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Wisconsin alumnus. Vol. 72, Number 7 May 1971

[s.l.]: [s.n.], May 1971

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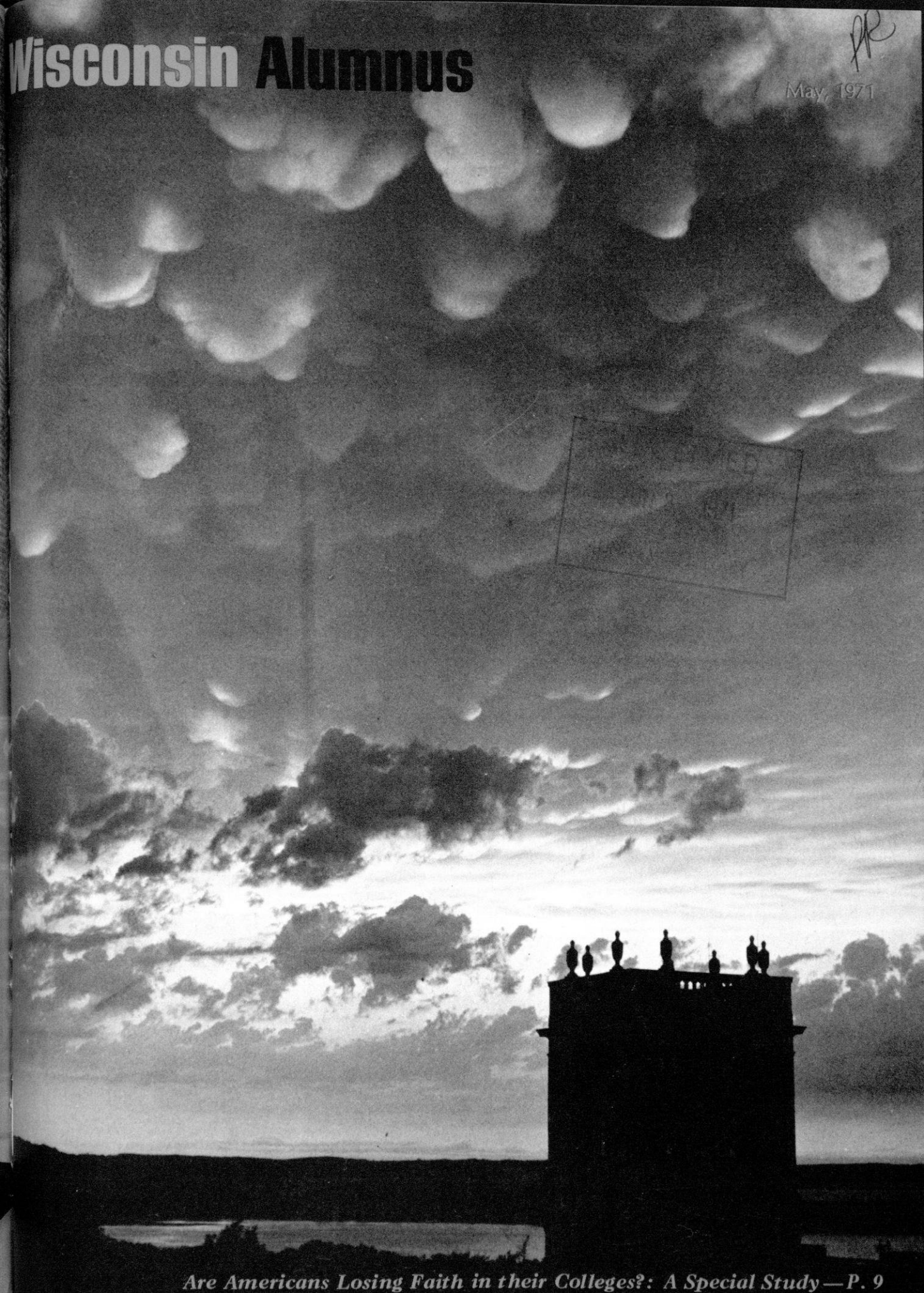
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AR





ON WISCONSIN

I'm writing this on the morning after Alumni Weekend in this, the 110th year of your Alumni Association. Now, sports writers, I'm told, have a difficult profession, constantly in search as they are of fresh ways to write about exciting events and new records. Well, move over, boys, because this morning my writing assignment is no easier than yours.

The problem facing me is how to talk about Alumni Weekend without being terribly corny, without sounding like a pitchman. But we've got to get to press, so I've got to take my chances. Maybe it sounds like puffery, but I'll *have* to say that this was the biggest, the best, the most enthusiastic gang of alumni and guests we've ever had for such an occasion. Ten classes came back, and there wasn't a gripe to the carload: things have changed, but they understand that things are *supposed* to change.

Each class had its individual gatherings for lunch, cocktails or dinner; most took special bus rides and tours of a campus that has grown tremendously from what it was even a decade ago. And each class reported they'd had the time of their lives!

What about that "most enthusiastic" label? Well, you should have been here for the standing ovations. You should have heard the Half-Century Club—the Class of 1921—when their gift chairman announced that their gift goal of \$50,000 had been somewhat oversubscribed: they raised more than \$150,000! You should have been with us at the Annual Dinner in Great Hall, when more than 500 applauded our Association's president-elect, Bob "Red" Wilson '51 when, from vast experience, he talked about the importance of teamwork, pointing out how the spirit is back, thanks to the University's "team" of President Weaver, Chancellor Young, Elroy Hirsch and 30,000 members of the Alumni Association.

You're the *real* team, of course. We have a brand of leadership now that is second to none in the country, but the leaders can't do it alone. *You're* the ones who do the job. You're the ones, as President Weaver pointed out, who supported your University in the recent unhappy years when it would have been easier to pull away, as many did. *You're* the ones, for example, who not only stayed with your Alumni Association, but who have subscribed to Life Memberships to a degree that we have more of you with us than has any other alumni group of any other school anywhere. You're the ones who have let our legislators know that as alumni you want our University to continue to be the best. You're the ones who have supported our faculty and regents when they established disciplinary rules to keep the University open against the disruptors who would close it. You're the ones who let us know how you feel; who give us the devil when you're so inclined but who are equally generous with your praise. You're the ones who, in a very real sense, have made the union of University, its administrators and its alumni a *familial* entity, of support, constructive criticism and—always—love and acceptance.

It's because of all this teamwork, this great family feeling, that any Alumni Weekend is a real reunion of people who are even more enthused at the close of a visit than they were when they came. It's the reason that President Weaver was able to describe us and our University in the words of a news report on the men who scaled Mt. Everest: "When last seen they were still climbing."

Arlie M. Mucks, Jr.
Executive Director

03/30

BILL HAGENAH '03, who has given 70 years of service to the UW, celebrated his 90th birthday in Chicago in February. He also sponsored a Presidents' Club meeting honoring UW President John Weaver.

The Luther Halsey Gulick award, the highest honor of the American Association for Health, Physical Education, and Recreation, was awarded recently to **MARGARET N. (H'DOUBLER) Claxton '10**, a UW emeritus professor of physical education. A member of the faculty for 43 years, she was cited for "founding modern dance in higher education, for her pioneering work in advancing dance as an educational experience, and in recognizing the aesthetic expression in physical education."

LEON F. FOLEY '21 received the 1971 Distinguished Service award of the Alumni Club of Milwaukee in February. He is senior partner of the legal firm of Foley & Lardner and has been active in the Alumni Association and the UW Foundation.

MARK INGRAHAM '22, dean emeritus of the UW College of Letters and Science, is the first person ever named an honorary actuary of the Teachers Insurance and Annuity Association and College Retirement Equities Fund of New York. An authority on teachers' retirement systems, he received his award on his 75th birthday.

Recipient of the Wisconsin Society of the Sons of the American Revolution Patriot's Medal is **HENRY C. FULLER '24**, Glendale, Wis. He is past president of the society and past vice president general. He is the founder and first executive director of Badger Boys State. For two years he was national director of Americanization for the Military Order of the Purple Heart. He has given approximately 1000 speeches and TV addresses on American flags, which he has been collecting since 1916.

Prof. **SAMUEL L. LEONARD '29** will become professor emeritus of zoology at Cornell university in July. He lives in Ithaca.

31/40

The governor of Hawaii has appointed **MEYER S. BOGOST '32** as environmental engineer in the Office of Environmental Quality Control. A former civilian sanitary engineer with the Navy, he has lived in Hawaii since 1951.

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THE WISCONSIN ALUMNUS is published ten times a year: Monthly in October, November, February, March, April, May, June and July; and bimonthly in December-January and August-September. Second-class postage paid at Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$10.00 a year. Editorial and business offices at 650 N. Lake St., Madison, Wis. 53706.

moving up on the right

When, just about two years ago, word got out that a small group on campus was going to start a second student newspaper, a lot of people yawned um-hm. And when it was further noised about that the purpose of their venture was to quote break the monopoly of the Left in the college press unquote, several more laughed hah-hah. In the first place, you out there in Weehawken or Denver were at that time being fed national news coverage of the UW consisting primarily of the morning lineup of rioters: you would have harbored serious doubts that there were enough non-violents on campus to set type on such a paper, let alone buy it and read it through the tear-gas. Secondly, around Madison, what with a University which has been known to stand on its ear to prove its liberality, and what with the shade of old Bob LaFollette perched on Miss Forward's shoulder, you could get the idea that it just isn't, well, *nice* to speak out against the Left. Oh, you can *be* a conservative, but try to keep the noise down or the *CAP TIMES* won't like it one little bit, and your name will be sifted and winnowed in a downright unkind manner by some on the faculty.

The capper was the rumor that the budding journalists were actually members of Young Americans for Freedom, an organization known to be slightly right of Bill Buckley and God, in that order. All *this* bulletin did was arouse a small cell who whispered that they hoped the paper *would* come out and *would* be a success, thereby wrenching this campus back to its senses—back to student docility, *in loco parentis* and gym bloomers.

All in all, the odds were that the proposed paper would have a life

“the badger herald” is still number two, but trying hard and finding things a little easier.

span approximating that of the mayfly.

But, apparently not realizing those odds, the kids kept saying they *were* going to publish a paper, and that it would be a conservative weekly and given away for free, and called *THE BADGER HERALD*, so there.

The first issue appeared two years ago come September, and if at that time you happened to bet on the success of the enterprise—whether through faith, hope or charity—it is now probably safe to collect. On the other hand if you saw it as a clarion of all that is Right and holy, you lose.

What the *BADGER HERALD* is is a feisty little nipper with a great deal of respect for the students it talks to. In hard news coverage it treats national and campus events with decent objectivity. It leans center-to-Right in editorial views, but promptly jumps out of that mold to take a roundhouse swing at the latest Establishment inanity. Its writers are

as clumsy as those on any college paper, their hyperbole as thick, their ability to laugh at what they consider laughable—not excluding themselves—a wonder to behold.

The offices of the *HERALD* are at 638 State Street, one flight up, above Yost's Campus Shop and behind the Jane Haslem art galleries and a dentist's office. Yet despite such tony surroundings, the place has managed in its brief span to assume an appearance as delightfully ratty as the city room of an old Lee Tracy movie. Through the five rooms the walls—what is visible of them behind a high-wind pattern of tear sheets, gag headlines, posters, news photos—are of a color best described as Landlord's Jaundice, and cracked. The entrance room is filled with a Coke machine, a coat rack and a rump-sprung mohair couch: the editorial space is a building inspector's nightmare of chewed desks crammed two in the space of one. The executive office is the one with the window, and even that is no bargain, since the only worthwhile view is a narrow shot of the rear of Langdon Hall, from whence, alas, there are no longer any co-eds snarking back.

In this office, at one of the three desks which jam together like Siamese triplets, sits the current editor-in-chief a round-eyed, handsome Italian boy named Nicholas J. Loniello. Nick, who was born and raised on Emerald Street (his father is president of Bob White Candy company) is the third to occupy this spot. (First was Mike Kelly, now editing the post newspaper at a Marine base; number two was Pat Korten, who this year advanced to the status of publisher, and who works part-time as a newsman on a Madison station.)

continued



Loniello, in a strange (for him) location, at far left, with one-eighth of the BADGER HERALD staff.

It is a problem for Nick to talk about what the *HERALD* is without working the discussion off what the *DAILY CARDINAL* isn't, a procedure slightly unfair to both papers. Yet the birth of the *HERALD* was a reaction to the *CARDINAL*, so it is natural for Loniello to use what he considers *CARDINAL* sins as benchmarks of the *HERALD'S* efforts. "The Left had a monopoly on the press and the podium on this campus," he says.

"We felt that there should be at least one campus paper in which news reporting would be fair and well-rounded. Last summer the (recent) editor of the *CARDINAL* said on NBC's *Today* show that 'objectivity has no place in a college newspaper' and that her paper is 'a political instrument of the new Left'. We started the *BADGER HERALD* because we think objectivity *does* have a place—the central place—in a college newspaper. Objectivity is a tough goal, but in the pursuit of it you can end up with some honest news coverage. The essence of an intellectual community is an exchange of ideas, and we think we're reviving some conservative views that haven't been articulated around here for quite some time. The only thing is, when a *HERALD* staffer sits down to write his news story, he's got to justify within himself that he's being as fair as possible. That doesn't mean he's not going to make somebody look bad if, indeed, he *does* look bad. But he's got to realize the difference between reporting and editorializing, and save the editorializing for the editorial page."

Ok. What about news coverage? What has the *HERALD* that the *CARDINAL* hasn't? "We're the only

campus paper that has a science and engineering editor; we have a very well-developed fine-arts section; we have a feminist editor, a fashion editor, a good sports page. We're the only paper that has a Greek-society editor. We're diverse."

This diversity has paid off to the tune of putting the *HERALD* on a twice-weekly schedule this semester with a press run of 7,000; allowing it to set a five-cent newsstand price; building a staff of 21 regulars and 47 more casual contributors; and, Nick said, bringing in three times more local advertisers than the *CARDINAL* has. That is the nitty growth, but there are also the heartening fervorinos, including the fact that Buckley dedicated a day in the life of his syndicated column to the paper and its backers in the spring of '69, and came to Madison on April 23 of this year to speak at their \$15-dollar-a-plate fund raising dinner for which 700 tickets were sold. There is also a booklet, *Lenin vs. Franklin*, published by the American Bar Association, and written by a *READER'S DIGEST* editor, nine pages of which cite *HERALD* and *CARDINAL* editorials as examples of what is 'Franklin' and what is 'Lenin' respectively, in journalism. ("Lenin journalism", says Nick, "desires to create issues, to rub community sores. Those aren't *our* standards.")

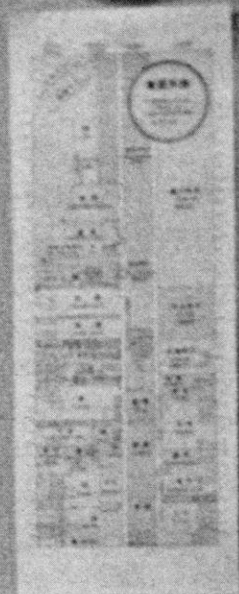
Getting where it is has been a four-hurdle race, Loniello said. "There were nine of us when we started. We wanted to be an independent paper. We were unsubsidized and wanted it that way. We chipped in ten bucks apiece for our corporate registration fee." Finances were and continue to be the highest hurdle. In its first year

the paper lost about \$6,000, a debt which has stayed right with them until it was cut to \$2,000 by Buckley's appearance last month.* At the outset the *HERALD'S* financial independence put it at a considerable disadvantage to the *CARDINAL*, since the latter had enjoyed, in addition to advertising revenue, what amounted to a \$9,000 annual subsidy in free rent and subscriptions from the University until an irate Board of Regents cut that off in the spring of 1969. Although the *CARDINAL* is now on its own, it had an \$84,000 cash reserve cushion when the axe fell.

Hurdle No. 2—the tough beginning weeks without national ad revenue—stemmed from the refusal of the National Educational Advertising Service to recognize the paper's existence. NEAS represents college newspapers to national advertisers, and if it may not be impossible to get a client without its help, neither is it *really* impossible to get a hole-in-one.

"We asked NEAS for a franchise, and they turned us down several times," Nick recalls. "I suppose they figured we'd be out of business before the contract was dry. It wasn't until we could finally get on their roster that we could get anywhere at all with the big advertisers." Although it is now repped by NEAS, the *HERALD* is still lagging behind the *CARDINAL* in national advertising, but Loniello smiles evilly as he recalls the time, a year or so ago, when General Electric bought a full-page ad which the *CARDINAL* ran adjacent to an editorial entitled

* Buckley, whose honorariums start at \$2,000, told his audience that only twice has he broken his rule never to waive a fee. The first was during his brother's senatorial campaign in New York; this occasion was the second.



"Smash GE." A little more of that sort of thing, he reckons, and even Madison Avenue will take an occasional look at the media.

Staffing was a hurdle at first, because who wants to write for a paper nobody thinks will get off the ground? Answer: students who lacked enough experience to make it with the *CARDINAL*, or who couldn't buy its editorial views. Loniello and Kor-ten greeted the journalistic rejects with open arms, have been delighted with their performance, and now must turn away applicants for the few job openings each semester.

Building local advertising was a hurdle, and a puzzling one, since no one has explained how a State Street business man can leave off sweeping up broken window glass to go in and phone in another ad to the *CARDINAL* which had called for the trashing in the first place. Ad manager Wade Smith spent most of his waking hours on the street, armed with a C of C bulletin quoting highly inflammatory, anti-business *CARDINAL* editorials and their opposites taken from the *HERALD*. Although the *HERALD* is now out in front in this market, Loniello is still appalled that some local advertisers stay exclusively with the *CARDINAL*, one being the Wisconsin Students Association or, more specifically, its immediate past president, whom the *HERALD* took great delight in pouncing on with regularity, in this case for "directly violating a student senate directive to divide the WSA advertising budget equally between both campus papers." Nick agrees that advertisers may have lain in the weeds for several months until they were assured that the *HERALD* would not be the ultra-Right organ that might have been expected from

early reports and that YAF affiliation. Incidentally, what about that label? "Sure," he says. "Seven of the nine of us who started the paper were YAF members. I don't happen to be one of them. I'm sure their ideas helped see the need for a moderate-to-conservative campus paper, but we're not a YAF mouthpiece. We've got some real lefties on our staff. Hell, if the ex-editor of the *CARDINAL* came in and asked for a job, we'd probably give her one, provided she'd agree to keep her opinions to herself when she's covering hard news."

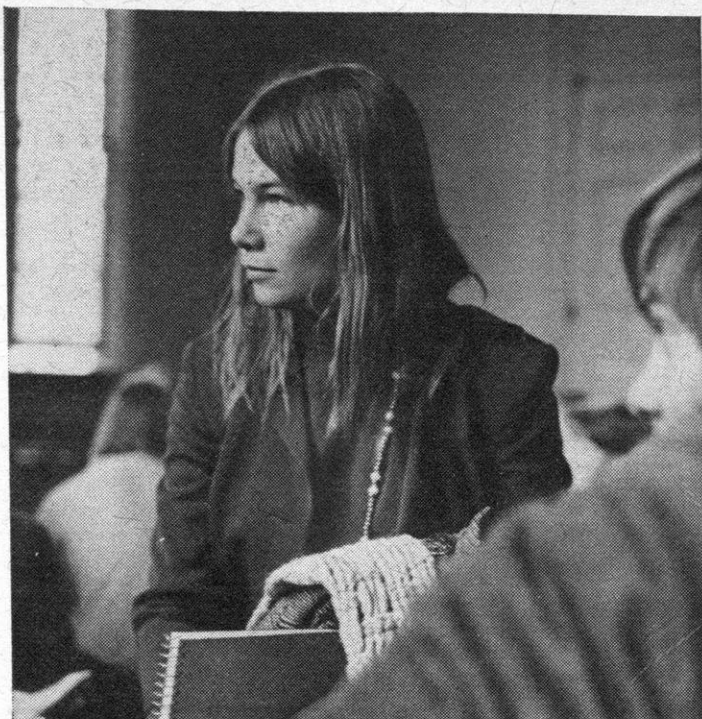
What kind of stuff would she or any staffer be writing: what goes into a typical issue? He tossed several back copies of the paper onto the desk. "Here. Take a look." The news pages of a single issue carried these items: a report on a WSA squabble over eligibility for the April student elections; a feature accusing speculators of buying up near-campus properties for high rent or sale; an outline of activities established by the May Action Committee; a study of Greek societies; news briefs on the shortage of summer jobs, the Kiehofer teaching awards, special summer studies, announcement of a "Faculty Bull Session," the choosing of a co-ed as the Air Force ROTC's "Little General," the Law School's spring program; a feature from the UW Biotron, on plant life; one on hypnosis; a profile of Gunnar Johansen; a review of a dance company and a play recently in the Union Theater; a sports page; news of a citation given a faculty member. On the two editorial pages were two criticisms of the WSA election brouhaha.

News pages in the other issues cov-

ered these subjects: platforms of the candidates for Madison mayor; a report on a hearing on whether ROTC should remain on campus (*THE HERALD* says it should, but not in this story); a photo essay on one of the winter's regularly-scheduled blizzards; sports; an exclusive interview with Governor Lucey on his merger proposal; a report of a student political group warring with WSA; a feature on People's beer—brewed by a black-controlled Oshkosh brewery—introduced in the Union; "L&S Requirements May Be Revised"; a feature on recent advances by UW geophysicists in earthquake prediction; a photo feature on an Ibsen production; a feature on the growth of glassblowing; coverage of the State High School basketball tournament; press dispatches on South Vietnamese raids on Laos; an interview with the director of residence halls on impending changes in dorm life; a report of the Teaching Assistant's Association's criticism of class scheduling; a feature on a Neighborhood House; announcement of a YGOP-sponsored visit to the campus by Wisconsin legislators; details on a Greek "Ski for Cancer" event; open house in the physics department; more sports; a review of an Isaac Stern concert ("Not good, not bad.").

Editorials in those same issues went like this: support of the Laotian incursion ("Protest leaders here will decry Allied 'imperialism' . . . but during all those years when the North Vietnamese strolled leisurely through Laos we heard not a peep."); *Do The Poor Get Poorer?* ("One favorite myth of the Left is that, thanks to evil capitalism, the poor get poorer and the rich get richer. In point of fact, the 1970 census indicated 24.3

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Five years ago the idea would have been absurd. Today it is an urgently relevant question . . . one that is uppermost in the minds of campus officials. For institutions that depend upon public confidence and support for their financial welfare, their freedom, and their continued existence, it is perhaps the *ultimate* question:

Are Americans Losing Faith in their Colleges?

A SPECIAL REPORT

Dear President X:

I AM WRITING TO EXPLAIN my resignation from the Alumni Schools Committee and the regional committee of the Capital Campaign.

I can no longer make a meaningful contribution to these programs. To be effective, I must be totally committed. Unfortunately, as a result of changes at Z University over the past few years, I can no longer conscientiously recommend the university to students and parents. And I cannot with enthusiasm ask my fellow alumni to make financial contributions when I personally have decided to withhold my support.

Like many alumni and alumnae, I have been increasingly concerned over the manner in which the university has permitted the student body to take over the "running of the store." Even worse, our colleges and universities seem willing to have them take over the country. I am not anti-youth, but I do not believe that there is something magical about being 18 or 20 years old that gives students all the correct answers and an inherent right to impose their views about everything on the rest of us. The faculty has clearly demonstrated that it is unwilling or unable to exercise moral leadership and, indeed, has often guided the students into actions that are irresponsible at best and dangerous at worst.

The university, it seems, is easily intimidated by the students into supporting strikes, canceling classes, disregarding academic standards, and repressing individuals and groups who speak for the so-called "establishment." By failing to take a stand and to discipline those who violate campus rules, you have encouraged an atmosphere in which laws, traditions, and basic moral values are held in contempt by growing numbers of our young people.

I fear for the existence of Z University as a forum for the free discussion of ideas. A great chorus of anti-establishment rhetoric has issued from a vocal left-wing group on the campus, supported by ultra-liberals on the faculty. I am afraid the university has abandoned its role of educator, to become a champion of partisan politics. And this bodes ill for our democratic society.

All of this may sound like the rantings of a hard-hat conservative. But it is the measure of the situation on the campus that one who has always been rather liberal politically can sound like a reactionary when he takes issue with the radical students of today.

Sincerely,

Alumnus Y

Dear Alumnus Y:

I AM VERY SORRY to lose the services and support of an alumnus who has worked so hard and so successfully for Z University. I am equally sorry that you seem to have lost confidence in the university. An institution of higher education depends on its alumni and alumnae for understanding and support even in the quiet times. In troubled days like these, there is nowhere else to turn.

I won't try to persuade you to accept any assignment or even to continue your financial support. But I do feel compelled to comment on your loss of faith in the university.

Your concern obviously centers on such perplexing and basic questions as the rights and responsibilities of students and faculty, the problems of campus governance, and the danger of politicizing the university. We certainly share your concerns. It is tempting to long for the good old days when problems

were not so complex. But in fact these are serious problems to which there are no easy answers. We wrestle with them every day.

You are certainly right to be worried about the existence of this university (and all campuses) as a forum for the free discussion of ideas. There are many who would use the American college or university in a political struggle to advance their own political ideas. Even well-meaning students would do so, because they do not understand the dangers of such action. Those of us charged with the responsibility must fight with all our wit and strength to prevent that from happening.

I do not think we can win by using force or repression. Rather, we must continue to work with students to convince them that their efforts to politicize the university can destroy it, and this would be terribly costly to society as a whole. When and if the line must be drawn, then we will draw it and deal with the consequences. But we will do everything we can to avoid actions that will limit our options and bring about the violence and polarization that have crippled some great institutions.

It is clear to me that the colleges and universities in America are, to a very considerable degree, reflecting the problems and divisions of the larger society. That can be unpleasant and painful, but it is in some ways a proper and very useful role for a college or university to play.

Consider, if you will, society's other institutions. Can you think of any that are not in similar turmoil? The church, the public schools, the courts, the city halls, the political parties, the family—all of these institutions are also feeling the profound pressures of change, and all are struggling to adapt to problems and needs that no society has ever faced before. If we as citizens and members of these institutions respond simply by withdrawing from them or repudiating them, then I fear not only for the future of our institutions but for the future of our nation. Disraeli once said, "Individuals may form communities, but only institutions can make a nation."

THIS UNIVERSITY IS INDEED INVOLVED in the controversy which engulfs America and from which progress and constructive change will one day come. Our students and faculty are indeed concerned and vocal about the rights of their fellow citizens, about the war, about the environment, about the values of our society. If it were otherwise, our alumni and alumnae would certainly be justified in refusing to support us.

Very simply, Mr. Y, the current generation of young people will one day run this nation. They are here and cannot be traded in for a quieter, more polite, more docile group. Nor should anyone want to trade them in. This university cannot abandon them, or isolate them, or reject them. Our mission is to work with these young people, to sensitize them, humanize them, educate them, liberate them from their ignorances and prejudices. We owe that to the students, but even more to the country and to our alumni and alumnae. The course is uncharted, to be sure; it will be uncomfortable at times and somewhat hazardous in spots; but it is the only course a great university can follow.

I'm sorry you won't be on board.

Sincerely,
President X



THE LETTERS on the preceding two pages typify a problem of growing seriousness for U.S. colleges and universities: More and more Americans—alumni, parents, politicians, and the general public—are dissatisfied with the way things have been going on the nation's campuses.

"For the first time in history," says Roger A. Freeman, former special assistant to President Nixon, "it appears that the profound faith of the American people in their educational institutions has been shaken, and their belief in the wisdom of our educational leaders and in the soundness of their goals or practices has turned to doubt and even to outright disapproval."

The people's faith has been shaken by many things: campus violence, student protest, permissiveness, a lack of strict discipline, politicization of the campus, the rejection of values and mores long-cherished by the larger society. Complicating the problem is a clash of life-styles between the generations which has raised a deafening static and made communication extremely difficult between students and their off-campus elders. (At one meeting not long ago, an angry alumnus turned on a student and shouted, "I just can't hear you. Your hair is in my ears.")

How many people are disenchanted, how strongly they feel, and how they will act to express their discontent is not yet clear. But there is little doubt about the feelings and actions of many political leaders at all levels of government. Vice President Spiro T. Agnew spoke for many of them:

"When one looks back across the history of the last decade—at the smoking ruins of a score of college buildings, at the outbreaks of illegal and violent protests and disorders on hundreds of college campuses, at the regular harassment and interruption and shouting down of speakers, at the totalitarian spirit evident among thousands of students and hundreds of faculty members, at the decline of genuine academic freedom to speak and teach and learn—that record hardly warrants a roaring vote of confidence in the academic community that presided over the disaster."

Many state legislators are indicating by their actions that they share the Vice President's views. Thirty-two states have passed laws to establish or tighten campus regulations against disruption and to punish student and faculty offenders and, in some cases, the institutions themselves. A number of states have added restrictive amendments to appropriations bills, thus using budget allocations as leverage to bring colleges and universities into line.

'The public has clearly indicated displeasure with higher education'

The chancellor of California's state college system described the trend last fall:

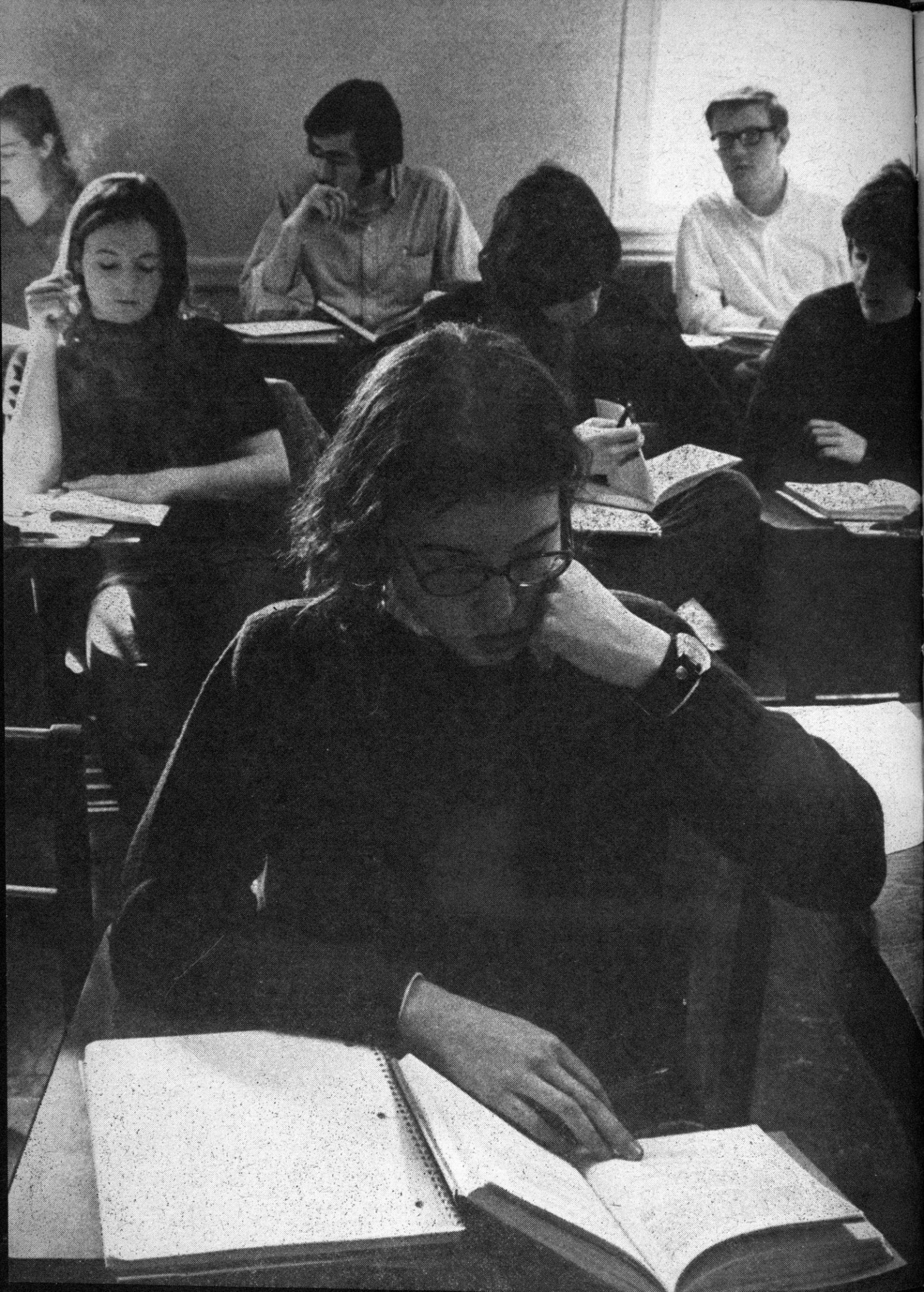
"When I recently asked a legislator, '... Why did the legislature take what appears to me, and to most faculty and administrators in the state college system, to be punitive action in denying [a] cost-of-living increase to professors?'—he replied, 'Because it was the public's will.'

"We find ourselves confronted with a situation unlike that of any previous year. The 'public,' through the legislature, has clearly indicated displeasure with higher education . . . We must face the fact that the public mood, as reflected in the legislature, has taken a substantial turn against higher education overall."

A similar mood prevails in Washington. Federal support of higher education has slowed. Congressmen who have been friendly to higher education in the past openly admit that they face growing resistance to their efforts to provide funds for new and existing programs. Rep. Edith Green, chairman of the House of Representatives subcommittee that has jurisdiction over bills affecting colleges and universities, observed during the last session, "It would be most unwise to try to bring to the floor this year a bill on higher education, because the climate is so unfavorable."

IF THIS APPARENT LOSS OF FAITH PERSISTS, America's institutions of higher education will be in deep trouble. Even *with* the full confidence of the American people, most of the nation's colleges and universities would be experiencing financial difficulties. *Without* the public's confidence, it is now evident that large numbers of those institutions simply cannot survive.

Three years ago, the editors of this report published a special article on the financial outlook of American higher education at that time. The article began: "We are facing what might easily become a crisis in the financing of American higher education." And it concluded: "Unless the American people—especially the college and university alumni—can come alive to the



reality of higher education's impending crisis, then the problems of today will become the disasters of tomorrow."

Tomorrow has arrived. And the situation is darker than we, or anyone else, anticipated—darkened by the loss of public confidence at the very time when, given the best of conditions, higher education would have needed the support of the American people as never before in its history.

If the financial situation was gloomy in 1968, it is desperate on most campuses today. The costs of higher education, already on the rise, have risen even faster with the surging inflation of the past several years. As a result of economic conditions and the growing reluctance of individual and organizational contributors, income is lagging even farther behind costs than before, and the budgetary deficits of three years ago are even larger and more widespread.

This situation has led to an unprecedented flood of appeals and alarms from the academic community.

► James M. Hester, president of New York University and head of a White House task force on higher education, states that "virtually every public and private institution in the country is facing severe financial pressures."

► A. R. Chamberlain, president of Colorado State University, sees financing as "the most serious problem—even more serious than student dissent—that higher education will face in the 1970's." Many state legislators are angry, and the budgets of dozens of publicly supported colleges and universities are feeling the effects of their wrath.

► The smaller and less affluent colleges—with few financial reserves to tide them over a period of public disaffection—may be in the direst straits. "We are dying unless we can get some help," the president of Lakeland College, appearing in behalf of small liberal arts institutions, told a congressional committee. He added: "A slow death as we are experiencing goes practically unnoticed. This is part of our problem; nobody will even notice until after it happens."

(Few noticed, perhaps, the demise of 21 institutions reported in the 1969-70 Office of Education Directory, or that of several others which have decided to go out of business since the directory was published.)

► Preliminary figures from a study of financial problems at the 900 member institutions of the Association of American Colleges indicate that an alarming number of colleges are going into the red. William W. Jellema, the association's research director, estimates

The situation is darker than we—or anyone else—anticipated

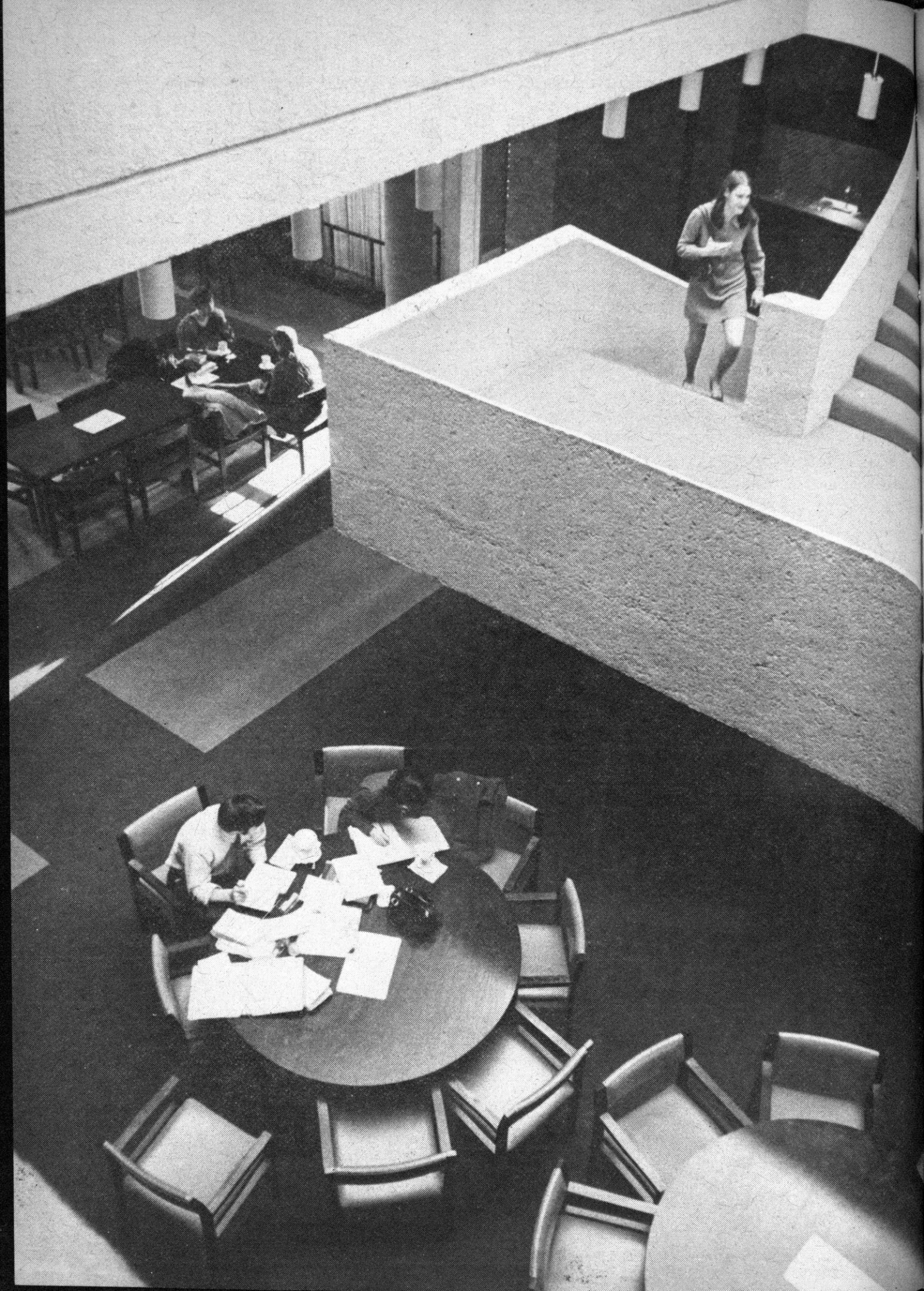
that about one-fourth of all private liberal arts colleges in the nation are now drawing on their endowments in one way or another to meet operating expenses.

► At least half of the 70 private colleges and universities in Illinois are operating at a loss. A special commission created to study their fiscal problems warned that deficits "threaten the solvency, the quality, the vitality—even the survival—of some institutions." The lieutenant governor of Illinois predicts that one-third of the nation's private colleges may go out of existence by the end of the decade, unless state governments provide financial assistance.

► Predominantly black colleges and universities are feeling the pinch. The former president of one such institution put the problem in these terms: "If all the black students at Harvard, M.I.T., Brandeis, and the main campus of the University of Virginia were suddenly to drop out of college, there would be headlines all over the country. But the number of black students who will drop out of my school this year is equal to the number of black students at those four schools, and nothing will be said about it. We could keep most of them for another \$500 apiece, but we don't have it."

Even the "rich" institutions are in trouble. At Yale University, President Kingman Brewster noted that if the present shrinkage of funds were to continue for another year, Yale "would either have to abandon the quality of what we are doing, or abandon great discernible areas of activity, or abandon the effort to be accessible on the merits of talent, not of wealth, or of race, or of inheritance." As the current academic year began, Yale announced that its projected deficit might well be larger than anticipated and therefore a freeze on hiring would be in effect until further notice—no new positions and no replacements for vacancies. The rest of the Ivy League faces similar problems.

RETRENCHMENT has become a household word in campus administrative offices and board rooms everywhere. It is heard at every type of college and university—large and small, public and



private—and in every part of the country. For example:

► One morning several months ago, the trustees of a member-institution of the prestigious Association of American Universities spent several hours discussing the eventual necessity of scaling down to a small-college operation.

► Saint Louis University has closed its school of dentistry and is phasing out its school of engineering.

► Tufts University has eliminated its school of theology.

► Case Western Reserve University has terminated its graduate physical therapy program.

► A large university in the South has been forced to phase out six Ph.D. programs.

► Huston-Tillotson College has cut back on its athletic program, reduced the number of course offerings, and eliminated several faculty positions.

► Reed College has taken steps to cut the size of its student body and to raise the student-faculty ratio.

► A high-priced nuclear reactor at an Eastern state university stands idle for lack of research support and operational funds.

The Rev. Theodore M. Hesburgh, president of the University of Notre Dame, sums it up this way: "In the 25 years that I have been associated with the university . . . I can think of no period more difficult than the present. Never before has the university taken on more tasks, and been asked to undertake many more, while the sources of support, both public and private, both moral and financial, seem to be drying up."

THE FINANCIAL SITUATION is nowhere more urgent than in the medical schools. Forty-three of the country's 107 medical schools are in such severe financial straits that they are getting "disaster grants" from the federal government this year.

Dr. John Cooper, president of the Association of American Medical Colleges, warns that "the whole financial structure of our medical schools is gravely threatened." He blames cuts in federal funding (which provides more than 50 per cent of many medical school budgets) as well as inflation and reductions in Medicaid to hospitals.

Cutbacks in federal programs have also begun to erode the quality and effectiveness of academic science. Prominent scientists, who are not given to overdramatizing the facts, have issued urgent warnings.

Jerome Wiesner, provost of M.I.T. and former Presidential science adviser, said: "Cutbacks now in scientific research may cost the nation its leadership in

science and technology, and its economic well-being in the decades ahead."

Teams of scientists and technicians, painstakingly organized over the years, are now being scattered. Training and educational programs that provided the country with scientific manpower are faltering, and some have been forced to shut down.

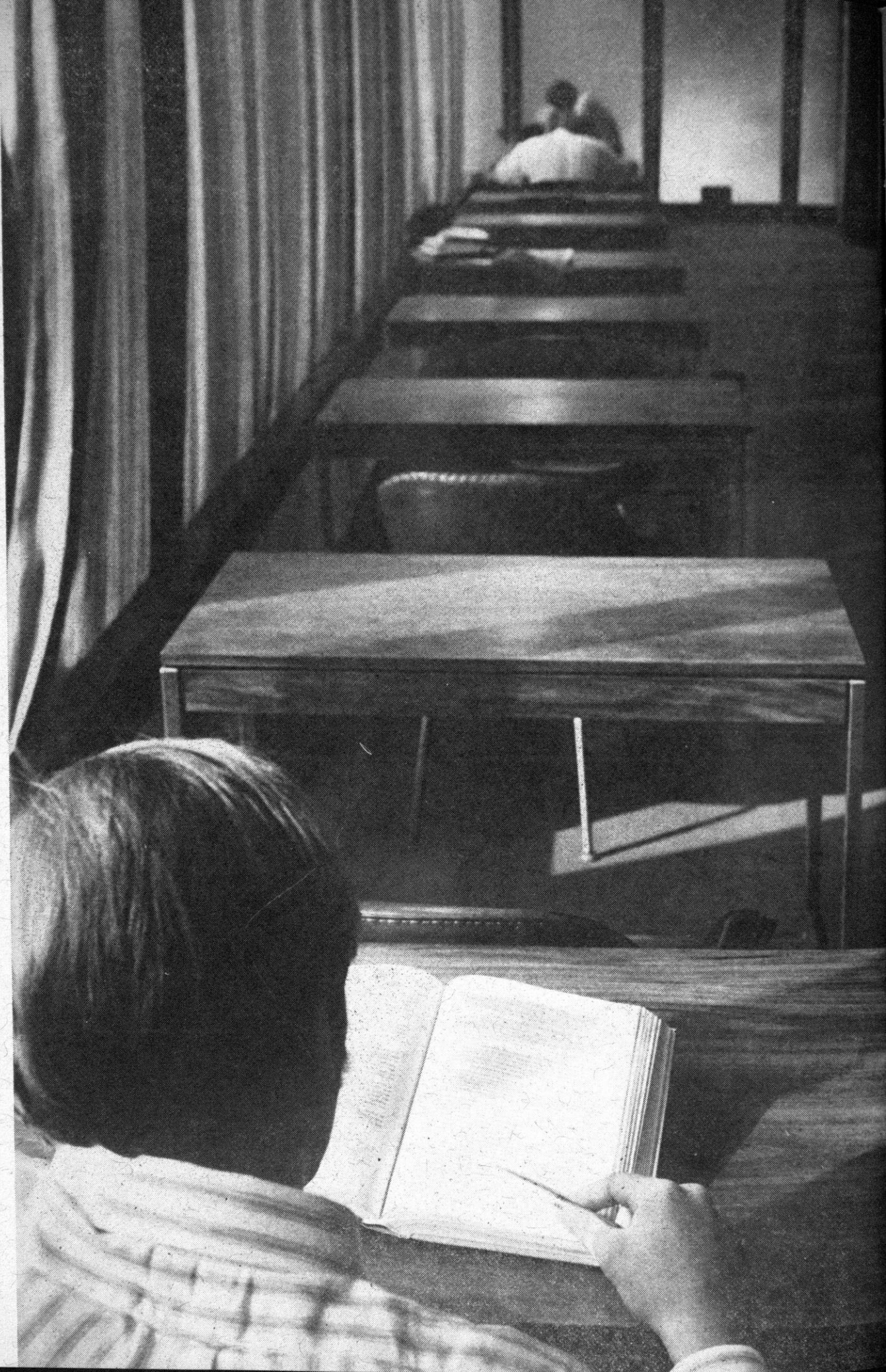
Philip Handler, president of the National Academy of Sciences, has said: "Our national apparatus for the conduct of research and scholarship is not yet dismantled, but it is falling into shambles." The universities are the backbone of that apparatus. When support of the universities weakens, science weakens.

WHAT ALL THIS ADDS UP TO is a crisis of unprecedented proportions for higher education—"the greatest financial crisis it has ever had," in the words of Clark Kerr, chairman of the authoritative Carnegie Commission on Higher Education.

Dr. Kerr's commission recently determined that two in every three U.S. colleges and universities were facing financial "hard times." Some 540 institutions, the commission estimated, were already "in financial difficulty"; another 1,000 were found to be "headed for financial trouble."

"Serious enough to be called a depression," was the estimate of Earl F. Cheit, professor of business administration at the University of California, who studied higher education institutions of all types for the Carnegie Commission and concluded that almost all colleges and universities eventually may be in financial difficulty. (In the course of his study, Mr. Cheit found that most college presidents believed that the loss of public confidence in higher education was, in large measure, at the root of much of the trouble.)

ALARMS about higher education's financial plight have been raised regularly over the years, simply because financial hardship has always been a fact of life for colleges and universities. In the past, the warnings and admonitions have produced at least enough response to provide some monetary relief and to forestall disaster. But the problem has grown steadily worse in recent years, and educators are pessimistic about the federal government's, or the state legislatures', or the alumni's coming to the rescue this time. In fact, the turmoil on the campuses and the growing antagonism toward the academic community could result in the situation becoming even worse.



The basic fiscal problem of colleges and universities is rather simple. They are nonprofit institutions which depend for their income on tuition and fees, interest on endowment, private gifts, and government grants. Tuition and fees do not cover the cost of education, particularly of graduate education, so the difference must be made up from the other sources. For private institutions, that means endowment income and gifts and grants. For state institutions, it generally means legislative appropriations, with relatively small amounts coming from endowment or private gifts.

In recent years, both costs and income have gone up, but the former have risen considerably faster than the latter. The widening gap between income and expenditures would have been enough in itself to bring colleges and universities to the brink of financial crisis. Reductions in funding, particularly by the government, have pushed the institutions over the brink.

Federal support for higher education multiplied nearly fivefold from 1960 to 1971, but the rate has slackened sharply in the past three years. And the future is not very promising. The president of a Washington-based educational association said bluntly: "In Washington, there is a singular lack of enthusiasm for supporting higher education generally or private higher education in particular."

Highly placed Administration officials have pointed out that colleges and universities have received a great deal of federal money, but that the nation has many urgent problems and other high priorities that are competing for the tax dollar. It cannot be assumed, they add, that higher education will continue to receive such a substantial share of federal aid.

Recent actions make the point even more dramatically:

► The number of federally supported first-year graduate fellowships will be nearly 62 per cent lower in 1971-72 than in 1967-68.

► The National Science Foundation has announced that it will not continue to make grants for campus computer operations. The foundation reports that—when inflation is considered—federal funds for research at colleges and universities declined 11 per cent between fiscal 1967 and 1970.

► The Higher Education Facilities Act of 1963, which helped to pay for much of the construction on campuses during the past seven years, is being phased out. In 1967 the outlay was \$700-million; last year President Nixon requested no funds for construction. Instead he proposed an interest subsidy to prompt insti-

The golden age:

"we have discovered that it was only gold-plated"

tutions to borrow construction money from private sources. But a survey of state higher education commissions indicated that in most states fewer than 25 per cent of the institutions could borrow money on reasonable repayment terms in today's financial market. Six states reported that none of their private institutions could borrow money on reasonable terms.

► The federal government froze direct loans for academic facilities in 1968. On June 30, 1969, the Office of Education had \$223-million in applications for loans not approved and \$582-million in grants not approved. Since then only \$70-million has been made available for construction.

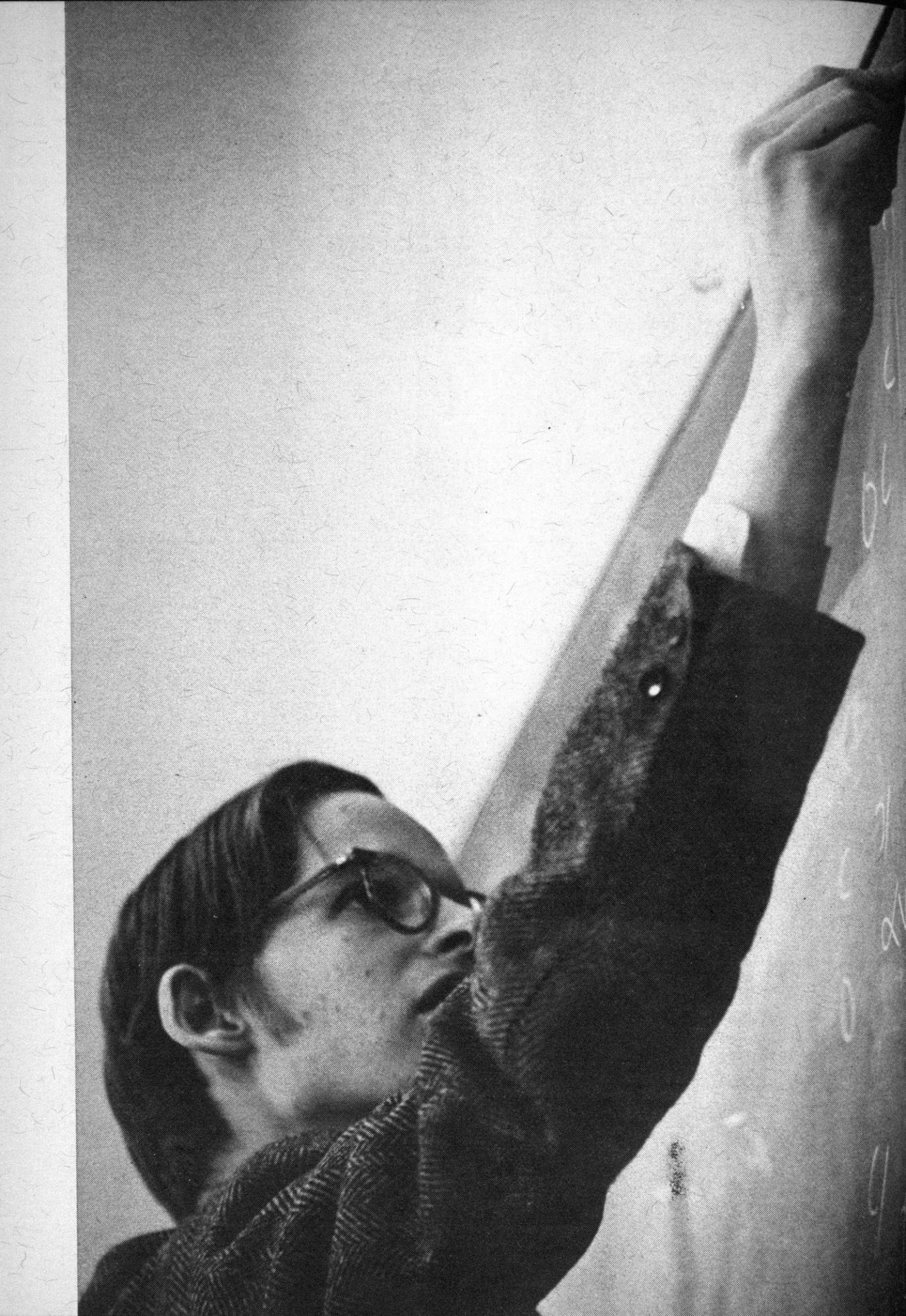
► The National Aeronautics and Space Administration has reduced its obligations to universities from \$130-million in 1969 to \$80-million in 1971.

"Losing federal support," says a university research scientist, "is almost worse than never having received it." Since much of higher education's expansion during the '60's was financed with federal funds, the withdrawal of federal assistance leaves the institutions with huge commitments and insufficient resources to meet them—commitments to faculty, to students, to programs.

The provost of a university in the Northeast notes wistfully: "A decade ago, we thought we were entering a golden age for higher education. Now we have discovered that it was only gold-plated."

MUCH THE SAME can be said about state funds for public higher education. The 50 states appropriated \$7-billion for 1970-71, nearly \$1-billion more than in any previous year and five times as much as in 1959-60. But a great part of this increase went for new facilities and new institutions to accommodate expanding enrollments, rather than for support of existing institutions that were struggling to maintain their regular programs. Since public institutions are not permitted to operate with fiscal deficits, the danger is that they will be forced to operate with quality deficits.

"Austerity operations are becoming a fact of life for



a growing number of institutions," says the National Association of State Universities and Land-Grant Colleges.

Many public institutions found their budgets cut this year or their requests for capital funds denied or reduced. Colorado State University's capital construction request for this year was cut from \$11.4-million to \$2.6-million in the face of projected enrollment increases of 3,600 juniors and seniors.

As state support has started to level off, public institutions have begun to raise tuition—a move that many feel is contrary to the basic philosophy of public higher education. The University of California is imposing a tuition charge for the first time in its history. The University of Illinois has boosted tuition by 60 per cent. Between 1959 and 1969, tuition and required fees doubled at public institutions.

Tuition in public institutions still does not approach tuition in private colleges and universities, which is now nearing \$3,000 in many places. At these levels, private institutions are having increasing difficulty attracting applicants from middle-income families. Many small liberal arts colleges, which depend on tuition for as much as 80 per cent of their income, are losing students to less expensive public institutions. Consequently, many smaller private colleges reported vacancies in their entering classes last fall—an indication that they may be pricing themselves out of the market.

Private giving is not likely to take up the slack; quite the contrary. The tax reform laws, recent declines in corporate profits, pressures to redirect resources to such pressing problems as environmental pollution, and the mounting unrest on the campuses have all combined to slow the pace of private giving to colleges and universities.

The Commission on Foundations and Private Philanthropy concluded that "private giving is simply not keeping pace with the needs of charitable organizations." The commission predicted a multibillion-dollar deficit in these organizations by 1975.

Colleges and universities have been working harder in their fund-raising efforts to overcome the effects of campus unrest and an ailing economy. Generally, they have been holding the line. An Associated Press survey of some 100 colleges throughout the country showed that most schools were meeting fund-drive goals—including some which experienced serious student disruption. Although the dollar amount of contributions has risen somewhat at most schools, the number of contributors has declined.

The consequences may go well beyond the campuses

"That is the scary part of it," commented one development officer. "We can always call on good friends for the few big gifts we need to reach the annual goal, but attrition in the number of donors will cause serious problems over the long run."

ALL OF THIS quite obviously bodes ill for our colleges and universities. Some of them may have to close their doors. Others will have to retrench—a painful process that can wipe out quality gains that have taken years to accomplish. Students may find themselves paying more and getting less, and faculty may find themselves working harder and earning less. In short, a continuation of the fiscal crisis can do serious damage to the entire higher educational establishment.

But the negative consequences will go well beyond the campus. "What happens to American higher education will ultimately happen to America," in the words of one observer. Examples:

► Much of the nation's technological progress has been solidly based on the scientific effort of the universities. To the degree that the universities are weakened, the country's scientific advancement will be slowed.

► The United States needs 50,000 more medical doctors and 150,000 more medical technicians right now. Yet the cutback in federal funds is leading to retrenchment in medical schools, and some 17 are threatened with closing.

► For two decades U.S. presidents and Congress have been proclaiming as a national goal the education of every young person to the limit of his ability. Some 8.5-million students are now enrolled in our colleges and universities, with 12-million projected by 1980. The Carnegie Commission on Higher Education recommends the creation of between 230 and 280 new community colleges in the next decade and an additional 50 urban four-year colleges to serve metropolitan areas. Yet federal programs to aid in campus construction are being phased out, states are cutting back on



capital expenditures, student aid programs are being reduced, and colleges are being forced to close their doors.

► Governmental rulings are now clearly directed to integrating black Americans into the larger society and creating equal educational opportunities for them and for the nation's poor. Many colleges and universities have enlisted in that cause and have been recruiting minority-group students. This is a costly venture, for the poor require almost complete scholarship support in order to matriculate in a college. Now, the shortage of funds is hampering the effort.

► An emergent national goal in the 1970's will be the cleaning of the environment and the restoration of the country's urban centers as safe, healthy, and sane places to live. With this in mind, the National Science Foundation has shifted the emphasis in some of its major programs toward the environmental and social sciences. But institutions which face major retrenchment to offset growing deficits will be seriously constrained in their efforts to help solve these pressing social problems.

"The tragedy," says the president of a large state university, "is that the society is rejecting us when we need it most—and I might add when it most needs us."

THE PUBLIC'S loss of confidence in the colleges and universities threatens not only their financial welfare, but their freedom as well. Sensing the public's growing dissatisfaction with the campuses, state legislators and federal officials have been taking actions which strike directly at the autonomy and independence of the nation's educational institutions.

Trustees and regents have also begun to tighten controls on colleges and universities. A number of presidents have been fired, frequently for not dealing more harshly with student and faculty disrupters.

"We are in a crossfire," a university president points out. "Radical students and faculty are trying to capture our universities, and they are willing to destroy our freedom in the effort. Authorities, on the other hand, would sacrifice our freedom and autonomy to get at the radicals."

The dilemma for college and university officials is a particularly painful one. If they do not find effective ways to deal with the radicals—to halt campus violence and resist efforts to politicize the institutions—outside forces will exert more and more control. On the other hand, if administrators yield to outside pressures

Alumni who understand can help to restore the public confidence

and crack down on radicals, they are likely to radicalize moderate students and damage academic freedom and individual rights in the process.

McGeorge Bundy, president of the Ford Foundation, summed it up this way:

"To the degree that violence subsides and the university community as such is kept separate from political conflict, the danger of attack upon the freedom of the university from the outside will be reduced. No institution which depends upon society for its resources will be allowed—as an institution—to choose sides in the general contests of the democratic process, and violence by the privileged is an uncommonly unpopular phenomenon. If it be true, as I believe, that both politics and violence must be restrained in the academic world for reasons that are intrinsic to the nature of the university, it is also true that when violence spreads and the university is politicized, society as a whole turns hostile—and in a prolonged contest with society as a whole, the university is not a likely winner."

Freedom would be the first casualty—the freedom to teach, the freedom to learn, the freedom to dissent, and the freedom of the academy to govern itself. Truth, objectivity, vitality, and knowledge would fall victim in quick succession. Were this to happen, society as a whole would suffer, for autonomous colleges and universities are indispensable to society's own self-renewal, its own cultural and intellectual advancement, and its own material well-being.

Samuel Gould, former chancellor of the State University of New York, once told his legislature something that is especially relevant today: "A society that cannot trust its universities," he said, "cannot trust itself."

"THE CRISIS on American campuses has no parallel in the history of this nation. It has its roots in divisions of American society as deep as any since the Civil War. The divisions are reflected in violent acts and harsh rhetoric and in the enmity of those Americans who see themselves

as occupying opposing camps. Campus unrest reflects and increases a more profound crisis in the nation as a whole."

Thus did the President's Commission on Campus Unrest begin its somber "call to the American people" last fall. Only greater tolerance and greater understanding on the part of all citizens, the commission declared, can heal the divisions.

If a major disaster for higher education and for society is to be averted, moderate Americans in every segment of society must make their voices heard and their influence felt. That effort must begin on the campuses, for the primary responsibility to increase understanding lies with the academic community.

Polls and studies have made it abundantly clear that the overwhelming majority of faculty members, students, and administrators are moderate people who reject violence as a means of changing either society or the university. These people have been largely silent and inactive; in the vacuum they have left, an impassioned and committed minority has sought to impose its views on the university and the society. The moderate majority must begin to use its collective power to re-establish the campus as a place of reason and free expression where violence will not be tolerated and harsh rhetoric is scorned.

The majority must also rethink and restate—clearly and forcefully—the purpose of our colleges and universities. It has become clear in recent years that too few Americans—both on and off the campus—understand the nature of colleges and universities, how they function, how they are governed, why they must be centers for criticism and controversy, and why they must always be free.

Only such a moderate consensus will be effective in restraining and neutralizing extremists at either end of the political spectrum. The goal is not to stifle dissent or resist reform. Rather, the goal is to preserve colleges and universities as institutions where peaceful dissent

and orderly change can flourish. Violence in the name of reform inevitably results in either repression or a new orthodoxy.

Polls and studies show that most alumni are also moderate people, that they support most of the campus reform that has occurred in recent years, that they share many of the concerns over social problems expressed by activist students, and that they sympathize with college officials in their difficult task of preserving freedom and order on the campus.

"What is surprising," notes a college alumni relations officer, "is not that some alumni are withdrawing their support, but that so many have continued to support us right through the crises and the turmoil." He went on to point out that only one of four alumni and alumnae, on the average, contributes to his or her alma mater. "Wouldn't it be something," he mused, "if the ones we never hear from rallied round us now." Wouldn't it indeed!

Alumni and alumnae, by virtue of their own educational experience and their relationship to colleges and universities, have a special role to play in helping to restore public confidence in higher education. They can make a special effort to inform themselves and to understand, and they can share their information and understanding with their fellow citizens. Too many Americans, influenced by mass-media coverage which invariably focuses on the turmoil, are ready to believe the worst about higher education, are willing to sanction the punishment of all colleges and universities in order to retaliate against the disruptive minority. Too many Americans have already forgotten the great positive contributions that colleges and universities have made to this nation during the past three decades. Here is where the alumni and alumnae can make a contribution as important as a monetary gift. They can seek to cool passions and to restore perspective. They can challenge and correct misinformation and misconceptions. They can restore the public confidence.

The report on this and the preceding 15 pages is the product of a cooperative endeavor in which scores of schools, colleges, and universities are taking part. It was prepared under the direction of the persons listed below, the trustees of EDITORIAL PROJECTS FOR EDUCATION, INC., a nonprofit organization informally associated with the American Alumni Council. The trustees, it should be noted, act in this capacity for themselves and not for their institutions, and not all the editors necessarily agree with all the points in this report. All rights reserved; no part may be reproduced without express permission. Printed in U.S.A. Trustees: DENTON BEAL, C. W. Post Center; DAVID A. BURR, the University of Oklahoma; MARALYN O. GILLESPIE, Swarthmore College; CORBIN GWALTNEY, Editorial Projects for

Education; CHARLES M. HELMKEN, American Alumni Council; GEORGE C. KELLER, State University of New York; JACK R. MARGUIRE, the University of Texas; JOHN I. MATTILL, Massachusetts Institute of Technology; KEN METZLER, the University of Oregon; JOHN W. PATON, Wesleyan University; ROBERT B. RENNEBOHM, the University of Wisconsin Foundation; ROBERT M. RHODES, the University of Pennsylvania; STANLEY SAPLIN; VERNE A. STADTMAN, Carnegie Commission on Higher Education; FREDERIC A. STOTT, Phillips Academy (Andover); FRANK J. TATE, the Ohio State University; CHARLES E. WIDMAYER, Dartmouth College; DOROTHY F. WILLIAMS, Simmons College; RONALD A. WOLK, Brown University; ELIZABETH BOND WOOD, Sweet Briar College; CHESLEY WORTHINGTON.

The question posed by the Special Report in this edition of *Wisconsin Alumnus* magazine is a disturbing one: Are Americans Losing Faith in their Colleges? The very fact that the question is raised and requires a response is unsettling to all of us who place a high value on the educational experience.

Nevertheless, events of the past decade have forcefully reminded us that institutions of higher education, like knowledge itself, are subject to continual critical analysis and must be adjusted in accordance with the demands of changing conditions.

During the past several weeks, I have had the opportunity to talk with hundreds of Wisconsin men and women, and my overriding impression is that we Americans basically do believe in education like no other people in history. I think the concern at the moment really does not reflect a loss of faith in the educational idea; it is indignation over the perception that some young people have been abusing their educational opportunity and that perhaps educational institutions have been too slow in taking a firm stand against those who seek to capture the universities and are willing to destroy academic freedom in the process. As members of the University family it is our responsibility—and not an easy task—to transform that indignation into understanding and confidence in the University's mission.

Our University is a living thing—capable of responding to new stimuli and of adapting to altered conditions. When its “nerve endings” were scraped by abrasive challenges to the University's integrity, important changes were set in motion. They include: renewed emphasis on undergraduate teaching and learning; intensified attention to curricular revision; new course offerings in environmental, urban and integrated liberal studies; programs for and about the disadvantaged; course restructuring that brings focus to contemporary and emerging social problems; significantly increased interaction between administrators, faculty and students on all campuses; and the establishment of clear guidelines for student conduct and refinement of disciplinary procedures, coupled with the demonstrated determination to preserve both academic freedom and the orderly conditions in which it may flourish.

These and other initiatives within the University have generated a variety of positive reactions from students, faculty, alumni and interested citizens. There is, I am convinced, a subtle but inexorable renewal of “faith” in the University of Wisconsin.

The signs of renewal are, for the most part, intangible; such things as an atmosphere of mutual trust and confidence and an emerging spirit of optimism within the University community. There are other indications, however, which are so obvious they are easily overlooked. Enrollments, for example, continue to grow, thereby demonstrating the unflagging interest of Wisconsin youth in the unparalleled educational opportunities made available by the University.

Alumni have shown their interest and affection for the University through their participation in the WAA. Life Membership enrollments in the Association lead all such groups in the nation.

Private voluntary financial support, which helps raise the University to a level of excellence, reached a record level last year. Gifts, grants and endowments from alumni, foundations, business enterprises and other individuals amounted to \$17,297,336 in 1969-70. This total is more than three and one-half million dollars greater than was received from these sources five years earlier. Most assuredly, an investment of this magnitude represents confidence in the University and its mission.

Are Americans losing faith in their colleges? No, indeed! Not if the University of Wisconsin and its experience are an example. The University was created by an act of faith—the Wisconsin Constitution—and is renewed thousands of times each day by the acts of faith of students, faculty and citizens who rely on the University for a multitude of services and opportunities.

The alumni and citizenry of Wisconsin *do* have faith in our University; and the great University of Wisconsin is going to do everything possible to deserve and repay that faith.

Fellow
Alumni
of
Wisconsin:

Sincerely,

John C. Weaver
President

million Americans could be classified as 'poor' compared to 39.5 million in 1960."); a summary of *THE HERALD'S* growth; *The Doctor & The President* by publisher Korten ("Dr. William Parsons of the UW Medical School has decided in his infinite wisdom, knowledge, and pomposity that the ROTC ceremonies which precede [campus athletic events] should be eliminated forthwith. . . . President John Weaver announced that he was 'sympathetic' to Dr. Parsons' desires. I have been worrying about Mr. Weaver since his arrival in January, but this drove me over the brink."); *Reflections on the Mayoral Primary* ("No city in the world can claim to have the potpourri of politics and politicians that pour into Madison . . . On the hill at the west end of State Street Madison has gathered the snobs and intellectual boobs of the liberal establishment, and on the hill at the eastern extremity it has a congress of the mid-western midwives of American tradition and virtue . . . It is fair to say, we think, that democracy in Madison has exceeded itself. Pericles would either applaud or barf."); *After Earth Day* ("The Hooper Ecology Center has had a great number of inquiries concerning no-phosphate detergents," followed with a list of local salesmen.); *The Death of the Entrepreneur* ("America will continue to be truly great to the extent to which it encourages the continued growth and expansion of a free market economy."); *U. S. Refuses Soviet Refugee* ("No hoped-for reconciliation between the United States and the Soviet Union should be purchased at the expense of that part of America which makes it a haven for fugitives; . . . no agreement reached at the price of human freedom is worth

the cost.") and a book review of *THE CONSCIENCE OF A MAJORITY* by Barry Goldwater ("His detractors, as well as his followers, are well advised to partake of this bit of what Bill Rusher calls 'vintage Goldwater'").

THE *HERALD* publishes on Monday and Thursday. Thursday's edition is printed in the School of Journalism (as is *THE CARDINAL*), after *HERALD* staffers deliver camera-ready copy. Monday's issue is done commercially in Sun Prairie because state employees don't work on Sunday. One of the goals, after some of the debts get paid, is to buy a camera with which to make the necessary offset negatives.

No doubt another is to invent a tamper-proof coin box for the sales racks, so *that* end of distribution shouldn't be a total loss. Loniello laughs. "You can tell a lot about the campus by those racks. They're set up on the honor system: you take the paper and are supposed to put the nickel in the box. The racks in which most of the papers are *paid* for are in the School of Business. Most of the papers were *stolen* from the racks in social science—so many that we took them out—and *that's* where they discuss the causes of criminality."

The list of ultimate goals, surprisingly, does *not* include becoming the only newspaper on the UW campus. "Nobody wants a monopoly press—that isn't healthy," said George Hesselberg, the paper's fine-arts editor. George, of the flaming red beard, is what Loniello calls "the kind of staffer we're glad we've been able to attract this year." What this means is that George is far from a YAFer, indeed, quite a liberal, thereby help-

ing add balance to the editorial page, while "a good journalist who sticks to the facts in doing the news."

Not long ago a *CARDINAL* staff member told a Milwaukee audience that his paper had been forced to become "more objective" because of *HERALD* competition. To *THE HERALD*, this statement, according to Nick and George, is a little like getting at least a small Pulitzer, but is not terribly surprising, even if it proves to be true and permanent.

Says George: "The Left press has reached a plateau. In fact, I guess quite a few underground papers have gone out of business." ("And if the record companies stop advertising, a lot more will," adds Nick.) George: "If there's a new development on campus, it's the growth of the *alternative* papers like the *BADGER HERALD*. In fact, we helped out in the founding of one on the UW-Milwaukee campus called *UWM CROSSROADS*, and at the University of Chicago, called *CHICAGO RAP*. Another came out of the blue, just like ours did, at the University of Kentucky. And we got a letter here from a guy who wants to start one at Harvard. They're all getting started because people want papers that aren't political instruments."

If enough of them get going, Loniello says they hope to schedule an annual summer program in Madison on "Lenin vs. Franklin" for college journalists; possibly honcho a news service for "alternative" newspapers, and branch out into occasional publishing of special editions, in-depth studies and white papers. (Last September, right after the Sterling Hall bombing, they *did* publish *Common Sense* [Vol. 1, No. 1] decrying the event. Four thousand copies were

continued on page 29

CO-ED LIVING: The First Year at Le Chateau

by Earl Godfrey and Jim Wessing

The co-authors are seniors. Mr. Wessing, from Lomira, is in American Institutions. Mr. Godfrey majors in biochemistry, and comes from Janesville.

A visitor entering the old brownstone at 636 Langdon—formerly the Alpha Chi Rho house—would notice little unusual activity. Groups of students are studying in the lounge, working in the kitchen, playing cards, and listening to records. Then why has the Le Chateau Co-operative attracted so much attention in this its first year of operation? Because it is the first coeducational living unit on the campus established with the support and approval of the University administration.

In recent years, the co-operative movement has grown tremendously all across the country, and most significantly in student housing. Although the Madison campus has had many stable living co-ops, other ventures have been tagged "hippie communes". Our intent, after three years in the men-only Rust-Schreiner Scholarship Co-op, was to establish a co-ed co-op for the scholarship student with financial need. This desire grew from a dissatisfaction with all-male dorm life. Due to the isolated location of Rust-Schreiner (near Camp Randall), its men had little chance to interact with girls except in the classroom and on highly formalized dates. Our social activity consisted mainly of playing cards, watching TV and drinking beer at nearby student bars. We felt that a co-ed living experience would be a more natural, home-like situation.

In the fall of 1969, a committee of students from the four scholarship co-ops began work leading to the formation of Le Chateau. With the help of the Office of Student Housing, a two-year lease was signed with

the Alpha Chi Rho alumni for their house.

There are 25 men and 20 women in the co-op; they live on separate floors. The unit is supervised by a married housefellow and his wife. (She is also the business manager.) The students do all the work except cooking supper, which brings the board and room cost down to an inexpensive \$825 per year.

What do residents think of their co-ed living experience? As one girl in the house put it: "I've lived in a girls' dormitory, and the environment is *unnatural*—people are always concerned with appearances. Co-ed living helps you just live with kids without trying to put up a front." A survey recently conducted in the house showed some surprising results. Although many had thought grades might drop in a co-ed situation, the house grade average actually rose over last year. Secondly, dating within the house has not been extensive. Half the residents who said they dated, had not dated anyone in the house. And one resident commented: "Students aren't likely to get into any more trouble here than in an apartment or dorm. In fact, people are probably liable to get into *less* trouble here." Thirdly, three-fourths said their participation in group activities, such as parties, had increased over last year. And about 90 per cent said co-ed living did not restrict their privacy.

Perhaps the most interesting result was that most residents thought they could discuss personal topics better with members of their own sex as well as with members of the opposite sex. As one sophomore man said: "We're a more close-knit group. My male friends are closer to me now than at Rust-Schreiner." Many mem-

continued on page 29

Student standpoint

**IN WHICH STUDENTS SPEAK
OF MANY THINGS,
DIRECTLY TO YOU**

Alumni News

continued from page 3

In recognition of his contribution "toward the betterment of his fellow man" WILBUR SCHMIDT '34, secretary of the Wisconsin Department of Health and Social Services, was awarded the Service to Mankind award by the Madison Sertoma Club.

ROBERT BEYER '35, New York City, has been elected a member of the Committee for Economic Development. This is the second time in the history of CED that anyone in the accounting profession has been elected to that organization.

KENNETH B. WACKMAN '35, president of Talcott National corporation, factoring and commercial financing concern, has been elected a member of the board of directors of the National Multiple Sclerosis Society. He and his wife and three children live in Scarsdale, N.Y.

President of Houston-based International Systems and Controls corp., DANIEL L. GOLDY '36, has been elected to the board of directors of the Chamber of Commerce of the U.S. He was the National Export Expansion Coordinator for President Lyndon Johnson.

GERALD J. RISSER '37 has been named director of the engineering service division of Du Pont's engineering department. He was formerly assistant director of the engineering research and development division. He resides in West Chester, Pa.

41/50

JERRY A. CUTLER '42 of Beverly Hills, Calif., president of Alison Bowes Company, Los Angeles, has been appointed to the executive committee of Printing Industries of America, Southern California.

ALFRED C. INGERSOLL '42 is director of Continuing Education in Engineering and Science of the extension and associate dean for continuing education in the School of Engineering and Applied Science at the University of California, Los Angeles. He lives in Pacific Palisades.

Formerly manager of the Wisconsin Power and Light Co.'s Edgewater generating plant, FRANK A. HANSEN '43, is the new manager of the Columbia generating station being constructed near Portage.

Dr. EVERETT H. JOHNSON '47 has been elected chairman of the medical advisory committee of the Medic Alert Foundation International. He and his wife, the former LILLIAN OLSON '48, and

their five sons live in Turlock, Calif., where Medic Alert is headquartered.

Editor of the *AIA Journal* since 1965, ROBERT E. KOEHLER '48, has been elected to honorary membership by the American Institute of Architects because of "distinguished contributions to the architectural profession." Since he has been on the staff, the *AIA Journal* has received six major editorial awards. He moved to Washington, D.C. in 1962 as associate editor of the magazine.

Manager of the new ecology division of Rex Chainbelt, Inc. of Milwaukee, is WILLIAM J. KATZ '49. He was formerly manager of process research and development for the firm's technical center. He has served as a special consultant to the Metropolitan Milwaukee Sewerage commission and was visiting professor of civil engineering at UW.

FRED STENDER '49, president and general manager of Bingham and Risdon, Green Bay, has announced the firm's acquisition by Haskon, Inc., a division of Hercules, Inc. He will join the Haskon division in St. Paul. Stender was a member of the UW Board of Visitors and is on the Wisconsin Alumni Association board of directors. His wife is the former ANN RISDON '50.

51/60

BEN PETREE '51 is one of three members of the National Bureau of Standards applied radiation division in Washington, D.C., responsible for the development of two new multiple-body calorimeters designed as standards of absorbed dose of ionizing radiation.

ROBERT C. BOWEN '53 has been appointed to the newly created position of managing director of Ingersoll Incorporated, a Rockford firm which provides specialized manufacturing consulting services to companies on a world-wide basis.

Newly named as associate director of the Wisconsin Bankers Association is DAVID HOEVELER '54. He will work with the association's community relations program and in the area of legislative liaison. He lives in Madison with his wife, the former SALLY SCHEE '58, who is continuity writer for WIBA radio. They have three children.

BERNARD JAMES '55 and ROGER BEAUMONT '57 are co-authors of an article published in *Horizon* magazine and noted in the *San Francisco Chronicle*, the *New York Times* and *Time* magazine. The

article is a half-serious, half-comedy analysis of the attire worn by military winners and losers. It states that "in war victory goes to those armies whose leaders' uniforms are least impressive."

SARA SEITER Barclay '59 has been appointed to the college council at the State University college at Oswego, N.Y. by Governor Nelson Rockefeller. She is the wife of State Senator H. Douglas Barclay and lives with her husband and five children in Pulaski, N.Y.

Army Major DONALD P. GREENWALD '60 recently received his second award of the Bronze Star Medal in Vietnam while assigned as commanding officer of the 177th military police detachment near Qui Nhon.

The American Baptist Convention in Valley Forge, Pa., has announced the appointment of LINDA ISHAM '60 as director of the department of ministry with children. She has been a member of the department staff since 1966.

DAVID J. SPENGLER '60 has been elected second vice president of Continental Bank in Chicago. He had been assistant cashier in the commercial banking department.

61/70

JEREMY C. SHEA '61, Madison, has been appointed member of the Wisconsin district advisory council for the Small Business Administration.

A daughter, Susan Louis, was born to Mr. and Mrs. RICHARD W. HALLE '62 March 2 in Elkhorn. Mr. Halle is vice president of Shops International Ltd., which has shops at the Playboy Club Hotel, Lake Geneva, and the Abbey Hotel, Fontana.

Mr. and Mrs. RUSSELL LATTER '62 (JUDITH KOEHLER '63) announce the birth of their second child, Eric John, in February. They live in Huntington Beach, Calif.

Captain and Mrs. LEONARD J. FISHER '63 announce the birth of a daughter, Carin Anne. Capt. Fisher is assigned to the headquarters of the European Communications Area of the U.S. Air Force, and they live in Wiesbaden, Germany.

Mr. and Mrs. Kenneth W. Bateman (JANE CAROL RITZENTHALER '65) have announced the birth of their second son, Mark Kenneth. The family lives in Montclair, New Jersey.

This section is limited to news of members of the Wisconsin Alumni Association.

RONALD S. LEAFBLAD '65 has been appointed president of White Construction Equipment in Northfield, Ill. He had been marketing manager. While at the UW Leafblad captained the 1962 Rose Bowl team.

Newly named as controller of the Laub Group Inc., a Milwaukee based firm representing 25 major groups of insurance companies, is PATRICK M. SHERIDAN '65.

L. KATHLEEN HARKER '66 has been named assistant economist at the Continental Bank of Chicago.

Major JEROME O. SIEBERS '66 has been decorated with the U.S. Air Force Commendation Medal for meritorious service as a weather officer at High Wycombe Air Station, England.

U.S. Air Force Captain JERRY D. DRENNAN '67 has received the Distinguished Flying Cross and four air medals for aerial achievements in Southeast Asia.

Recipient of the Bronze Star Medal in Vietnam is DOUGLAS C. DRETZKE '67. He received the award while assigned as an intelligence officer in headquarters battery of the first battalion, 21st artillery of the first cavalry division.

Badger Herald

sent to news media across the country, most of which were at the time indignantly running excerpts from the *CARDINAL'S* pro-bombing editorial. "As far as we know, none of it was ever used," Loniello says.)

Nick, who is a junior in American history with an eye cocked towards Law School, did not get to take part in the annual spring tribal rites at Daytona this year, staying on hand with a skeleton crew to get Monday's issue ready. "But this isn't so bad," he says.

"Think of the poor guy who'll have the job in a couple of years, when we go 'daily'. He'll be lucky if he makes it to Mt. Horeb." —T. H. M.

Mr. and Mrs. ROBERT A. FREDRICKSON '67 (CAROL A. JANICKI '69) have announced the birth of a baby girl, Kristen Dawn, March 23. They live in Rockford.

NORMAN M. NELSON '67 has been promoted to captain in the U.S. Air Force. He is a communications-electronics officer in the Air Force Communications Service.

CAMILLE MARIE ANTHONY Haney x'68 has been appointed consumer affairs coordinator in the Wisconsin Department of Justice. Before joining the department last year, Mrs. Haney was with the National Alliance of Businessmen in Washington, D.C. Her husband, JAMES HANEY '67, is a UW law student and was staff aide for former Wisconsin Governor Warren P. Knowles.

LAWRENCE R. STUMP '68 recently was promoted to Army Nurse Corps Captain while a student at the Army Medical Field Service School at Fort Sam Houston, Texas.

KEITH M. BURINGTON '69 has joined the Mutual of New York's Madison agency as assistant manager.

GARY L. WUHRMAN '69 has been promoted to army specialist four while serving as a battery training clerk with head-

quarters battery, sixth battalion of the 3d Armored Division's 40th Artillery near Hanau, Germany.

Serving with the U.S. Army Materiel Command in Germany, JOHN C. BARNETT '70 was recently promoted to first lieutenant. His wife, the former BEATRICE WEINER '70, is with him in Germany.

The flight achievement award has been given to Lt. GARY BURCH '70 for his work while attending the U.S. Army Primary Helicopter School in Fort Wolters, Texas. He is presently attending advanced helicopter training in Fort Rucker, Alabama.

RICHARD H. JONAS '70 and DOUGLAS A. STEWART '70 recently completed an eight-week automatic weapons crewman course at Fort Bliss, Texas.

TIMOTHY D. McCULLOCH '70 and KENNETH A. JOHANNING '70 have finished an ammunition storage course and WAYNE H. JOCHMANN '70 and MICHAEL J. HONECK '70 have completed an ammunition records course at the U.S. Army Missile and Munitions School at Redstone Arsenal, Alabama.

New assistant program director at the Coyote Student Center of the University of South Dakota in Vermillion is DAVE SPATOLA '70. *continued*

Le Chateau

bers in the house have found help with personal problems in this concerned atmosphere.

Co-ed co-op living has affected each of us in different ways. Here are some of the residents' overall reactions:

"I wouldn't recommend co-ed living without co-op living. I think that co-ed dorm-type living would tend toward a resort-type atmosphere. I feel the working together rounds out the notion of co-ed living as being simply easy accessibility to the opposite sex."

"Having no sisters, I've grown to understand women better; their habits and moods."

"If someone wants to segregate sexes, and produce a race of men

and women hung up about meeting women and men, thereby promoting shallow values on which to base relationships (such as sex attraction), may he burn in hell."

"If people are allowed to set up their own group rules and have to co-operate with the wishes of others in that group, they have a far greater learning experience than is possible in an apartment or dormitory. I think the co-op does this."

We feel that co-ed co-op living has been most successful at Le Chateau, and that it is the most natural, personal, home-like atmosphere in student housing today. With the help of the University and its alumni, we can assure the continuation of this type of housing on the Madison campus.

THOMAS W. CULLINGS '70 recently completed eight weeks of basic training at the U.S. Army Training Center at Fort Knox.

Army Nurse SHARON D. JOHNSON '70 has completed a five-week Army health nursing orientation course at the Medical Field service school, Brooke Army Medical Center, Fort Sam Houston, Texas.

Formerly an attorney and economist for the Library of Congress, Army Second Lieutenant RICHARD J. PAS '70, recently finished an infantry officer basic course at the U. S. Army Infantry School at Fort Benning, Ga.

First Lieutenant DAVID F. SPLITEK '70 has completed the officer qualification course in the operation of the Chaparral/Vulcan weapons systems at the U.S. Army Air Defense School at Fort Bliss, Texas.

1971

GREGORY H. BROWN '71 has finished his eight weeks of basic training at the U.S. Army training center, Fort Knox, Ky.

New University Extension home economist in charge of nutrition for Walworth County, Wisconsin is ELLEN FITZSIMMONS '71.

Army Major MICHAEL A. TRBOVICH '71 was recently assigned as staff officer with headquarters, U.S. Army Element, Supreme Headquarters Allied Powers Europe, in Belgium.

Newly Married

1961

Judith Ann Feld and Leonard Lee MAURER, Washington, D.C.

1965

Barbara Jean Fritsch and Charles J. STANSBERRY, Wauwatosa

1966

Carol Helaine Eggert and John Paul DRENGENBERG, Milwaukee

1967

Maryruth COWLES and Joseph A. Burkart, Sheboygan

Hope L. HOLLENBECK and Gary B. Wyngarden, Menasha

Barbara Jo Tubach and James A. STILLSON, Falls City, Neb.

Barbara ERDMAN '68 and William N. UNERTL, Madison

1968

Jane Ellen Olson and George R. AFFELDT JR., Arlington Heights, Ill.

Susan Renee Bamberger and Gerald E. CONEN, Milwaukee

Martha LOWENSTEIN and Eric A. Rennie, New Haven, Conn.

1969

Sandra Jeneane Hauser and John Charles GAYLORD, Irondequoit, N.Y.

Mary Lee JOHNSTON and Mark Alan Meissner, Wauwatosa

Joyce Marie Weibel and James Michael KROLL, Honolulu

Margaret Mary Jacques and Howard R. MADARY, Hanover Park, Ill.

Jane Rebecca SKINNER and Richard A. HEMMINGS, Oil City, Pa.

Lynn Constance STONE and Stuart Gerald LANG '66, Madison

Linda Jean VON GUNTEN and Stephen A. Saltzburg, San Francisco

JoAnn VOSS and Gary Wallace MITCHELL, Madison

1970

Janet E. BARTZ and Lawrence L. PAGELS '71, South Bend

Sharon K. BRIGGS and Robert J. LASKA, Seattle

Linda M. BROSE and Dennis G. TWEEDALE, Madison

Patricia A. Stiles and David C. GOOD, Madison

Rosalyn Ardee LANSKY and Peter Blaine Berntsen, Detroit

Kathie Lynn Trunk and James A. SCHWERTFEGER, Milwaukee

1971

Cynthia Mary FOX and Gregory Olwell Nelson, Madison

Kathryn Lyn GALKO and Martin Louis Clarey, Milwaukee

Deaths

Irene Celia NORTON '95, Elkhorn
Mrs. William F. Enneking (Frances

Elenor KAYSER) '01, Menlo Park, Calif.
Arthur C. KING '01, Chicago

Mrs. George A. Dunlap (Blanche GERMOND) '03, Springfield, Ill.

John Daniel PURCELL '05, Chicago
Don Ensminger MOWRY '06, Madison

Louis Carl BECKER '07, Belen, N. Mex.

Earl Slayton BARKER '08, Chippewa Falls

Mrs. Walther Albert Buchen (Margaret Louise HEAD) '11, Winnetka

Franklin Richard NUZUM, M.D. '11, Santa Barbara

Mrs. Carl Pick (Mabelle C. BREDETTE) '11, Wilmette, Ill. in Woodside, Calif.

Mrs. Thomas Myrick Reynolds (Dorris L. TYLER) '11, La Crosse

Mrs. Thomas F. Ryan (Mary Ellen MURPHY) '11, Hibbing, Minn.

Mrs. George A. Steckart (Leone ROFFERS) '11, DePere

David Mack WARREN '11, Warrenton, Va.

Harry John WIEDENBECK '12, Downers Grove, Ill.

Mrs. J. Leslie Sensenbrenner (Ina Gertrude LA COMBE) '13, Neenah

Stewart Curtis CHANDLER '15, Carbondale, Ill.

Mrs. Reynale Richardson Crosby (Florence May JARVIS) '15, Madison

Mrs. Martin Fawcett (Carol Rogers HILL) '16, Ventura, Calif.

John William GROSSKOPF '16, Shawano

Arthur Adolph HITT '16, Alma, Wis.
Charles Arthur JACKSON '16, Winter Park, Fla.

Mrs. Henry Stevens (Elsie Estelle DORWARD) '16, Washington, D.C.

Mrs. Charles F. Washburn (Etta Ida RADKE) '16, Santa Barbara

Dorothy Genevieve Gaines GARDNER '17, Platteville

Mrs. James E. McCann (Helen Elizabeth ECKERT) '17, San Antonio

Mrs. Daniel C. Quinn (Marion A. FOX) '18, Cornell, Wis.

Dillman Samuel BULLOCK '20, Angol, Chile

Mrs. Charles McCaslin (Mabel L. HEDDERICH) '20, Mesa, Ariz.

Sadie Agatha McNULTY '20, Madison
Archie H. GOULD '21, Wauwatosa

Dorothy June HOOPER '21, Long Beach, Calif.

Russell Howard MILLER, M.D. '21, Whitewater

Mrs. Lawrence Edson Blair (Vinnie Frances SANBORN) '21, Madison

Horace Kleffler DEAN '21, Port Washington, N.Y.

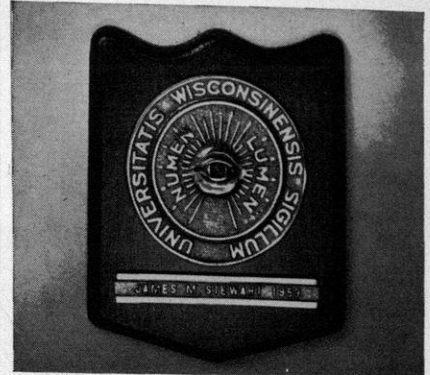
Joseph Henry LUGG '21, Madison
Thomas Newton BOBB '22, Ashland

Rudolph Jacob HEINS '22, Green Bay
Walter J. KLOSSNER '22, Madison

Robert Paul MacDONALD '23, Los Angeles

David John MAHONEY '23, Ft. Lauderdale
 George William PURNELL '23, Merrillan, Wis.
 Maude M. LYONS '24, Brodhead, Wis.
 Evan Everett KIMBALL '25, Madison
 Louis Arthur MALLORY '25, Brooklyn, N.Y.
 William Dighton BURDICK '26, Milton, Wis.
 Ralph Deane BOUGHTON '26, Wilmette
 Albert Edward NIEBUHR '26, La Crosse
 Othmar Arthur WEBER '26, Milwaukee
 Evelyn Louise WAHLQUIST '28, Hibbing, Minn.
 Francis Michael FRECHETTE, M.D. '28, Janesville
 James Edward DOLLARD, M.D. '28, Madison
 (Miss) Lou KENNEDY '30, Pittsburg, Kans.
 Lulu MOLL '31, Wisconsin Rapids
 Samuel James GILBERT '32, Sun City, Ariz.
 Gerold Harry BACH '33, Minneapolis
 Charles Todd JESSELL, M.D. '33, Portland, Ore.
 Leonard LaVerne SANFORD, M.D. '34, Hillsboro, Wis.
 William Edward DOYLE '35, Chetek
 Harry Aaron WAISMAN, M.D. '35, Madison
 John Lincoln EASTERLY '36, Peoria
 Forrest Charles FOUNTAINE '36, Manhattan, Kans.
 Gretchen Emilie KLETZIEN '36, New Holstein
 Alice MacKINNON '36, River Falls

Truman Greve GLENN '37, Milwaukee
 Donne Francis GOSIN '37, Green Bay
 Byron William ARMAGOST '38, Lake Nebagamon, Wis.
 Robert Coleman SWANSEN '38, Milwaukee
 Frank Scribner YORDY, M.D. '40, Milwaukee
 Robert Harrison SHAW '41, Fredericksburg, Va.
 Donald Albert SCHWARTZ '43, Milwaukee
 Ruth Carla FISCHER '44, Burlington, Wis.
 Wilder Ballamy GATES '45, Minneapolis
 Mrs. Thomas B. Keefer (Elizabeth Jean BREDESEN) '45, Seattle
 Margaret Henry GREGORY '46, Milwaukee
 Wynett BARNETT '47, Whitewater
 Wilbur Joseph CALDWELL '47, Beaver Dam
 Lena Elizabeth BROSIUS '49, Philadelphia
 Wyman Meredith COWLEY '49, Black River Falls
 Marie Jeanette DANIELSON '49, Racine
 Wallace Joseph SCHANK '50, Hurley
 Charles Robert STEINMETZ '50, Battle Creek
 Robert John BARNDT '51, Waukesha
 Frank John HEFTY '52, Madison
 John Martin HENDRICKSON '55, Ft. Lauderdale
 Carl Forest ANDERSON '57, Milton
 Gilbert Allen MAXWELL '63, Santa Clara, Calif.
 Richard Irving SEIFERT '69, Wauwatosa



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*Other classes keep your special rates on single or husband-wife memberships: 1964-70—\$100 & \$120, payable in five annual payments if you prefer. 1922-31—\$75-\$100, single payment only. 1894-1921—\$30-\$40, single payment only.

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650 N. Lake St.
Madison, Wis. 53706

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(Wife's maiden name, if alumna, for husband-wife membership) _____

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