baker do not.

Covering the Congress is not only a difficult job, but one that offers TV newsmen and editors full-blown opportunities to exhibit some characteristic inadequacies. Well-known journalistic preferences for color over substance, conflict over consensus, personalities over institutions and bad news over good find ample scope for expression. The Watergate-fed growth of "investigative journalism" (formerly "muckraking") has added to public cynicism by exaggerating all these biases and by recruiting a new generation of reporters whose understanding of political life hardly rivals that of even their semiliterate predecessors.

Would more extensive and thorough public affairs programming stem the tide of public distrust? Probably not. Michael Robinson of Catholic University has conducted extensive experimental and survey studies which strongly suggest that as long as citizens depend primarily on TV for their political information, expanded coverage would only intensify cynicism. TV news is characterized, in Robinson's words, by "negativistic emphasis," stress on "conflict and violence" and "anti-institutional" themes, and reaches a mass audience possessing few other sources of information and analysis. As these viewers attach high credibility to Walter Cronkite and his counterparts, such biases not only influence their perceptions of politics, but typically induce a feeling of helplessness, an inability to understand or influence the political process.

Thus, the more citizens hear and see, the more cynical they become. Perhaps it is not coincidental that the drop in support for Congress and other political institutions began at the same time the major networks began to attract a large audience to their half-hour evening news broadcasts. Many of the solutions offered to improve Congress's public image, then, would likely be counterproductive. Documentaries on major congressional issues, TV coverage of House and Senate debates or more "interpretive" reporting might well serve to

deepen cynicism, especially if citizens could be induced to watch.

Of course, not all the blame for Congress's bad "press" can be laid at the feet of CBS, NBC, and ABC. Congressmen themselves are prime villains. The president naturally and understandably tries to improve his own public standing and the prospects for his programs by attacking Congress; it is more surprising to learn that congressmen do the same. Even in the past, when "institutional loyalty" was a byword among members of the House and Senate, that commitment stopped at the constituency's edge. Richard Fenno summed it up well in his observation that politicians "run for Congress by running against Congress." Every challenger asks for a mandate to "clean up the mess in Washington"; every incumbent asserts he is making progress in that Augean task—but needs at least another term. If public policy is not entirely to the liking of a legislator's constituents (and when could it be?), he has explanations at hand: Congress is slow and inefficient, Congress lacks strong leadership, or Congress is dominated by big labor (or big business, environmentalists, dogooding bleeding-heart liberals, reactionary conservatives, or if all else fails, "special interests"). Certainly, this continual public flagellation of the Congress by its own members does nothing to improve its public standing. Perhaps it does explain why every poll shows that individual congressmen are far more popular than the institution in which they serve.

Where does all this leave us? Quite clearly, the blame for Congress's popular image can be spread quite widely; the institution has its blemishes, the press tends to find and magnify them and congressmen exaggerate these flaws for their own political purposes. Perhaps in the last analysis, however, Pogo had the surest grasp on the problem: "We have met the enemy and he is us." The crisis of confidence in Congress and our other political institutions is largely of our own making. We have looked to government for solutions to more and more problems. We expect men like ourselves to find answers where we have found none. We assume that all issues can be resolved if government would only do the "right thing," but then we refuse to accept partial solutions when they are offered us. Instead we retreat into cynicism.

Nor do we appreciate the inherent messiness of the democratic process, even as we contribute to that messiness by our rising demands. We fail to understand the role of debate, conflict and ultimate compromise in the democratic way of life, withdrawing instead into a solipsistic expectation of policies tailored perfectly to our personal preferences. Perhaps we need to improve before our institutions can. Congress is certainly not perfect, but is perhaps (apologies to Jimmy Carter) "government as good as the American people." □

Now we can be grateful for Greeks Bearing Gifts



Theta Chi's "Ski for Cancer" raised \$25,500 last year.

By Craig Roberts '80

Dashing across a fraternity lawn, a pretty blonde sorority woman approaches two middle-aged men on the sidewalk. Holding a cellophane-wrapped mum garnished with a large red "W," she begins her sales pitch. "Hi, I'm Ruth, and my sorority is selling mums to raise money for the children at the Central Wisconsin Center. How would you like to help us by buying one?"

The men found it hard to resist. She sold each a flower for \$2.50 apiece.

Philanthropic endeavors like this are not unusual on the campus in today's Greek system. Their number and scope have grown appreciably during the past few years.

Thirty years ago—even twenty years ago—their numbers were few and their goals were modest. There was shoe-shining by the now defunct Phi Sigma Sigma fraternity to raise money for the mentally retarded; car-washing by sorority women to buy refreshments for deaf children; Halloween parties for a local orphanage.

Major fund-raising activities in the early 1960s involved such all-Greek functions as the traditional Humorology, whose pro-

ceeds went to a camp for crippled children; Campus Carnival and Campus Chest. Even in 1966, while fraternities and sororities on campus were booming, a local fraternity publication, "Greekspeak," listed only nine projects by eleven fraternities that year. Of these, only four raised money totaling \$4,300. Humorology's contribution to that was \$3,100.

Then, after a drop in popularity of the fraternal system during the late 1960s and early 1970s, there has been a significant rise in the occurrence of Greek-sponsored philanthropies, a rise which uniquely parallels the resurgence of the Greek system.

In 1974, there were eight projects among thirty Greek organizations. By 1979, the number rose to seventeen among thirty-six. These seventeen last year raised over \$68,000 for various charities, an increase of \$22,000 over the previous year.

Among the fraternities, the most successful fund-raiser has been Theta Chi's "Ski for Cancer." This decade-old charity raised \$25,500 last year for the Milwaukee-Athletes-Against-Childhood-Cancer Fund.

Kappa Kappa Gamma was the largest sorority contributor. Working with the United Way, it raised \$25,600.

While these two projects are well established in Madison, other successful efforts have begun within the last three years. These include Evans Scholars'

Basketball Marathon, which netted \$6,000 for the Central Colony Volunteer Project; Phi Delta Theta's "Music Against Dystrophy," which brought in \$2,000; and Chi Phi's "Run for Dystrophy" which raised \$1,400 this past year.

Some houses have joined forces in philanthropic attempts. Alpha Chi Omega and Chi Psi sponsored a band festival for the Special Olympics. The annual Harvest Ball is organized by Alpha Gamma Rho and Kappa Alpha Theta for the Empty Stocking Fund, and Sigma Chi's "Derby Days" involves all of the sororities in fun relays for the disturbed and handicapped patients at Denver's Wallace Village.

This recent growth in philanthropies is also evidenced by the rebirth of Humorology, which had folded in 1969 amidst the radical political atmosphere on campus. Under the supervision of Panhell and Zeta Beta Tau, it returned in 1979 and raised \$1200 during the first year to aid the Multiple Sclerosis Society.

Although the increase in money-producing philanthropies by fraternal organizations is well documented, the reason for this growth is not so clear.

Could it be that today's Greeks, as by-products of a liberal era, are simply more aware of and concerned for others?

Possibly.

However, a quick conference with many of the fraternity leaders paints a more realistic picture. Fraternities and sororities have traditionally been stigmatized as exclusive clubs for the rich, with bizarre hazing rituals behind closed doors, and wild beer parties. If the fraternities were to survive the depressed era of the early 1970s, it was necessary to make a visible effort to erase such usually inaccurate perceptions. Philanthropies provided an excellent avenue for these efforts.

Today they help publicize organizations during membership recruitment, are a source of pride to its members and alumni, and most of all, establish fraternities and sororities as legitimate organizations with a reason to exist. □

Craig Roberts, of Oconomowoc, is a Chi Phi and a senior in the School of Journalism.

Update on Student Concerns

An interview
with the Dean of Students

By Roger A. Gribble '55, '64
Of The Wisconsin State Journal

This interview in which Dean Ginsberg talks with Roger Gribble about today's campus student appeared in the Wisconsin State Journal during registration week in late August.

Dean of Students Paul Ginsberg leaned forward in his chair and, nursing the effects of a bad cold, spoke with concern about his perception of current students.

"I'm still convinced that they are facing far more difficulty than in past generations. They're seeing great financial pressure, what with the job market the way it is, and are facing high costs. Unfortunately we're much more heavily involved in dealing with those in difficulty. Despite the joys and laughter and fun they have, they're aware that they're in a serious academic program, and there is intense competition. The pressures get to them."

But that is the negative side of the picture, and Ginsberg said there is an opposite side. "Two other experiences I had this week were really gratifying. There is some consistency in the return to tradition. About 600 women were at a rush convocation in the Memorial Union last night. That appears to be one of the largest in years. There also was a Memorial Union retreat for students and some staff involved in programming and operations."

"I came away with a sense of commitment on the part of students. I didn't sense any of the 'we-they'; instead there's a sense of doing things together. I am really pleased that some of the orientation programs, like the academic Advisory Program and ethnic minority student programs, show that a real effort is being made to provide a welcome and a sense of belonging."

That is especially important to new students, Ginsberg said, because their first five

or six weeks on campus can be trying. During that time they face "a new environment, new relationships and new choices they never had to make before."

"Our sense is still that the transition remains a bit more difficult for women. They tend to be more protected in their environment. They haven't had the kind of freedom men have had. I see this changing, but women still probably have a greater concern for the transition."

Ginsberg said the number of suicides and suicide attempts among students has remained fairly constant over the past four years.

"Despite national trends, a lot of people here are more effective at reaching out because of work done through counseling and residence-halls staff. We're probably more involved in the early stages of the problem than elsewhere."

"We've stressed this with the staff. We are blessed with an over-abundance in the kinds of services we offer students, including community resources. The problem is how do we effectively deliver them?"

Ginsberg said one reason counselors may be getting at student problems earlier is that "young people and students are feeling less threatened when they reach out for help. They are much more willing to reach out."

On another subject, student involvement in issues, Ginsberg said, "I'd continue to describe them as apolitical and not given to causes or broad social issues. But that doesn't mean they don't care. They do, and an indication of that is the large amount of volunteer work they do. Still, I don't see any issue in the offing that could have the bringing-together force of the Vietnam War or civil rights."

An example of their lack of involvement in issues was their support for the Teaching Assistants Association strike last spring, support he termed "minimal."

"One thing that seemed clear to me as the strike progressed was that even students affected by the strike, along with many others, really were not clear about what the issues were, despite handouts and announcements. The issues remained fairly obscure to many."

Nationally, attention has been focused recently on the extent of academic cheating on college campuses, and Ginsberg was asked if the problem is serious here.

"I'm not aware of a big problem," he said. "The only constant on academic dis-



Dean Paul Ginsberg

honesty is how little we know about it. What we hear is constant, that it's pervasive and we're only touching the tip of the iceberg."

Ginsberg said that, although it may not be a significant trend, in the past year there may have been more students turning in cheaters.

"In a way, the conflict may have been the reporting of allegations made about other students. On these allegations and reports, it wasn't a moral issue. For some, they were angry about the effects on their own grades," a feeling that it wasn't fair for some to benefit from cheating when others were studying and working hard for grades.

Ginsberg said he expects that pornography will continue to be a big issue this fall as Women Against Pornography fights the showing of x-rated films on campus. The issue is complicated, he said.

In addition to conducting training and orientation meetings, Ginsberg is meeting with students and grappling with how to handle the 4.4-percent state-ordered budget cut.

"On the budget cut, it does seem clear that, if the cuts and constraints continue, they will begin to affect the counseling, Campus Assistance Center and service to veterans," he said.

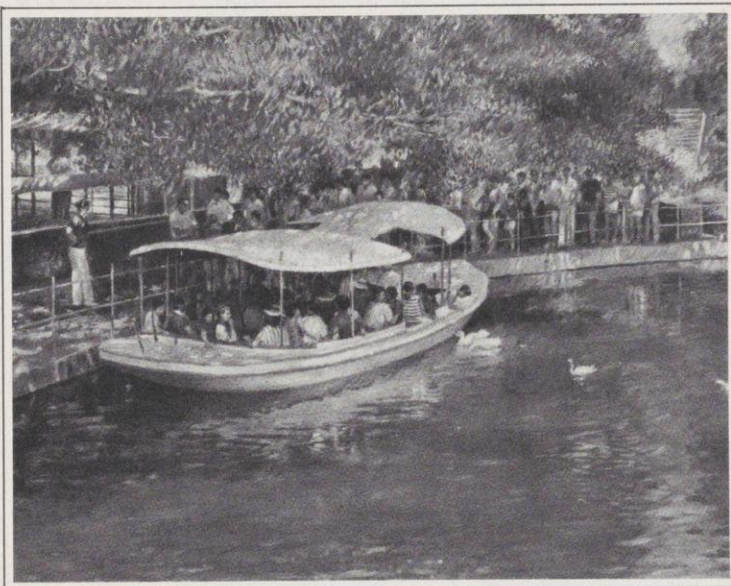
"It worries me and scares me that it's going to be extremely difficult to maintain the quality of our services without adequate funding, but there is a part of me that says we'll find a way to do that which needs to be done." □

Five Decades Come Home

There's an alumni reunion of sorts at the Elvehjem Museum of Art through January 11, a show honoring its tenth year and the golden anniversary of the School of Education. It's called "Five Decades," fittingly enough, and from throngs of art graduates over that period, sixty-five were invited to send recent works. This total is a generous base for any art exhibit, yet it was an awkward limitation for Art Professor Gibson Byrd and his colleagues on the selections committee, given the hundreds of alumni who have stayed in art to build solid reputations. At the outset, the committee excluded UW-System faculty and Madison-area artists, thus precluding any hint of chauvinism, overexposure of local stars, or possible murder by palette knife. After this, the goal was to single out grads of each decade, people whose work today is popular with critics and public alike. This philosophy might promise an easily read chronology of a half-century of artistic trends, but such is not the case. With the exception of a Renoiresque "Busch Gardens" by 1932 graduate Paul Clemens, the flavor of the show is largely contemporary. What *this* fact proves, the faculty hopes, is that the well-schooled creative artist moves with—and often leads—the tastes of the times.

—T. H. M.

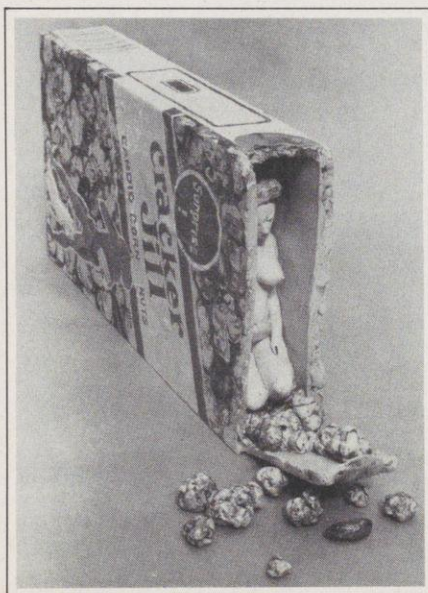
The Thirties



Paul Clemens '32
Los Angeles
Busch Gardens (1978)
Oil on canvas,
32"x 40"

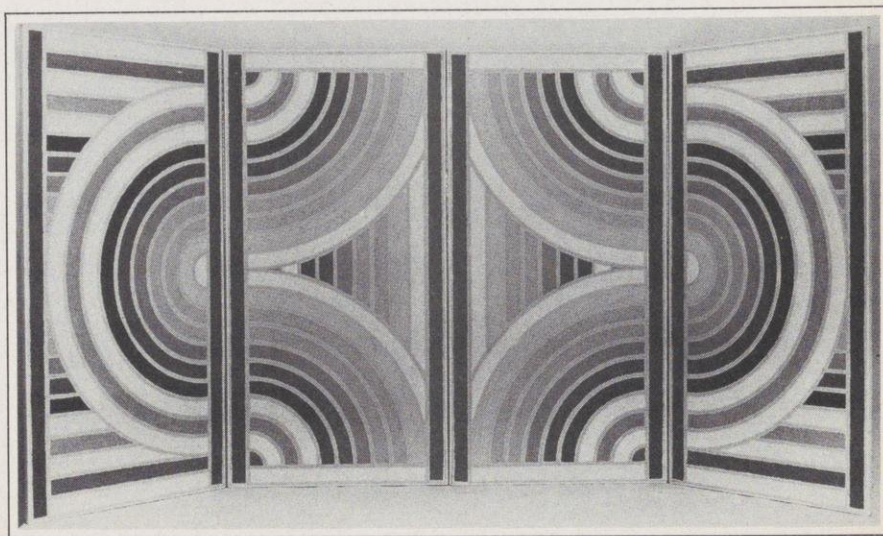
David Parsons MS '37
Rice University, Houston
Landscape 5,
Big Bend Series 1
Bronze,
18" H., 20" L., 14" dia.

The Forties



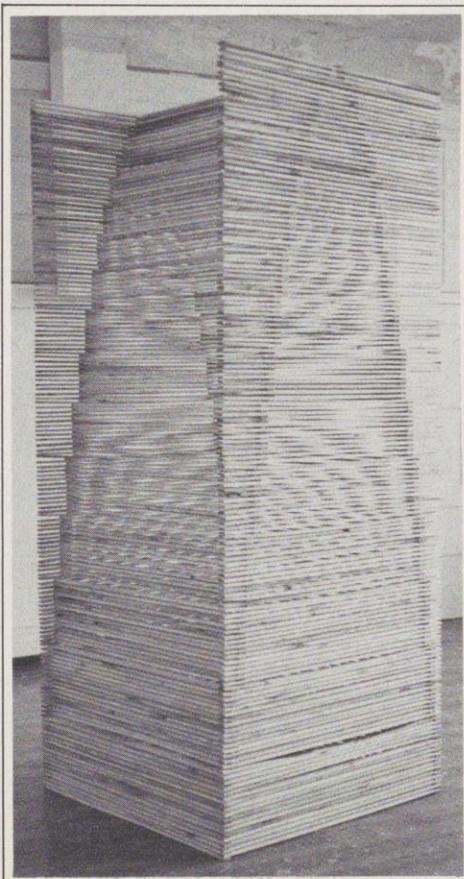
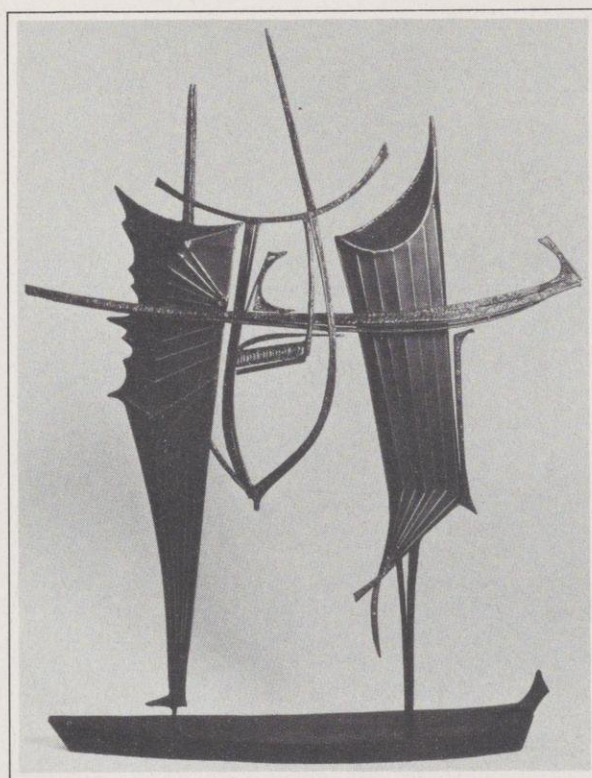
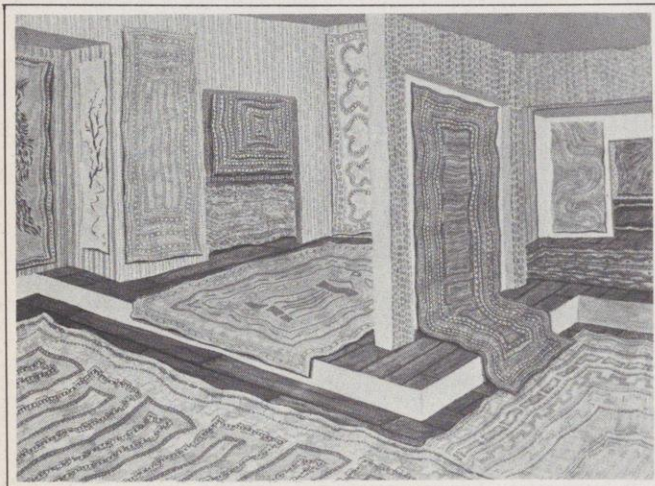
Robert O. Hodgell '48
Sarasota
Cracker Jill (1979)
Ceramic,
10" H., 22" W., 3" dia.

Howard Conant '46, '47
U. of Ariz., Tucson
Arizona Landscape I (1980)
Sand and acrylic
on canvas,
4' x 8'



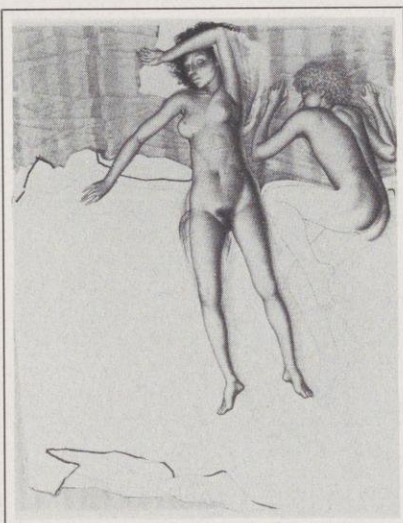
The Fifties

Richard Callner '51
SUNY at Albany
Oriental Interior V (1980)
Gouache on paper,
11"x 15"
George Roberts '54, '55
University of Idaho
Dark Watch (1979)
Iron and plastic,
48" H., 36" W., 7" dia.



The Sixties

Edward Mayer MFA '66
Athens, Ohio
Log Rhythm (1978)
Stacked wood lath,
4'x 4'x 9'
Sylvia Solochek Walters
'60, '61, '62
St. Louis
Summer Self-Portrait (1977)
Color woodcut/relief, 22" sq.



The Seventies

F. Scott Hess '77
Vienna, Austria
August Night (1979)
Pencil and colored pencil on
paper,
29"x 23"

Linda G. Rich '71, M.F.A. '75
Newport Beach, Calif.
The Taylor Family (1978)
Black-and-white photograph,
11"x 14"

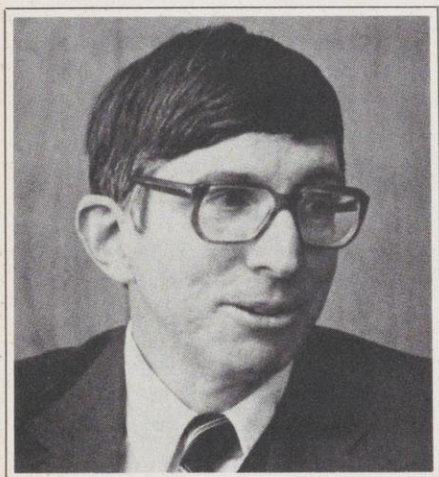


The Artists

Clayton Bailey '61, '62
Robert J. Baxter '56, '60, M.F.A. * '60
Nancy Ekholm Burkert '54, '55
Richard Callner '51
Patrick D. Cauley M.F.A. '76
Dale Chihuly M.S. '67
Paul Clemens '32
Howard Conant M.S. '47
Jane Couch M.A. '68
Richard Cramer M.S. '61, M.F.A. '62
Antonio Diaz M.S. '64
David Dorrance M.F.A. '75
Robert Engle x'52
Edward Epping M.F.A. '73
Ken Falana M.F.A. '72
Phillip Fike '50, '51
James P. Finnegan '68, M.F.A. '70
Phyllis Galembo '74, M.F.A. '77
Arie Galles M.F.A. '71
William Haendel '52, '54
William Hammersley '72, M.F.A. '76
Conley Harris M.F.A. '68
Cham Hendon M.F.A. '77
Sam Hernandez M.F.A. '74
F. Scott Hess '77
Robert O. Hodgell B.S., M.S. '48
Klindt Houlberg '60
Art Jacobson '48, '50
David C. Johnson '56, '57, M.F.A. '63
Lois M. Johnson M.F.A. '66
Robert Knipschild '50
Carol Kumata M.F.A. '79
Joseph Kurhajec '61
Kay Kurt M.F.A. '68
Sylvia Lark M.A. '70, M.F.A. '72
Marvin Lipofsky M.S., M.F.A. '64
Keith Long M.S., M.F.A. '63
Edward Mayer M.F.A. '66
Bruce McClain M.S. '64, M.F.A. '65
James McDermott M.S. '68, M.F.A. '71
Bruce Nauman '64
George O'Connell '50, '51
Richard J. Olsen '58, M.F.A. '66
Sam Parker M.S. '64, M.F.A. '65
David Parsons '34, '37
David Pease '54, '55, M.F.A. '58
James Pernotto M.F.A. '75
Linda G. Rich '71, M.F.A. '75
George Roberts '54, '55
Bruce Rod M.F.A. '72
John Rogers '56, '57
Carol Schiffleger '60, '61
Arden Scott x'60
Vickie Sedman M.F.A. '74
Jody Shields M.A. '75, M.F.A. '77
Sheila Movit Solomon '60, '61, M.F.A. '63
Hugh Townley x'50
Don LaViere Turner '51, '53
Shari Urquhart '62, '66, M.F.A. '67
Robert A. von Neumann M.S. '50
Sylvia Solocheck Walters '60, '61, M.F.A. '62
Douglas Warner M.S. '57
J. Fred Woell M.S. '61, M.F.A. '62
Paul Kan Wong M.F.A. '76
Judy Youngblood '71, M.F.A. '74

*The Master of Fine Arts degree is the highest granted in the field.

Here is a
slightly abridged
report
of the September
inaugural address
by



**Robert M.
O'Neil,
president
of the
UW System.**

... **T**here were some very special reasons why the prospect of coming to Wisconsin was particularly appealing. Most exciting was the prospect of helping to redefine a proud tradition within a new structure. I realize that some apprehension remains about the merger which produced this University System. Yet I believe that it was a wise step for higher education, and that Wisconsin will prove to have been a national leader in this respect as in many others—if and to the degree the Board of Regents retains the initiative in adapting to the future through *educational* policies and judgments. The challenges of the next decade can be better addressed in a single federation of institutions with a single governing board dominated to the values of higher education. . . .

However wise merger may have been in theory, some believe it marked a major break with the past; that precepts like the Wisconsin Idea may not have survived. On the contrary, it seems to me that the boundaries of the University today are even more clearly the borders of the State

than they were when President Van Hise announced this central tenet of higher education seventy-five years ago. Indeed, the original exponent of the Wisconsin Idea actually resisted the growth and development of those institutions which now carry baccalaureate and graduate education to most parts of the state. The principal urban areas, which figured but modestly in the original Wisconsin Idea, are today the sites of some of our major institutions. UW-Extension is now statewide, serving not only rural and agricultural communities, but millions of other citizens in a broad range of subjects and programs. Through new technology and commitment of resources, this state has a radio and television system second to none in the country, bringing learning and culture to thousands who cannot attend regular classes. While there continues to be growth in enrollment of traditional students, the major growth in recent years has been among part-time students—those who attend classes after working hours because job commitments make daytime hours inconvenient or impossible. Extended-degree programs,

which several of our institutions have recently developed with special legislative support, reach a growing group of nontraditional students for whom the usual undergraduate curriculum is inappropriate, and who have shown through experience and accomplishment their entitlement to credits on an alternative basis. The Family Practice Clinics, also unknown in the time of President Van Hise, bring medical education and primary health care into many communities of the state as outreach arms of the great medical center at Madison. And the Wisconsin Idea today carries not only beyond the border of the state but beyond our national boundaries as well, with thousands of students studying abroad under UW institution auspices. Thus, not only has the Wisconsin Idea survived merger; the current UW System in fact embodies the Wisconsin Idea in the best and broadest sense. We serve the state far better today because we are united as a group of institutions committed to the same goal.

Yet we are clearly not, as many systems are, a group of homogeneous institutions. The diversity which marks our system is, in fact, a separate quality of great value. While all our institutions provide general education of high quality, each also offers something that is distinctive—a program unique to the state, or the region, or even the nation. Such variety is a source of strength, and offers to our students a range of choice which no other state affords. This extraordinary diversity could be lost if, in the difficult period ahead, we tried to offer all things to all people. We should rejoice in our differences, and maintain what is special and distinctive about our institutions, resisting pressures for commonality.

The diversity of our institutions suggests another value. Students in this state enjoy an unusual range of choice because of the differences among our institutions. Recently there have been suggestions that such choice should be artificially constrained. While I recognize behind these suggestions the laudable desire to balance enrollments among institutions, I would prefer to seek that goal in ways that maintain a high degree of student choice. We should take positive steps to encourage study at those institutions with greater capacity, rather than barring students from more populous campuses. The role of the System, moreover, should not be one of centralized admission or assignment but rather one of coordination and mutual planning. Freedom of choice is a precious value in our society, and one that has spe-

cial meaning in a university system of which variety and diversity are hallmarks.

Further, I would affirm our commitment to freedom of inquiry and expression. No values are more deeply ingrained in the history of Wisconsin higher education. The next decade will not, I expect, bring crude or blatant threats to freedom of thought and inquiry, but may threaten liberty in subtler ways. We must be alert to such threats—whether they be burdensome federal restrictions on research activity, intrusive state or local government controls, or even well-intentioned but clumsy rules of System administration. The faculties of our institutions should be vigilant to changes in the condition of academic freedom, and call us to account whenever they sense danger.

Next, I would stress integrity in higher education. . . . I would suggest that we now owe to our students a clearer statement of institutional policies and curricular options. If we do not reform our own practices and procedures, we risk governmental intrusion of a sort that may extend well beyond the benign purpose for which it is initially designed. . . .

In the realm of integrity, let me add a further concern: the need to teach and study ethics and responsibility more widely throughout our curricula. As one who has devoted the last twenty years to teaching in a professional field where better understanding of ethical responsibility is clearly needed, I speak with a deeply personal commitment. We would do well to examine the whole array of our professional programs to make sure that we stress adequately the ethical responsibilities of the practicing professional. Our students would welcome such an emphasis, and we would be applauded for a clearer commitment to integrity in our curricula.

At a time at which competition for funds and for students could be dangerously divisive, I would call for closer cooperation with other institutions of higher learning. Our relations with the independent colleges and universities of this state are unusually good—far better than those I have observed in other states. But we need more frequent contact with our colleagues in the private sector, and to that end I pledge the full collaboration of the UW System. We can work more closely with the elementary and secondary schools of the state—from which we draw most of our undergraduates, to which we send many of our graduates as teachers and ad-

ministrators, and with which we share a responsibility for the total quality of education. We should also work more closely with the Board of Vocational, Technical and Adult Education and its institutions. We should forge closer ties with the business community and with organized labor—greater use of advisory groups, more use of practicing business and labor leaders as guest lecturers, and a generally closer entente with the corporate and industrial world.

A statement of this sort would be incomplete without reaffirming our commitment to access. Educational opportunity for the people of Wisconsin has grown steadily, in ways that I noted earlier. But the fact remains that many able high school graduates do not even begin college, and many who start do not finish. Wisconsin fares better than many states, but we should not be comfortable with any substantial denial of access. Moreover, access among the elements of our population is uneven, and to equalizing opportunities we should give special attention. The recommendations recently approved by the Board of Regents clearly commit us to improve both the recruitment and retention of minority and disadvantaged students. We should also seek improved access for non-minority persons—those in rural areas, and those from less advantaged white ethnic groups within our cities—who have, along with blacks and Hispanics, been denied a full range of educational opportunity. We should also increase participation of women in many of our curricula, especially certain professions which until recently have been largely male preserves. In these and other ways we must reaffirm our commitment to access, for access has been a prime ingredient of the Wisconsin tradition.

Next, one must speak of service. I hear elsewhere a lament that some great universities have diluted their missions by making an excessive commitment to service. I reject that view, as I believe the people of this state would wish us to reject it, and rather reaffirm the nexus between higher education and service. The broad range of service finds expression in the many functions which the laws of this state impose upon the Board of Regents, including many tasks which in other states are entrusted to other agencies but which in Wisconsin have been deemed fitting for the University System and its institutions. We enhance, not diminish, our stature as a great state university system by sharing widely with the citizens of the state the products of research and

study. They are integrally related functions of higher learning, and together with teaching they define our broadest mission.

I have saved until last that element of our University System which is most fragile but also most vital—the quality of our institutions, their faculties, and their facilities, and their programs. Throughout the last century, the quality of these institutions has steadily improved. I cannot believe that the investment which the citizens of this state have made in higher education through more than a century of generous support would be allowed to atrophy through half a decade of neglect. Higher education is too central a priority for Wisconsin and its citizens to be jeopardized by inadequate support. In coming to Wisconsin at this time, I do not expect the next decade will be an easy time, but neither do I expect it will leave the University System and its institutions less healthy in the year 2000 than they are today. I could not do less than pledge to seek the support necessary to maintain the essential quality of higher education in this state.

One may well ask, in this regard, why higher education has a special claim upon severely limited public funds. The answer requires an appreciation of the capacity of universities to address the critical needs of a troubled society. The major problems of our time—a bruised environment, economic inequality and instability, racial injustice, international conflict and isolation—these and other challenges require a well- and liberally educated citizenry. To invest directly in solving these problems would be folly without also investing in the education and research which enhance the problem-solving capability of the next generation. The value of higher education is broader than merely technical skills, vital though these are. The central contribution of higher education is an *intellectual* one—improving the understanding of and appreciation of history, philosophy, literature, government, and the natural and physical sciences. Only through that exposure to those learned disciplines which higher education uniquely affords does a society attain—and sustain—its intellectual potential. It is this role which gives us a special claim upon the resources of our society in times of scarcity as well as of plenty. No group of institutions better makes that claim than the institutions of the University of Wisconsin System. Our mission in the years ahead is to demonstrate the validity of our claim. □

University News

Enrollment Tops 41,000 To Set New Record

Enrollment topped 41,000 this fall, surpassing earlier predictions and setting a record. Total enrollment for the fall semester is 41,349, a 2.8-percent increase over the record 40,233 set in 1979 and about 350 more than were expected before registration. The number of new freshmen—5,021—also is greater than the predicted 4,900-5,000, and is 185 more than last year. It is the largest group of new freshmen since 5,206 registered in the fall of 1965. Undergraduate registration totals 27,746, up 1,318.

The Graduate School, which had expected a slight enrollment decline, instead experienced a slight increase—9,096 students enrolled, compared to 9,059 last year. Law School enrollment stands at 904, three more than in 1979.

Decreases were recorded in the Medical School, where 668 students enrolled, two less than last year, and in the special student category, which was down from 3,175 to 2,935.

The recession may have played a part in total enrollment surpassing expectation, said Registrar Thomas Hoover.

"Some are in school who might otherwise be outside working," Hoover said. "Also, there's a feeling now that education is worthwhile. Students are very serious and career-oriented. There's a lot of

emphasis on getting into career training, like engineering, agriculture, etc."

In engineering, Hoover reported undergraduate enrollment climbed almost 9.2 percent, from 4,215 to 4,601.

Engineering Dean W. Robert Marshall said the surprise came in the number of students returning to school after being away for awhile. The number of freshmen and transfer students was actually somewhat lower than expected, Marshall said. Engineering will impose enrollment limits next semester in an attempt to reduce its total student body to fewer than 4,000 (W.A. Sept./Oct.).

Surprisingly, Hoover said, enrollment increases even occurred in fields which are not as obviously career-oriented as engineering. The College of Letters and Science experienced increases in almost every student level, and its total enrollment grew from 13,051 to 13,914.

L&S Dean E. David Cronon attributed the increase to both the economy—"anytime there's a recession our enrollment grows somewhat"—and to large freshman classes that have entered during the past few years. That automatically results in larger numbers of sophomores, juniors and seniors in later years.

Ordinarily an enrollment increase is good news for the University, Hoover said. "With the way funding works, it's presumably better to have an increase than a decrease."

However, he added, "this year's increase is probably bad news for students in some ways, because there is more competition for fewer seats in courses, and for the University which is trying to cope with more students and less money to teach them with."

—Mary Sandok

WAA Adds Annual Faculty Teaching Award

The Wisconsin Alumni Association will add to its annual practice of honoring distinguished alumni and outstanding students with its Excellence in Teaching Award, to be presented for the first time on Alumni Weekend next May.

The award will carry with it a cash prize of \$1000. It will go to a member of the UW-Madison faculty chosen by a standing committee of faculty members. There is only a small number of such awards presented on the campus, and the selection process is a comprehensive one, involving detailed supportive material with each nomination. Nominees—names may be submitted by student organizations, departments or faculty members—must hold the rank of at least an assistant professorship and have been teaching on this campus for no less than three years.

WAA will present its award to the winning faculty member on the occasion of the Alumni Dinner, Saturday, May 9th.

WAA Forms Student Board

The Wisconsin Alumni Association has expanded its student-relations activities with the formation of an Alumni-Student Board. The purpose, according to Gayle M. Langer, our associate director, is "to provide an environment which will stimulate a meaningful undergraduate experience; to develop a dialogue between students, alumni and administrators; and to cultivate future alumni leaders."

Twenty-six students, representing a variety of academic disciplines, have agreed to serve for the 1980-81 year. The program they approved for the year includes: for alumni, hosting by board members at association-sponsored activities on campus, such as Young Alumni Day, Day On Campus, (formerly Women's Day), the alumni open house on Homecoming, and Alumni Weekend. Throughout the Founders Day

1980 Sparkplug Winners

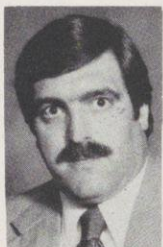
1980 Sparkplug Winners, recipients of WAA's annual recognition to outstanding club workers, received their awards at the Leadership Conference on October 25. They are: E. Lee Pierangeli '51, Kenosha; Robert H. Geffs '48, J.D. '49, Sun City; John C. Hickman, Jr. '65, Minneapolis; Robert H. Plietz '49, Milwaukee; Dorothy E. Thomsen '48, Jefferson; Gerald C. Condon '39, Brodhead.



Pierangeli



Geffs



Hickman



Plietz

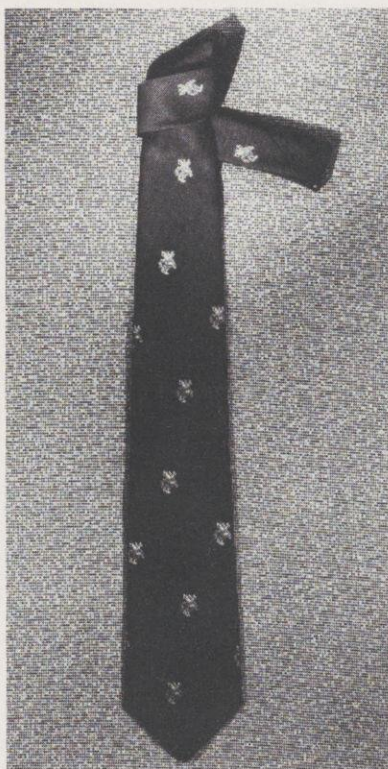


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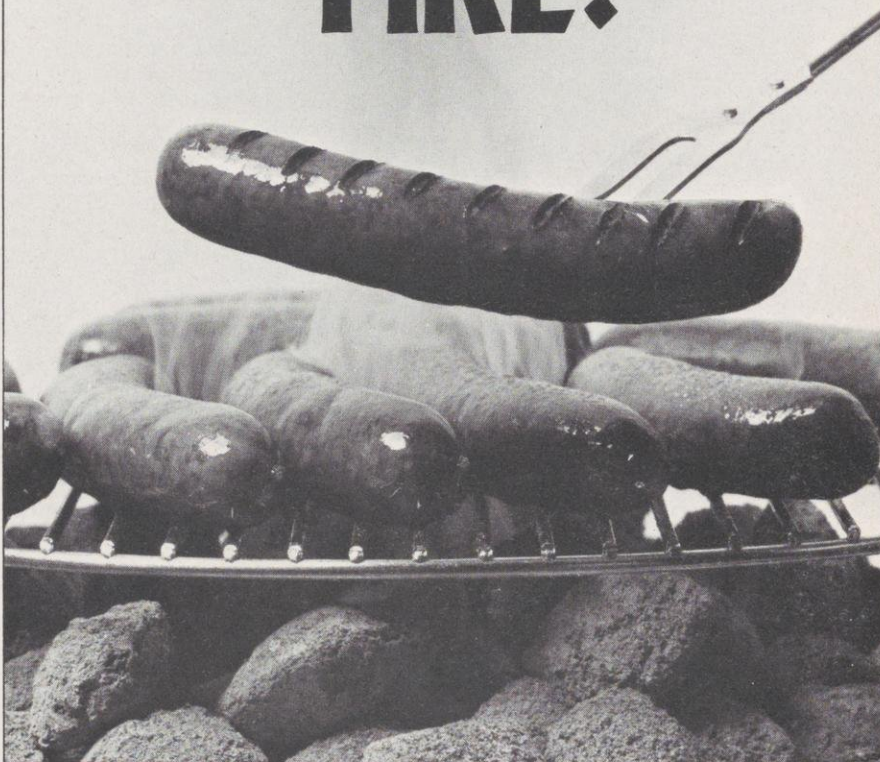
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season one of the students will accompany each faculty speaker to those alumni club events within driving distance of Madison.

For current students, the board will host such association events as our annual receptions for matched-scholarship recipients and student leaders, our awards program for outstanding juniors and seniors, and the Wisconsin Singers' on-campus concerts.

For future students the board will offer assistance with campus tours for visiting alumni who bring young people interested in attending this campus; and assistance to the WAA staff in answering parents' inquiries on housing, majors, student life, etc.

The board also plans a meeting this semester with the association's Young Alumni Advisory Committee to discuss ways to involve recent graduates in alumni and University activities, and next spring will sponsor a function for all students on campus.

Chemistry Department Turns 100

In 1868 the first agriculture and analytical chemistry professor at the University taught his lone chemistry student with a carpenter's bench for a work table.

Twelve years later University President John Bascom deleted the "agriculture" reference from Professor William Willard Da-

niels' title, making him first chairman and only professor of a newly-created department of chemistry.

And in 1980, chemistry's centennial here, Professor Barry M. Trost chairs a forty-one member, internationally recognized department, a training ground for some 3,500 scientists presently working in nearly every field of chemistry.

A year-long centennial commemoration will feature monthly displays in the Chemistry Building, 1101 University Ave., and a series of four invited speakers addressing chemistry and its future.

In addition, Emeritus Professor Aaron J. Ihde is writing a book detailing the history of chemistry at the University. He notes that the department's past frequently was turbulent. Ihde, chairman of the centennial observance, joined the department in the early 1940s after receiving his doctorate in food chemistry there a few years earlier.

In his account, Ihde reviews controversy that surrounded World War I activities of department members when four left to help the government develop chemical warfare weapons while four others, all German-Americans, stayed behind. Chairman Louis Kahlenberg, an American-born chemist of German ancestry—already isolated from his peers for his opposition to the concept of ions—was renounced for his opposition to President Wilson's wartime policies. Kahlenberg was demoted when the four professors on leave refused to rejoin

the department if he remained at the helm.

World War II burst in the middle of Professor J. Howard Mathews' thirty-three year chairmanship, drew seven chemistry faculty into government research and produced a technological explosion in its wake. Mathews worked to attract renowned researchers to his faculty, and the University became a magnet for chemistry students nationwide.

"He became chairman of a seven-man department in 1919; he retired from a twenty-five man department," Ihde writes.

Under Chairman Farrington Daniels the department continued its progress. Daniels had arrived from the U.S. Nitrogen Fixation Laboratory in the post-World War I chemistry boom to become a leading authority on nitrogen's oxides. During his thirty-nine years at the University he published a text that remained a chemistry student standard for decades.

Chairman Daniels kept his own research and presided over the American Chemical Society for a year. Daniels' post-World War II research involved nuclear energy—he developed a nuclear reactor and searched for fissionable minerals. When he became discouraged with scarce uranium supplies, he turned his energies to solar research.

A strong national economy in the 1960s brought swift growth to the University's academic departments, including chemistry, which saw a net gain in faculty of eleven. Taking the chair in 1967 was Professor Irving Shain, now Chancellor Shain. He had arrived in 1952, just out of the doctoral program at the University of Washington.

The dollar's slide in the '70s, Ihde writes, led to "a desperate holding action" in this and universities elsewhere. The chemistry department's goal has become maintaining the status it has won over the past century, he says.

—Cathy Harp
Continued on page 25



Lair of the Bear Camp June 20–27, 1981

West-coast Badger families will meet again next summer for outdoor fun and camaraderie. Private tents with modern amenities, family-style meals, activity programs by age-group. All in the High Sierra Mountains near Pinecrest, California. Sponsored by The Wisconsin Alumni Association.

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Student Standpoint

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

Stay Out of the Midnight Sun

By Tom Rosen '83

Last June 8, while I was home in Milwaukee painting my parents' bedroom ceiling and waiting for the final coat to stop running from my hair, there came a quite delightful development. My Badger baseball coach, Tom Meyer, called. He wanted to know—since I apparently had shown promise as a freshman pitcher last spring—if I was interested in going to Alaska with the team to play two of the finest semi-pro clubs in the country. He had to make our reservations fast, so I could have exactly one hour to choose between spending the summer getting Mautz Interior Latex Enamel out of my hair, or baffling future major leaguers. Somehow it didn't take me an hour.

A week later, with an overstuffed suitcase dragging from one hand and a copy of *Ball Four* in the other, I embarked on a childhood fantasy. In my mind, for the next two weeks I would be Tom Rosen, Professional Baseball Player.

Our season had ended just three weeks earlier, but to the guys on the team it seemed like we'd been separated for three months. We met at Camp Randall, laughing and yelling and slapping each other on the back, then, after a short van ride to the airport and a long wait in the terminal, we were ready to board the plane. At least, most of us were. Jim Graboski, our shortstop, had only flown once before, and the idea didn't exactly thrill him. However, Jim's fears were good for the rest of us; during the flight we kept in shape by peeling him off the back of his seat every few minutes.

Finally, after a long day of airport coffee and airplane peanuts, we landed in Fairbanks. In Fairbanks at 1:00 a.m. it is still light outside. As I flopped down on the hotel bed with the sun glaring through the window, I could only wonder if I'd wake up with a severe sunburn.

Well, when I awoke I wasn't burned, I was just confused. With all the tumult the previous night, I had forgotten to set my watch back. The watch said it was 9:00 a.m., but it was actually 5:00 a.m. in Alaska. I spent the next few hours getting

my head on straight while I waited for my roommate, Todd Juntunen, to wake-up.

My second shock of the day came when Todd and I went for breakfast. I should say "when we were taken out by our breakfast." The cost of food in Alaska is outrageous. One day the price of a single waffle was \$1.50; the next day a similar waffle cost \$2.10. For the remainder of the trip, Todd and I tried unsuccessfully to find restaurants that met our daily meal allowance of \$10.

Most of the nine games we played were at night. On the afternoons of those days we sat in our rooms watching "I Love Lucy" reruns and psyching ourselves up. We'd known when we left for Alaska that we would be playing outstanding baseball teams. (The Goldpanners had won four national titles in the previous eight years.) Still, the Badgers finished fourth in the Big Ten conference last spring, so we knew we had something going for us, too. On the other hand, while the coaching staff wanted some wins of course, they really accepted the trip as a chance to see how we reacted under extreme pressure situations.

As it turned out, it was a good thing they were thinking along those lines. Our team batting average was an anemic .195 compared to our opponents' .369. Our hitters simply had a hard time adjusting to the high caliber of pitching.

The pitching statistics, on the surface, didn't appear much better. Our ERA of 10.00 seemed even more excessive when contrasted to our opponents' 2.92 average. But statistics never do tell the whole story. Some gutty pitching performances were turned in by Andy Basten and Todd Juntunen.

As for me, I was a godsend. For the opposition. The first game I pitched in, I gave up a home run to the first batter I faced. I also gave up a home run to the second batter I faced. The third batter, Big Al Davis from Arizona State, could only muster a fly ball to the wall in center field a piddling four hundred feet away.

The next time I pitched in a game, the balls that were hit off me didn't go over the wall, but they would have gone through them if they weren't caught.

Obviously my fantasy of becoming a pro took a bit of a jolting. If my ERA on this trip were the annual rate of inflation, this country would be in the deepest depression in history!

When the last out was recorded, we had

a hard time believing what had happened to us. When a team has as much pride in themselves as we do, any defeat is hard to accept. So you can imagine how we felt after being humiliated for the ninth time. But both Coach Meyer and his assistant coach, Steve Land, didn't let us get down on ourselves for long. They knew that we had played to the best of our ability, and this was all they were looking for from us.

There was much more to our trip than baseball, however. Steve Land's wife, Phyllis, was in charge of all the team's sightseeing ventures.

One day she took us to the Alaskan pipeline and an old gold dredge. Another day was spent in a tourist resort called Alaskaland. Alaskaland has a lively saloon that features can-can girls. It also featured Pepe Randolph, our second baseman, who kept the audience jumping with his disco rendition of "A Rapper's Delight."

Another pleasant experience for us was a trip to the home of Ken and Penny Alt. Ken, who is a Spring Green native, had met Coach Meyer earlier and invited the team to a fish fry at his home. We had a great time sampling the various fish that Ken fried for us. But what really impressed me about Ken and Penny, besides their obvious generosity, was that they built their own beautiful home in the wilds of the Alaskan countryside!

We also had fun meeting Ron ('50) and Phyllis Nord. Ron, who was a player and then an assistant basketball coach here at the University, runs the Arctic Acres golf course and a thriving motel in the Fairbanks area.

The highlight of the trip, at least for me, was the team's visit to McKinley Park. The serenity of the mountains in the park gave me a new perspective in regard to baseball and life in general. The knot that had formed in my stomach for the past few years suddenly became untied. For the first time in a long time, I was free from pressure. At that precise moment, I realized the importance of trying to live my life so I could benefit from the greatness of God's many creations.

The two weeks in Alaska passed quickly, but the Badger team that departed from Alaska was a different team than the one that arrived. Through our constant contact with each other, we left not as a group of individuals, but as a true team. All I can say is: watch out for Wisconsin in 1981! □

Tom Rosen plans to major in journalism.

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WISCONSIN ALUMNI ASSOCIATION

Operating Statement
July 1, 1979—June 30, 1980

RECEIPTS	ACTUAL '80	BUDGET '80
Annual Member Dues	\$161,491	\$157,000
Life Member Dues	46,740	53,000
Varsity Member Dues	15,022	12,000
General Contributions	1,674	8,000
Advertising	4,877	4,500
Life Member Servicing	141,956	141,956
Services Corporation	70,251	66,000
Misc. Programs	7,007	3,800
TOTAL INCOME	\$449,018	\$446,256
EXPENSES	ACTUAL '80	BUDGET '80
Salaries	\$228,888	\$222,500
Soc. Sec. & Unempl.	15,048	14,500
Employee Insurance	8,910	8,000
Retirement Annuity	4,106	4,106
Staff Expense	2,699	3,000
Dues & Subscriptions	3,431	3,000
Printing & Supplies	23,303	24,000
Data Processing	2,546	3,500
Mailing Contract	14,234	8,000
General Postage	34,634	33,900
Travel, Promotion & Auto	9,285	11,000
New Member Incentives	2,223	2,000
Accounting & Audit	4,662	2,600
Telephone	5,057	5,000
Magazine	41,820	39,000
General Insurance	2,976	2,000
Equipment Maintenance	3,443	5,000
New Equipment	2,182	1,000
Deposit to Life Fund	46,640	53,000
Miscellaneous	252	1,150
TOTAL EXPENSES	\$456,339	\$446,256
Operating Deficit	(\$7,321)	
Cash in Bank	\$161	

The above figures represent actual year-end totals on a cash basis, compiled prior to audit. Payables for the Wisconsin Alumni Association as of June 30 totaled \$4,508 and receivables were \$39,532. In addition, installments due on life memberships were \$64,133 at year-end.

The amount for servicing life members received from the life member investment fund was based on 15,913 life units at a cost of \$8.89 each.

The Services Corporation, a wholly owned subsidiary of the Association, handles tour, merchandise and Wisconsin Singers activities and reimburses the Association for promotional expenses. Income for the Services Corporation in 1979-80 totaled \$96,601; actual expenses were \$75,088. As of June 30, a balance of \$38,652 was due the Association for promotional expenses incurred during the year.

Historian Says University Top-Rated in 1925—and Still Is

A graduate might wonder how the quality of a degree from the University compares to its worth in past years. Extremely difficult to measure, educators admit, but there's a new assessment which says the University's reputation hasn't changed substantially since faculty members across the country rated Wisconsin in the nation's top ten universities in 1925.

UW-Madison was ranked No. 6 in the 1925 evaluation. Another study in 1964 moved the University to No. 9. And the most recent survey in 1977 placed UW-Madison in the No. 7 position.

Universities on top in the 1920s "usually held themselves to the highest standards thereafter," history Professor George H. Callcott of the University of Maryland wrote in the April issue of the institution's Graduate School Chronicle. "Being at the top seemed to inspire top faculty performance, attracted the best faculty recruits, and held these recruits to the highest standards."

Seven universities were ranked in the leading ten at all three rating periods. In addition to UW-Madison, the others were Harvard, California, Yale, Michigan, Chicago and Princeton.

Callcott selected Wisconsin of 1910 as his model of an outstanding land-grant institution. He also cited Charles Van Hise as one of the "great university presidents" of the early 1900s.

Factors which determine excellence will vary, the Maryland historian wrote. Among them he listed undergraduate student ability and money available for salaries. Wisconsin ranked nineteenth in SAT test scores of 1977 freshmen and thirty-third in the nation in total medial compensation for full professors in 1978-79, according to the article.

Institutional morale and determination to succeed were labeled "crucial" determinants of excellence.

—Jack Newman

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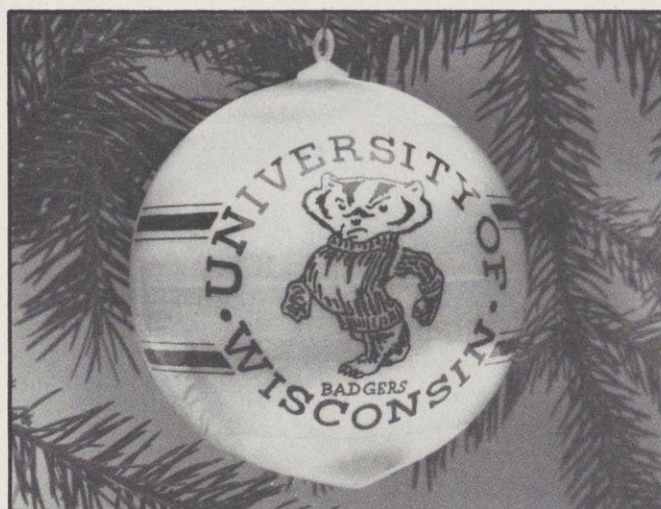
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This column serves as a reminder only. Each club sends mailings to members with complete information, including reservation deadlines.

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Member News

In July the Albany (N.Y.) Knickerbocker News featured a profile of *Frank Blood* '04 of Schenectady. Two of his favorite pastimes are playing the mandolin and following the political scene. During his varied career, Blood was an engineer at General Electric; ran a lumber mill; worked for the Signal Corp and Army; and after retiring, formed his own business refurbishing old houses.

Consumers Guide recently published an "everything-you-always-wanted-to-know" book called CROSSWORD PUZZLE COMPENDIUM. Included in the list of the fifteen greatest puzzle constructors of our time is *Herb L. Risteen* x'23 of Baraboo. His puzzles regularly appear in numerous publications including the New York Times and, out of the goodness of his heart, in Wisconsin Alumnus.

John Trumbower M.S. '26 writes that he is enjoying retirement by working in the latest of a series of professions. At age eighty-eight he is a glazier in Ames, Iowa. In his mid-fifties he took up farming for twenty-five years, following a career in plant pathology researching dutch elm disease and barberry eradication.

Robert J. Seidl '40 retired in September as vice-chairman of Simpson Paper Co. in Seattle where he served for twenty-three years after fifteen years at US Forest Products Laboratory in Madison.

The National Science Foundation awarded a grant to *R. E. Juday* Ph.D. '43 to study effects of ash fallout on water quality of lakes and streams in the Missoula area. He is professor emeritus of chemistry at the University of Montana.

Russell J. Christesen '46 has been named EVP and elected to the board of directors of Ebasco Services, Inc. in New York. The company provides engineering services to utility and energy industries.

The Shrine of North America elected *F. T. H'Doubler, Jr.* '46, M.D. '48, of Springfield, Mo. to its highest office, Imperial Potentate.

In June Monsanto named *William E. Koerner* '46, St. Louis, director of physical sciences in its corporate R&D staff.

Arthur L. Hooker '48, '49 recently joined Pfizer Genetics in St. Louis as director of bio-science research. He has been professor of plant pathology and plant genetics at the University of Illinois.

When the Milwaukee insurance firm of R. S. Hammerschlag & Co. opened a Madison branch in June, *Belford E. (Bill) Hogoboom* '51 was named its account executive. He was formerly with the Office of the Commissioner of Insurance.

In August the Society of Industrial Microbiology conferred its highest honor on *C. W. Hesseltine*

Ph.D. '50 of Peoria. The award is in recognition of an outstanding career or contribution to research in applied microbiology. Hesseltine is with the USDA.

Lebanon Valley College of Annville, Penn. named *Anna Dunkle McVay* M.A. '50, '54 professor emeritus of English in May. She retired in 1976 after teaching there for twenty-two years, and now resides in San Bernardino.

Willard F. Mueller '50, '51 was among those cited for distinguished contributions to national policy-making by the American Agricultural Economics Association in July. He is professor of agricultural economics and law on our faculty and is chairman of a comprehensive research project on the nation's food system.

Listed in WHO'S WHO IN THE WEST is *Lois Glock Torgerson* '50, director of the dietetics department at Sacred Heart Medical Center in Spokane.

After teaching in our School of Family Resources and Consumer Sciences for twenty-nine years, *Emma Jordre* M.S. '51 retired. She was coordinator for the environment, textiles and design program and chairman of the textiles and clothing department.

Exxon Corporation has promoted *James F. Mathis* M.S. '51, '53 to vice-president of science and technology. He has served in numerous positions in Texas, Canada and New York. The Mathises live in Florham Park, N.J.

Eugene A. Timm '51, '53, '55, Morristown, N.J., has been elected to serve on the 1980-85 committee of revision of the U.S. Pharmacopeial Convention, the group which sets national standards for manufactured drugs. He is vice-president of regulatory planning in the health care group for Warner-Lambert Company.

Owen Gillick '52 has accepted a position as director of business services at High Desert Campus, College of the Desert in Twenty-nine Palms, where he and his wife *Audrey (Rasmus)* '51 reside. In 1975 he retired from the Marine Corps with the rank of colonel.

WUHQ-TV, Battle Creek, has announced the promotion of *Robert W. Carpenter* '56 to local-regional sales manager. He and his wife *Cecily (Burg)* '54 live in Grand Rapids.

In June *Marvin H. Lane* '56, '58 was named vice-president and treasurer of Texas Instruments in Dallas. He has been with the firm since 1958.

Massachusetts Mutual Life Insurance Company appointed *James L. McEathron* '59 a senior officer. He is director of operations in the real estate investment division. The McEathrons live in Wilbraham, Penn.

Systema Corporation announces that *Ronald B. Williams* '61 joined the company as EVP in Sep-

Deaths

Pauline Priscilla Gunthorp '98, Berkeley (2/79)

Harry Aubrey Apple x'06, Milwaukee (7/80)

Cornelius George Weber '08, Milwaukee (*)

(*) Informants did not give date of death

Raymond Thayer Birge '09, Berkeley (3/80), retired head of the physics department at the University of California, and a nephew of the former UW president, the late Edward Birge.

Mrs. Harold C. Schemmel (Edith Louise Rettig) '10, Denver (*)

Felix S. Zeidlhack '10, Portland, Ore. (4/80)

James R. Gates '11, Sequim, Wash. (*)

William Gilchrist Pearsall '11, Duluth (6/80)

Harold Gilbert Anderson x'13, Whitewater (5/79)

Joseph Bernard Eagan '13, Avoca (7/80)

Edna Mae Harris '13, Menasha (8/79)

Mrs. Chas. W. Tomlinson (Maude Dunlap Reid) '13, Evanston (8/80)

Esther Lavinia Austin '14, Crandon, Wis. (6/80)

Arthur Albert Dunkel '14, White Sulphur Springs, Mont. ('77)

Mrs. Martin Lewis (C. Lucille Deming) x'14, New York City (5/80)

Mrs. Henry L. Palmer (Norma Dora Hibbert) '14, Milwaukee (2/80)

Raymond Hiram Halderson '15, Medina, Ohio (4/80)

Ada North Martin '15, Madison (6/80)

Mrs. Ray Blankinship (Eleanore Adelaide Sime) '16, Riverside, Cal. (8/80)

Mrs. Joel D. Howerton (Flora Esther Jackman) '16, Meridian, Miss. (5/80)

Mrs. Joseph Maiers (Irene Mary Lappley) '16, Stoughton/Milwaukee (6/80)

Robert Isaac Barker '17, Warren, Ill. (4/80)

Mrs. John H. Benson (Edith Lorraine Bond) '17, Rockford (2/80)

Katharine Whitney Curtis x'17, Washington Island, Wis. (7/80) winner of the Helm's Athletic Award as the creator of synchronized swimming, and a member of the Swimming Hall of Fame. She created the "Modern Mermaids" show at the Chicago World's Fair in 1934, and continued to produce synchronized swimming shows while serving with the Red Cross during World War II. As a student, she swam across Lake Mendota "to prove it could be done."

Rudolph Walter Dehler '17, Puyallup, Wash. (6/80)

M. Camilla Hayden '17, Terre Haute/Crystal Lake, Ill. (8/79)

Mrs. Clement Hey (Vinnie Overholser) '17, Sterling, Ill. (*)

Earl Hilton '17, Greenbrae, Cal. (6/80)

Ward Loan Hopper '17, Chevy Chase (2/80)

John Albert Hanson '18, San Diego (5/80)

Mrs. Francis T. H'doubler (Alice Louise Bemis) '18, Springfield, Mo. (6/80)

Allman Vernon Dreier '19, Shawano (8/80)

Mrs. Elmer F. Karpe (Eunice Rosina Uebele) '19, Bakersfield, Cal. (7/77)

Sr. Margaret Emme Landwehr '19, Milwaukee (7/79)

Mrs. Hugo A. Meyer (Ida Kathryn Bollenbeck) '19, Sheboygan (7/80)

Mrs. Samuel M. Millner Jr. (Esther Newell Ayer) '19, Lexington, Ky. (3/79)

Mrs. Joseph Silverness (Julie Priscilla Whelan) '19, Mondovi (8/80)

Emmett Patrick Smith '20, Madison (7/80)

Walter Henry Snell '20, Providence, R.I. (7/80)

Mrs. Alden I. Brigham (Mary Dorothy Richey) '21, Benavon, Pa. (5/80)

Joseph Antone Dreps '21, Maryville, Mo. (4/80)

Albert Rollin Striegl '21, Milwaukee (7/80)

Frank Anthony Buese '22, Oak Park, Ill. (4/80)

Walter Erwin Dick '22, Waukesha/Ocala, Fla. (8/80)

Florence Hathaway Mahorney '22, Washington, D.C. (7/80)

Marion Lee Macqueen '23, Memphis (5/80)

Frank Tische Wolfe '23, Foster City, Cal. (*)

Earl Leroy Caldwell '24, Deerfield, Ill. (2/80)

Joseph Gilbert Grove '24, Commerce, Texas (*)

Philip Anthony Hoffman, Sr. '24, Shawano (2/80)

Everett Louis Joppa '24, Duluth (4/79)

Mrs. B. F. Rusy (Agnes C. Wolfert) '24, Wauwatosa (3/79)

Mrs. Emanuel Strauss (Lorraine Ernestine Goetz) '24, Indianapolis (1/78)

Katharine Strong '24, Chicago (9/79)

Glynden (Glen) Stelzer Tetzlaff '24, Sheboygan (4/80)

Joseph Edward Bodoh '25, Columbus, Ohio (8/80)

Richard Lewis Canuteson '25, Albion, N.Y. (11/77)

Merrill Jasper Mack '25, Amherst, Mass. (*)

George Mackmiller '25, Ashland/Ann Arbor (6/80)

Thomas Gordon Roberts '25, Milwaukee (9/79)

Harold Haight Hull '26, Whitewater (9/80)

Norman Mantonya Kastler '27, Madison (6/80)

Vera Shearer Lawson '27, Minneapolis (8/80)

Norman Edmond Risjord '27, Marco Island, Fla. (7/80)

S. Parker Shafer '27, Waukegan (4/80)

Harry Albert Barnes '28, MD '30, Flagstaff (2/76)

Anna Lydia Stark '28, Peoria (12/79)

Mrs. Rex H. Englesby (Agnes Elizabeth Caldwell) '29, Morrisonville, Wis. (6/80)

Meredith Bruner Givens '29, Franconia, N.H. (2/76)

Orville Charles Cromer '30 (8/80) and his wife Helen Clark '30 (78), Birmingham, Mich.

Herman C. Frentzel '30, Milwaukee (6/80)

Mrs. Claude L. Soule (Evelyn Maria Chatfield) '30, Oracle, Ariz. (7/80)

Henry Herman Behnke '31, Madison (8/80)

Paul Stanley Conklin '31, Rockford (4/80)

Elmer Frank Gahnz '31, Augusta, Wis. (4/80)

Lewis Henderson '31, Gulfport, Miss. (*)

Jack Hammitt Lacher '31, Aiken, S.C. (5/80)

Cornelius Thomas Young '31, Milwaukee (7/80)

Mrs. Elmer C. Williamson (Jessie Ethel Flint) '32, Sun Prairie (2/80)

Carroll Henry Blanchar '33, Indianapolis (3/80)

Philip Edwin Brewer '33, Whitefish Bay (8/80)

Edward Fred Lemke '33, Colonial Hts., Va. (*)

Elmer Leo Pohl '33, Escanaba (9/78)

Peter Marsh Gnagi '34, San Dimas, Cal. (1/80)

Bernard James Knittel '34, East Lansing (5/80)

Oliver Ludwig Puttler '34 MD, San Marino, Cal. (6/80)

Alfred William West '34, Cincinnati (*)

Herbert William Flath '35, Kingman, Ariz. (6/80)

Rev. Alden Drew Kelley '35, Gambier, Ohio (*)

Donald Roy Olson '36, Milwaukee (6/79)

Robert Marshall Bernhard '37, Spokane (7/80)

W. Stephen Richardson '37, Mequon (10/78)

Victor Robert Archie '38, Waterloo, Wis. (7/80)

Robert Ewald Hoffmann '38, Oconomowoc (7/80)

Clarence Benjamin Peterson '38, St. Paul/Sun City, Fla. (6/80)

Robert Henry Hanke '39, Batavia, Ill. (8/80)

Reginald W. Seiders '39, Harpers Ferry, Va. (5/80)

Laura May Shoemaker '39, Waupaca (4/79)

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Reuben H. Childers '40, Miami (1/78)

Samuel John Pelz '40, Janesville (8/80)

Russell W. Ramsey '40, Vienna, Va. (8/80)

Mrs. Ralph J. Acito (*Mary Elizabeth Fricke*) '41, Newport Beach, Cal. (*)

Arnold C. Goodman '41, Racine (7/80)

Bernhard Kummel, Jr. '41, Cambridge, Mass. (7/80)

George Victor Dawley '42, Hamburg, N.Y. (*)

Herbert Gerhardt Pitz '42, Oshkosh (6/80)

Nathan Michael Liszt '43, Westfield, N.J. ('79)

Emma F. Meyer '43, Milwaukee (7/80)

Clifford Clyde Barrett '46, Tarzana, Cal. (7/80)

Charles Seymour Borsuk '47, Clearwater, Fla. (9/80)

John Byron Hoskins '47, Monticello, Wis. (6/80)

Ralph R. Root '47, Ripon (8/80)

Mrs. Sue Usher (*Suzanne Nesbit*) '47, Phoenix (7/80)

Natalie B. Gumas '48, Great Neck, N.Y. (3/77)

Thomas Raymond McGuire '48, Madison (8/80)

Harold Wilford Muetzel '49, Lancaster, Ohio (*)

Mrs. Doris A. Styles (*Doris Ann Anderson*) '49, Milwaukee/Albuquerque (5/78)

Jay Milo Wexler '49, Madison (8/80)

Howard Oliver Anderson '50, Madison (8/80)

Mrs. Richard Graber (*Rose Marie O'Brien*) '50, Mineral Point (7/80)

Franklin Hammond Helland '50, Barron, Wis. (6/80)

V. Richard Rasmussen '50, Oconomowoc (7/80)

Raymond Peter Iczkowski '53, South Windsor, Conn. (5/80)

Richard Samuel Morris '54, Milwaukee (6/80)

Lt. Col. Donald O. Rumpel '54, Ft. McCoy, Wis. (11/79)

CORRECTION: We are happy to correct erroneous information which we ran in our September issue. *Hansel F. Zimmermann* '55 is very much alive, living in St. Paul.

Bertil Harold Bergstrom '58, Milwaukee (7/80)

Marion M. Van Loenen '63, (Mrs. Robert), Prairie du Sac (5/80)

Wilbur Dale Reigel '63 and his wife (*Jane Margaret Weitekamp*) '73, Windsor, Wis. in a plane crash last Christmas Eve.

Mabel S. Guilfoile '65, (Mrs. Thos.), Oconomowoc (8/80)

Richard Edwin Stika '67, Kewaunee (10/79)

Ross T. Quint '72, New York City (8/78)

Virginia Kathryn Ruth '72, Oakland, Cal. (5/80)

Timothy George Vrakas '75, Waukesha/Madison (6/80)

Ronald Eugene Talbert '80, Lena, Ill. (7/80)

Faculty

Emeritus Engineering Prof. *Clyde M. Brown*, in Florida (1/80). He was in the engineering experimental station from 1956 to 1962.

Emeritus Prof. *Cecil Burleigh*, Madison (7/80). On the School of Music faculty from 1921-1955, Burleigh was a violinist and composer whose works were performed worldwide.

Leland A. Coon, 88, San Diego, emeritus professor of music. On the faculty from 1923 to retirement in 1962, among his accomplishments were the development of grad seminars in music and the first broadcasts of music lectures and recitals over WHA (7/80)

Gilbert W. Doane, emeritus professor of library science, Newton, Mass. (3/80). On that faculty beginning in 1936 and director of the library until 1957, then archivist until 1962.

Werner W. Schaerff, Madison, on the mechanical engineering faculty from 1956 to 1964 after thirty years as an industrial engineer with the then Ohio Chemical Company in Madison (8/80).

Emeritus Prof. *Mack Singleton*, 72, Madison, professor of Spanish literature from 1948-1978. For that entire thirty years he taught a course on "Don Quixote," which he called "the foundation of all modern novels." (8/80).

Emeritus Prof. *James G. Woodburn*, Madison, on the civil engineering faculty from 1937 to 1965 and its chairman upon retirement. He was president of the Madison Metropolitan Sewage Commission for twenty years (8/80).

Nobel Prize-winning physicist *John H. Van Vleck* '20, who taught physics here from 1928-35, then moved to Harvard until his death on October 27. He shared the prize in 1977 for theoretical investigations of magnetism, results of which aided the development of the laser and radar. Van Vleck's late father, Edward, was the UW mathematician for whom a campus building is named.

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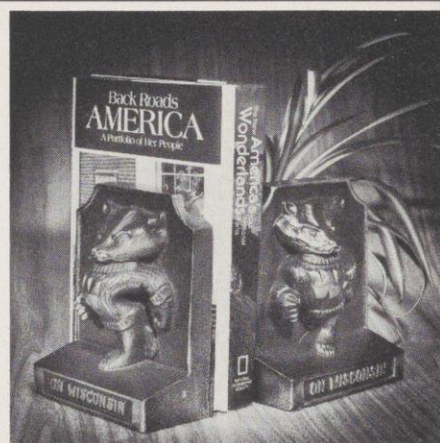
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Sports

The Football Season

The Badgers headed into their 85th Big-Ten season with a schedule the experts called the seventh-toughest in the NCAA. Our two-deep offensive and defensive lines listed eight seniors, twelve juniors, twenty-one sophomores, six freshmen. Co-captains were senior center Joe Rothbauer of Oshkosh and senior outside linebacker David Ahrens, Oregon, Wis. Last season the Badgers were 4-7 overall; seventh place in the Big Ten with a 3-5 conference record. They were ninth in the conference against the rush (241.6 per game), eighth in pass defense (174.9 per game) and ninth overall on a yield of 416.5 yards per game in eight conference starts.

Sept. 13

Wis. 6 (Home)
Purdue 12

Again this year, what strength there is lies with the defense. It limited the Boilermakers' ground progress to a net of sixty-one yards on thirty-seven carries, came up with a brilliant goalline stand in the third quarter (forcing Purdue to kick a nineteen-yard field goal), and intercepted three of Mark Herrmann's passes. (Herrmann was twenty-seven for forty-three attempts and 347 passing yards, none to a TD). Badger QB Jon Josten completed only four of eighteen passes for thirty-nine yards; was minus seven yards in eight running attempts. Both Wisconsin field goals—each for thirty-four yards—were kicked by freshman Wendell Gladem.

Sept. 20

Wis. 3 (Home)
Brigham Young University 28

As head coach Dave McClain noted, "you can't win without putting the ball in the end zone." The Badgers totalled 332 yards offensively with fifty-seven rushing plays (182 yards) and twenty-five pass plays. Josten completed thirteen of twenty passes, with split end Tim Stracka catching seven of them, for seventy-seven yards. Tailback John Williams gained seventy-eight on the ground in seventeen rushing attempts. After Josten reinjured his left thumb, freshman QB Jess Cole completed two of five.

Sept. 27

Wis. 0
UCLA 35 (Home)

On six of seven first-half possessions the Badgers started from their twenty; in the second half, on four of six; from their thirteen on one, and from their forty-eight once. Said McClain, "You can't start from your own twenty every time in modern-day football." Our running game was paced by Williams, who gained 101 yards on twenty-one carries. Top receivers for the Badgers were Stracka, with six catches for eighty yards, and wide-receiver Marvin Neal, with three for forty-three yards. Josten completed nine out of twenty-four passes. The offense rushed for sixty-eight yards; and we went 138 in the air. UCLA was 230 yards rushing; 183 passing.

Oct. 4

Wis. 35 (Home)
San Diego State 12

Going into this fourth game of the season, the Badgers led the conference in defense against the rush, with a yield of 94.75 yards per game. Now they gave a Homecoming crowd of 76,340 a chance to see the offense get into a game. They rolled up 451 total yards with 326 on the ground. Leading gainers were sophomore tailback Troy King (sixty-eight yards on ten carries) and junior fullback Dave Mohapp (sixty-five yards on twelve tries.). Gerald Green made the first TD of the year. Stracka caught two



Photo/Del Desens
Gerald Green scampers over for the Badgers' first TD of the year. It came in the season's fourth game, a win against San Diego State.

touchdown passes from Josten who was still nursing that sore thumb. Mohapp scored twice on runs. Freshman Mark Doran kicked all five conversions. The defense, led by linebackers Ahrens and Boliaux, held the Aztecs to a minus-five yards in rushing.

Oct. 11

Wis. 0
Indiana 24 (Home)

The Hoosiers controlled the ball for seventy plays gaining 391 yards total offense to the Badgers' fifty-six plays and 204 yards. Our second-half total offense was fifty-eight rushing yards on eighteen carries, and two for four passing attempts for seven yards. Injuries added to the general decline: tight-end Joe Ruetz and outside linebacker Sankar Montoute went out with damaged knees—Ruetz for the season, while his backup, Greg Rabas, came in with a bad leg—offensive guard Bob Winckler resprained an ankle. Josten completed just five of eleven passing attempts for forty-five yards; Williams rushed for seventy-one; King for fifty-four.

Oct. 18

Wis. 17
Mich. State 7 (Home)

The Badgers handed the East Lansing Homecoming fans their fourth loss this season in a game labled the battle for respectability. The Badgers dominated the ground (sixty plays for 244 yards) with Wisconsin's fullback Dave Mohapp leading the way (nineteen carries for 138 yards.) The Badgers scored late in the second quarter on a one-yard run by Mohapp, and Wisconsin's Mark Doran kicked a thirty-two yard field goal in the third quarter before the Spartans got on the board. Badger offensive guard Mark Stubach recovered one of Michigan State's eight fumbles in the endzone to ice the game for the Badgers.

Oct. 25

Wis. 0 (Home)
Ohio 21

The Badger's loss to the Buckeyes on a chilly afternoon at Camp Randall Stadium was not indicative of the defense. Two of Ohio's three touchdowns were the result of

The True Story of Two Wise Investors

an interception and a fumble within one minute and twenty-five seconds of each other. Entering the game as the Big Ten's best defense against the rush, Wisconsin limited Ohio State to its second lowest offense of the 1980 season, allowing them only 196 yards on the ground (compared to Wisconsin's 123 yards.) The defense made a tough goalline stand, and Wisconsin's defensive tackle Mike Herrington sacked Ohio's All-American quarterback, Art Schlichter, on two consecutive plays.

Nov. 1

Wis. 13
Iowa 22 (Home)

Tom Butler put it this way in the Wisconsin State Journal: "Even the most critical skeptics didn't believe Wisconsin's offense could struggle so ineptly in the eighth game of the season." The Badger defense was perhaps not as effective as it had been and would be again, but still it carried the offense repeatedly only to watch it crumble. Josten was sacked or misfired, he and receivers fumbled, backs couldn't crack through. Substitute QB Demos Argyros went out, after one play, with a knee injury that required surgery; Josten reinjured the ankle he broke last year. Iowa outgained the Badgers in yardage 320-242. Total pass stats for the three Badgers QBs was 12 for 32.

Nov. 8

Wis. 0 (Home)
Michigan 24

The Badgers were shut-out for the fourth time this season as the Wolverines cracked Wisconsin's normally tenacious defense at Camp Randall Stadium. The loss gave Wisconsin a 1-5 conference record, compared to Michigan's 6-0 conference record. Both teams kept the ball on the ground, with the Wolverines taking advantage of a Wisconsin fumble and short punt. Wisconsin fans were also blamed for one Michigan touchdown. With fourth and one on the Badgers four yard line, fans created such a din that Wisconsin was penalized. This placed the ball on the one-yard line with first and goal to go.

The remaining games will be summarized in the January issue.

Phil and Joyce Smith made some wise investments in their earlier years. They constructed a series of houses in the late 30's and kept them as rental units through the years. Phil and Joyce are in their 80's now and decided they no longer wished to take care of the houses. They began to investigate the best way to dispose of these properties.

During their investigation, the Smiths read of a Charitable Remainder Unitrust at the University of Wisconsin Foundation which would allow them to dispose of the houses, provide them with a sizeable income tax deduction, eliminate the huge capital gains they would have had to pay on the sale of these properties, and receive an increase in spendable income for the rest of their lives. Consider the true facts of the case of Phil and Joyce Smith (their names have been changed to respect the confidentiality of the gift).

In early October 1979, the Smiths deeded four houses with a total value of \$108,000 to the University of Wisconsin Foundation in a charitable remainder unitrust. The Smiths and the Foundation agreed on a 7% unitrust which guaranteed them an income based on the value of the unitrust as determined on the first business day of each year. The Foundation sold the houses in late October and, after commission and costs, the unitrust was valued on January 2, 1980 at approximately \$100,250. The Smiths received 7% of that value for a total of \$7,017 for the year in quarterly installments. (Their rent received after property taxes had been \$5,136.)

The original total cost of the houses with improvements was \$23,800 which, in the case of a sale of the houses by the Smiths, would generate a capital gains tax of over \$10,000. Because the Smiths entered the unitrust, they paid no capital gains when the houses were sold. Instead, the funds that would have been paid in capital gains are now fully invested and earning income for the Smiths.

In addition to eliminating capital gains taxes, the Smiths received an income tax deduction of \$74,513, useable in the year of the gift plus five succeeding years.

The most significant thing about the gift, however, is that the Smiths set up a Phil and Joyce Smith-Bascom Professorship. This professorship will enable the University to retain a top professor and offer him/her additional funds for research and teaching improvement. Such professorships, unique to Wisconsin, are highly regarded by the faculty. Phil and Joyce Smith have made a wise investment in every way.

For further information, contact:

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"Organize Your Life...with the remarkable Family Organizer"

Even in an inflated, fast moving economy money comes hard and assets build slowly for most people. Yet all of us are accumulating them ...many of which we are not aware.

In our everyday busy lives, we lose sight of this buildup, we simply don't pay attention or we just don't care.

Then, all of a sudden death occurs or some other crisis...or maybe we just want to negotiate a loan, go into business, plan for the family or any one of a dozen other things.

We find ourselves having to take an inventory of what we've got. But, where is it? Probably all over the house...some things in the bank lock box, some things in the bottom of an old chest, some things all mixed up with papers in the desk.

What are you looking for? Many times you don't know exactly but probably it involves deeds, insurance policies, auto titles and registrations, savings books, insurance policies, birth certificates and the list goes on.

Generally, you've got to put these valuable items together at a time when you've got the least time or when you're anything but in the mood.

Here's where you start to tear your hair, worry, fret, become tense...all things which hamper the happy life.

Why are you in this trouble?

...Because we're not organized. Some of it is caused by the fact that we don't know how and the rest because we've neglected the chore...and it is a real chore unless there is a plan.

But, don't despair. There is a way...an easy, straight-forward way...and with very little investment.

We're talking about **Family Organizer** created by the Spitzers. It's a relatively small package with a big wallop. It's a proved, tested, methodical system to organize your family accounting, your family papers and your family assets.

Not only is there a plan but also the physical tools by which to organize, store and keep track...truly a simple, step-by-step approach to what might otherwise be an overwhelming, tedious task.

It's amazing how well we're organized at the office...otherwise, the family wouldn't have the income and resources to worry about...yet, by admission, we feel in a hopeless snarl at home. Along with not having the experience and background, we pure and simply do not have the interest.

So use this simple system that covers key home records, insurance matters, investments, medical, banking, education and dozens of other vital areas of family organization and bookkeeping. In the relatively short time that this efficient home-record system has been on the market, there have been more than 20,000 copies sold—many thru such large and successful firms as American Airlines, TWA, Conoco, Mobil Oil and Citgo.

Bankers and accountants endorse this family system both in principle and also in design and development and, in many cases, suggest it to help their customers. Other great family leaders such as Norman Vincent Peale are using the system in their own households and are encouraging others of its merits.

Like many great developments, Spitzer's Family Organizer grew out of need. Because of a death of one of the close family members, the Spitzers found themselves in the predicament of having to organize ...and organize fast and efficiently. While, by actual experience, they found the personal need, they also saw how their solution could help others.

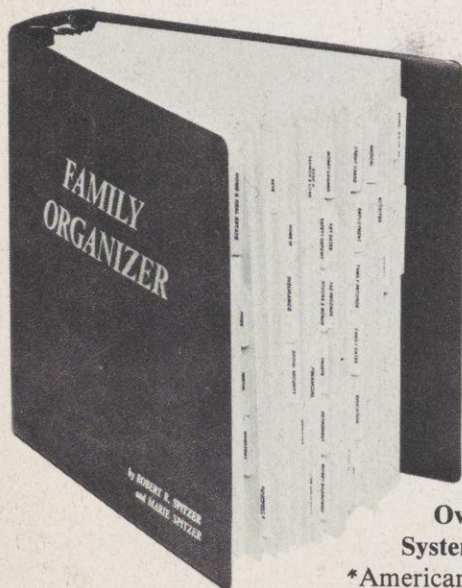
The result: The Family Organizer.

After a number of years in the making and in practical home testing, the system is available to you and your family.

Who are the Spitzers? They are family folks...just like you. They enjoy family life and want to get the most out of it. Many years a resident of Burlington, WI, Dr. Robert Spitzer was the president of a major agricultural company and subsequently served as U.S. Food for Peace Coordinator in Washington. He is presently serving as president of the Milwaukee School of Engineering.

Don't wait any longer. Enjoy a piece of mind that will also help the whole family. Relieve the tension and frustrations that result from disorganization. It will prove to be the best investment you can make to protect your family and take charge of your life. A handy order coupon is enclosed below. Get your order in today and begin to organize.

Remember: You've worked for it...so, take care of it!



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