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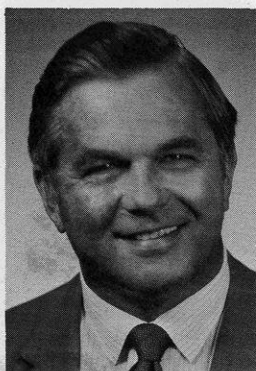
Wisconsin Alumnus

Volume 76, Number 1
November, 1974

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On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

Homecoming 1974 was a most memorable occasion on your favorite campus. All of the tradition was back; the spirit was back and everyone had fun. The most ambitious Homecoming program in twenty-five years was planned by an outstanding group of student leaders. They were assisted by the Wisconsin Alumni Association and the National "W" Club, and the results were excellent.

Imagine if you can over 1,000 students standing in the pouring rain on Thursday evening, October 31, yelling for their alma mater, listening to heartening words and reviving the type of spirit that you remember. There were more displays than ever on Langdon Street, with thousands of people once again joining in the fun that has meant so much.

On Friday and Saturday we had an excellent WAA Board of Directors meeting, where our directors heard exciting things that are happening academically at our great University; there was a fine Homecoming Show where the queen was properly crowned (a lovely young lady named Betti Holloway from Union Grove, Wisconsin), and we had a beautiful 70° Saturday with the red out all over. A whole host of activities all over the campus, all of them extremely successful and well-attended.

It is important to note that all the activities were sponsored by student groups. These young people are most interested in the spirit of the University which abounds during Homecoming season.

Your Board of Directors met with the top administrators of our campus to exchange ideas and to have their voices heard in matters that are important not only for the short-range but the long-range academic goals. They heard a report from our staff on the need for continued financial support of this largest independent alumni association in the nation. Our award-winning program of action is supported only by the resources provided by alumni; therefore, your continued support is needed in order to continue our program.

The months ahead will be critical ones for the Alumni Association as well as the University of Wisconsin. The understanding and involvement of alumni will provide the University with its margin of excellence and provide it with needed backing during the critical months and years ahead for higher education.

The spirit is back!

Letters

Applaud Weeks

The article by Mr. Weeks on the energy crisis in your July issue deserves wide readership. I would hope it might be read, and heeded, by the many Americans who place the entire blame on the petroleum industry. I compliment you for publishing a factual article by an author of unassailable credentials presenting a view widely at variance with the popular conception.

Since I worked in the petroleum industry for nearly 40 years before retiring in 1964, I needed no convincing; however, Mr. Weeks gives me some good ammunition with which to convince others. I read *Wisconsin Alumnus* through the membership of my wife (Antonia Streiff '27) in your Alumni Association. I am a John Hopkins University Alumnus (B. E., 1919).

William D. Cook
Silver Springs, Md.

Never have I been more impressed and inspired than by Mr. Weeks' article. I read it aloud—without an audience—for the content and the beautifully clear way it was written.

One of those copies I shall immediately mail to President Ford, and others to the degraders of all things which produce "profit".

On Wisconsin! It has meant so much to me for many years, and how proud I feel that a Wisconsin alumnus has accomplished so much—as so many of them have.

Anna Hilpert Grose '23
Tucson

'Having Fun'

I would like to voice my appreciation of your excellent article by Nicholas Loniello, "Getting Back to Having Fun." (WA, May) As a '73 graduate of the University of North Dakota, I couldn't help shaking my head in agreement with his views.

I'm glad that I was there at least in my final year of school to see the beginning of a revival of the "good times theory" in college. Mr. Loniello is correct that school must certainly have its solemn aspects, but he is also right in saying that in essence, an educationally well-rounded person must have the memories of college hi-jinks, laughter and pranks.

Your alumnus magazine is interesting and thought-provoking. I thank you for providing such a forum to graduates.

Nancy L. Flaagan
Bloomington, Minn.

Wisconsin Alumnus

Volume 76, Number 1

November, 1974

- 4 Wednesday's Child is Someone You Know
- 8 Football Photos
- 12 Short Course
- 14 University News
- 19 Alumni News
- 23 Local Club Directory
- 30 A Century of Crew

Cover photo/Del Desens

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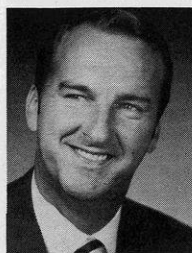
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Wednesday's Child is Someone You Know

And chief among his woes might be the old folks at home



By Robert Samp, M.D. '49
Asst. Prof.
Medical Science

Bob Samp, MD, is a World War II litter-bearer (now a retired "bird" Colonel from the reserves) who put in a whirlwind total of fifteen months in pre-med (two full summer schools included) and managed to enjoy campus life and activities plus stay in Med School (1947-1951). Some may recall his addiction to emceeing Humorology, campus functions, and free-ticket occasions plus his work with I.F., School Boards, and Medichoir. After an internship in Milwaukee, he returned to the University of Wisconsin hospitals for surgical and cancer training, and became very active over the years with cancer and health lectures, seminars, and speeches ("and they are all different") for the University, the campus, the Alumni Association, the Cancer Society, various medical societies, and as a free-lance-volunteer and professional speaker all over the hemisphere, accumulating several thousand audiences and much teaching experience. Bob, wife Tracy, and family ("three; one of each—a boy, a girl, a UW-Eau Claire student") live on Fox Bluff. They enjoy the water, and on occasion in summer session he has commuted by boat to class and water-skied home. The doctor now teaches in both the Schools of Medicine and Education, with a joint appointment.

This feature is based on the talk he gave last Alumni Weekend to the Class of 1949 at its 25th Anniversary banquet. With it he delighted many, infuriated others, and gave everyone something to think about. We think he'll do no less for you.

It's been an interesting, enlightening, sometimes trying, experience for me to have studied, practiced, taught and counselled on campus since our 1949 graduation. And because many of my student contacts have been your children, neighbors, friends and their peers, I feel it's especially appropriate to report about today's students for you to compare and judge.

I started as a surgical resident and worked in the cancer field in education, but over the years I became more and more involved in general health education. This took me into undergraduate areas—health courses for all students—and a great chance to get to know young people.

Since I'm without benefit of psychiatric or psychologic preparation, it's been a rough road for me to understand the workings of today's generation. But because I "inherit" students who need a counsellor, advisor, physician, father and friend, I've learned a lot by listening to them, observing, studying and comparing their lives with ours as students. In addition, the campus has had a great need for student-faculty interaction. So I have visited and given talks after school hours, frequently accompanied by my wife as co-teacher and referee, and have taken a part in programs at dorms, fraternities, sororities, and independent houses, plus a variety of other gatherings, forums, dinners and talk marathons.

From the topics and questions of these young people it is easy to surmise what's on their minds and foremost among their problems.

The Facts

Examine the chart. It reflects a portion of a survey taken over a two-year period on this campus and involving all four years of undergraduates from every school and background. ("Health and Modern Life," the course I teach and in which the survey was taken, is open as an

elective to any student.)

From their answers to my survey and my experiences with students, I interpret a background message of commercially-indoctrinated, peer-trained, dependent-thinking, liberal, rationalizing, crusading, precocious (yet naive), sometimes-mixed-up youngsters. Many of these youthful adults have already heard, seen (vicariously, if you will, usually on TV), and thus "experienced" much more than many of us had at their age, but generally they are undisciplined, driven to competition (by us?) and burdened with all the standards, technology, guilts, and stresses to which they're exposed. Let me try to explain my generalizations.

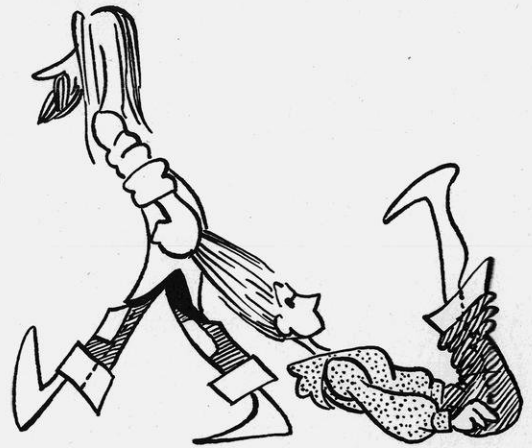
It is my conviction that many of their ideas and actions originated long before college got hold of them. More important, there is evidence that their backgrounds were located in an environment of change—sometimes dramatic and even traumatic—; change in schooling, parental relationships, the home, religion, the media, our approach to children and their recent developmental patterns.

There has been a marked change from when you and I were here in the late Forties. Today, wine is preferred to beer while, in some circles, both are less popular than "pot." "Going with" someone is often living with him or her; venereal disease is a recreational hazard like "mono" was in our day; abortion is table talk; and some of the current, milder orgies make the Bachelor Apartments seem like a religious retreat. Skirts, shirt tails, and bras are all "out." An attempt at a natural look results in a monotonous and neutral (asexual) sameness. Girls ask out males regularly, and hundreds of females are visible hitch-hiking in and around campus, often alone, and sometimes at night.

And with all their hair, topsoil, old clothes, odor, allergy to soap, and

With all that topsoil it's a wonder they get together so often.

milio



sameness about them, it's a wonder they get together so often and so intimately. But looser living and a general policy of lax supervision and wide-open quarters encourage mixing and set the standard for many messes, misses, and mrs.

In taking a survey of male dorm residents last year, the student counsellor noted that more than 70 percent had no clear school objective. Of this number, more than half gave such reasons for being here as: "There's nothing else to do," "The folks made me," "I'm marking time 'till something comes along," or "It beats working."

In the light of all the above findings it's no wonder to me why roughly 10 percent of our campus' students are under psychiatric or psychologic care and counselling each year. It's true on other campuses across the country as well: the confusion, *dysorganization*, and intensities of what is for many a meaningless life come to a boil under the circumstances of this age and generation at this setting with poor orientation and worse communication. That communication thing is more than an annoyance to my old ears. They are, by and large, a most inarticulate group, locked-into a jargon, unable to write a simple declarative sentence or to spell. In our day we might have colored our small talk with such expressions as "OK," and "hubba, hubba," but that was not as totally inappropriate as their constant "y'know!" and like "like" because they certainly *don't* know! You know?

The inability of the student to cope with his stresses has meant deeper gloom and depression than our generation exhibited. The rise of suicide attempts and successes is absolute; the higher statistics are not merely a matter of increased visibility.

Echoing the teaching of Dr. Sy Halleck, the former director of our student psychiatry program, who is now at the University of North Caro-

lina, I've noted a high degree of sexual maladjustment among our emotionally disturbed students. Many act first, regret later. Some are incapable of handling the responsibilities and complications of their new sexual freedom. Long-term sexual, physical, and psychologic reverberations are the last things to enter lovers' minds.

Note from the chart the number who felt pre-marital coitus was *essential* to a happy marriage. Consider further that thirteen out of seventeen students (eleven females) in one elective seminar on contemporary health endorsed Margaret Mead's casual approach to trial "marriage" and admitted recent or present living with a mate. Moreover, in similar sessions there was stronger feeling never to marry, or to postpone it indefinitely; many mentioning the mess our generation made of marriage as a prime reason they reject our institution.

College level surveys across the U.S. may have concluded that there's actually little change or revolution sexually in each generation, but that's percentagewise. What's changed is the increase in contacts and variety, plus the casual, uncommitted attitude with anonymity, almost animal, yet an openness (flaunting) by the current sex enthusiasts. These are major departures from our day.

Another fundamental difference, it seems to me, between students in our era and those of more recent times, has been the deadly serious nature of the latter's causes. Not that we weren't involved and took ourselves seriously at times. But the paucity of laughter today, the infrequency of spontaneous fun, the uptight feeling kids exhibit is frightening to behold at what should be a carefree age. Their quickness to blame, condemn, tear down, demand, protest with so much confidence in their self-righteousness is discomfiting to me as their teacher-advisor.

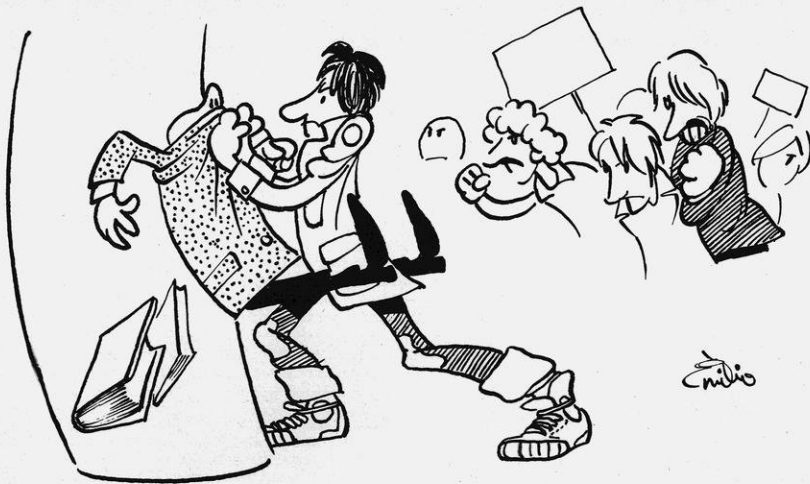
At a time when they should be learning, they are teaching; instead of giving thanks, they are biting the hand that feeds them. And the very fact that they accept little responsibility for their own problems adds chronicity to the ailments many demonstrate.

(continued)

University of Wisconsin
Health Sciences Survey 1972-1974
Undergraduates—Dr. Samp

Selected Questions (12 of 25)	(388) Males	(445) Females
Do you use vitamin supplements once a week or more?	45%*	56%*
Did you use hard liquor in high school more than occasionally?	28%	22%
Do you smoke cigarettes presently?	30%	35%
Have you tried marijuana more than once?	65%	56%
Should 'pot' be legalized?	78%	68%
Does sexual frustration lead to mental illness?	85%	78%
Should contraceptives be readily available to single young people?	85%	88%
Is V.D. a serious problem with young people?	43%	37%
Should abortion be available on demand?	62%	78%
Did you learn about the 'facts of life' from your parents?	16%	22%
Did you feel your high school sex education was adequate?	10%	18%
Is pre-marital intercourse essential for a couple's success in marriage?	53%	36%

* % refers to *positive* or *yes* responses.



He pinned my Adam's apple to a Corinthian column.

Some Causes

Enough of the changes. Now something on the causation. Did it ever occur to you that the generation of the first real youth revolution was a postwar crop of kids, many begotten and forgotten, it seems, by parents who had a heap of loving and living to do on their own?

With the loss of the extended family, now that most grandparents or other relatives, in-laws and out-laws, are deported to Sun City and out of the home, plus the fact that both parents often work, the younger generation since 1946 has been left more frequently to forage for their rearing. Their basic guidance came from Spock's theories (which had some flaws, like his politics); from peer groups and from their elementary teachers, who, for many, were parents-in-absentia. Our generation was so busy at war, or in schools learning everything except the practical, or unable or too busy to observe parent roles and techniques, that there were few opportunities for home-building, family circles, teaching at the dinner table. For many, the house was used for a quick in-and-out change of clothes, a snack, or for lining up the chauffeuring.

I'm reminded that the Mormons advocate the Monday evening family get-together. It's not compulsory; you just show up *or else!* But it takes precedence over PTA, bowling, and gas siphoning. The family session includes discussion of news, finances, a hymn and a prayer, and then conversation among the members. At the end of the year, they, as a family, accumulate seventy-five-to-100 hours together. I've quizzed over 500 groups in classes and seminars coast to coast on how many young people have had that much time with their families. I found that almost 40 percent couldn't recall that much togetherness *in a lifetime!*

Imitation and imprinting are well-studied methods of learning. Lacking

the opportunity to spend time in a family unit, it is understandable why many students express a remoteness from their folks, no appreciation of the role played by the relationship, and little effect from the potential family setting for learning.

The chart indicates that over 80 percent of males and females queried had no sexual education from their own family. If parents assume that school will do it, and the school plans that the church or home will cover it, and *everyone* assumes, no one gets oriented. Ignorance breeds. It breeds unwanted pregnancies, V.D., psychologic upsets, confusion. Peer training is poor training, yet it's too frequently the only available source of orientation when there is no adult available.

Another area that we've neglected is that of selling, boosting or upgrading the status of marriage, coupling, love (not sex), home and family. Well over 100 students have told me that from what they've seen and heard about love, marriage and our generation's system they want no part of marriage. They refer to it as "legalized fighting", farce marriages held together for the sake of the children. They decry the stereotyped dying relationships of middle age, and they base their opinion on what they observe.

In a fight with a student several years ago, during the weekly riots, I learned more about today's young people than years of school had taught me. This youngster—he was practically seven feet tall and he still hadn't reached puberty—was guarding the entrance to the Education Building and muttering something like "Nuttin' goes tru." Figuring him to be a serious English major or Fulbright scholar, I didn't want to tangle with him, but I wasn't allowed to pass. During the scuffle, as he pinned me and my Adam's apple and spine to a column (Corinthian, I recalled as I blacked out),

I got mad and belted him with a one-two I remembered from "Butch Cassidy and the Sundance Kid." Afterwards, while the crowd chanted Aztec death dirges (they were mostly grad students), I escorted him to one side to look over my chances for malpractice. Now, the story.

He was confused about a guy fighting him one moment and be-friending him the next.

Then he told me that I was the first *old* person that ever laid a hand on him! Oh, yes, he had parents, brothers, neighborhood bullies, coaches, scoutmasters, but *no one* had bothered to discipline him physically! (The late Dr. John Gonce, one of the great pediatricians here during my Med School days, told us as students that discipline is essential to the development of a child. I remember his quote: "If you don't belt a kid a few times before he's grown up, he'll belt you many times before the end." He didn't advocate hitting the face with the hands—that's counter-productive to the love and stroking expressed by the hands and face. But the bottom and thighs were *made* for attention-getting, via something simple—like a bumper-jack.) The point is, discipline shapes and aids development, and *this* student had none of the former and very little of the latter.

In addition, he told me that I was the first adult who had ever talked *with* him. Plenty of adults talk *to* youth—pointing and stabbing with their finger, with a "Do as we say because that's the way we've always done it." But no one had really listened to him or his friends about their thoughts, ideas, their pleas to be included and considered. They feel, and rightly so, that they have things to say and need to be heard.

And then he talked about our generation and the collective opinions thereon of his friends, fellow students and crowds, confused as they are by our failure to communicate our

Our generation is as lost as any.



beliefs and philosophies over the din of don'ts, no-noes and negatives. The consensus seemed to say that ours is a generation as lost as any; that our sham marriages, divorces, restlessness, wars, pollution, graft and purposelessness was proof sufficient. The consensus of him and his young friends is that there was very little love expressed, shared, or enjoyed by our generation, busy as we've been with making money, points and contacts. We had forgotten to love or given it up as a bad deal.

I assured him that our middle-aged crowd (aged forty to ninety) was far from over the hill, and guilty mostly of not sharing or expressing our thoughts on love and happiness.

Since that episode I've tried to sound-out the young people on their opinions, fears, ideas and plans, and how we might get two split factions—parents and offspring—back to a home truce. What follows are scattered, incomplete, sometimes-ambiguous conclusions for some; but perhaps answers or suggestions for others like myself, who often grasp for straws under desperate circumstances which necessitate desperate means:

1. Teach, strive for, study, and exemplify love, warmth, and affection. Love out loud in meaningful words in the presence of your family. Dads, tell them: "She is a great gal, a fine woman, full of love. I hope you find someone as great, son." Moms could state: "He's really a tender, loving, kind guy under the rough exterior and stern face. We have had many beautiful years—ups and downs and tough times—but worth every second." Talk of friends, loyalties, love. Your children learn the language and expression of love from your openness.

2. The transition from high school to further education or other pursuits should not be so set and absolute. Many young people need some time before or during college years to

try life, work, travel, or making a living. More students would "find" themselves if they weren't pushed into school or pressured into continuous school. A break somewhere may give them real objectives and more incentives.

3. Tell your children what you want or expect from them. By "Pygmalion" effect you can raise their standards and achievements toward your expectations. But put your thoughts into words. Are you sending them to college for an education or fornication? Tell them. Tell them to "learn to walk before they fly." Specify whether or not you want them to experiment with drugs, booze, sex, law, the risks of life. Give them a responsibility to represent you, your name, your community, your beliefs. (Plenty of them have no religion, loyalty, philosophy or experience because we gave them little or failed to make the point of what really matters in life.)

4. Don't pal and buddy with your children. You are their parents, not their peers or age group. When you're ninety years old and they're sixty-eight you are still the parents, needed to share your wisdom and to learn from theirs. We forget that we spend far too much money to educate them, yet rarely cash-in on their knowledge and progress. But cut the umbilical cord earlier in life than did the parents of some of the adolescents I see who, at age twenty-eight or thirty, are still bound to the folks. Love grows for both with an independent offspring; both suffer when one or the other won't let go.

5. Somewhere along the line tell young people, plainly and simply, that they are accountable for their actions and are responsible for the consequences. Never have there been so many buck-passers, such a search for scapegoats, a scramble for excuses or others to blame as there is now. They've received their

majority and vote/drinking sanction at age eighteen. That new liberty carries with it accountability and responsibility.

6. In case of a conflict with your child, be the wiser and more patient of the two of you. Turn the other cheek again, *again*, unless it's an obvious bummer of a relationship—the kid is definitely from your spouse's tree, or a mutant. But restore correspondence; pick up a phone and tell him/her: "We miss not hearing from you. You're always welcome to visit. Drop by soon, and keep posted." Someone (you) needs to make the move, to repair the break.

7. Finally, you will have to judge how much of these observations, symptoms, and reported changes are but signs of the times; natural involvements, progress, the new look. Sift and winnow-out the interpretations and distortions caused by the jaundiced eye of an Establishment type like myself. Because most young people will survive, many will thrive, and the majority will proceed to our level of the rat race, there is no reason to conclude that this is a doom-gloom prophecy. And oftentimes any activity is *far* preferable to the sadder group of uninvolved, drifting, faceless, personality-less people who exhibit apathy and could not care less.

It has not been my intention to fix ancient limits or boundaries on today's morality. I do like to inform and educate, and to promote understanding and action where it is needed. Old-fashioned ideas, such as discipline, family-based education, and the fostering of love by example, are still invaluable. So reach out in every way you can to ease the anguish and experimental pains of youth in transition.

Scratching The 11-Year Itch

It's been that long since we've had a winning football season. Here's how this one looked at presstime.

September 14
AT PURDUE

Wisconsin 28
Purdue 14

The Badgers' first road victory since 1970; first in Purdue's stadium since 1957.

Here Fullback Ken Starch makes progress through an alien land.



Photo/Doug Heath

September 21
NEBRASKA

Wisconsin 21
Nebraska 20

With the Badgers behind 17-14 and three-and-a-half minutes to play, Quarterback

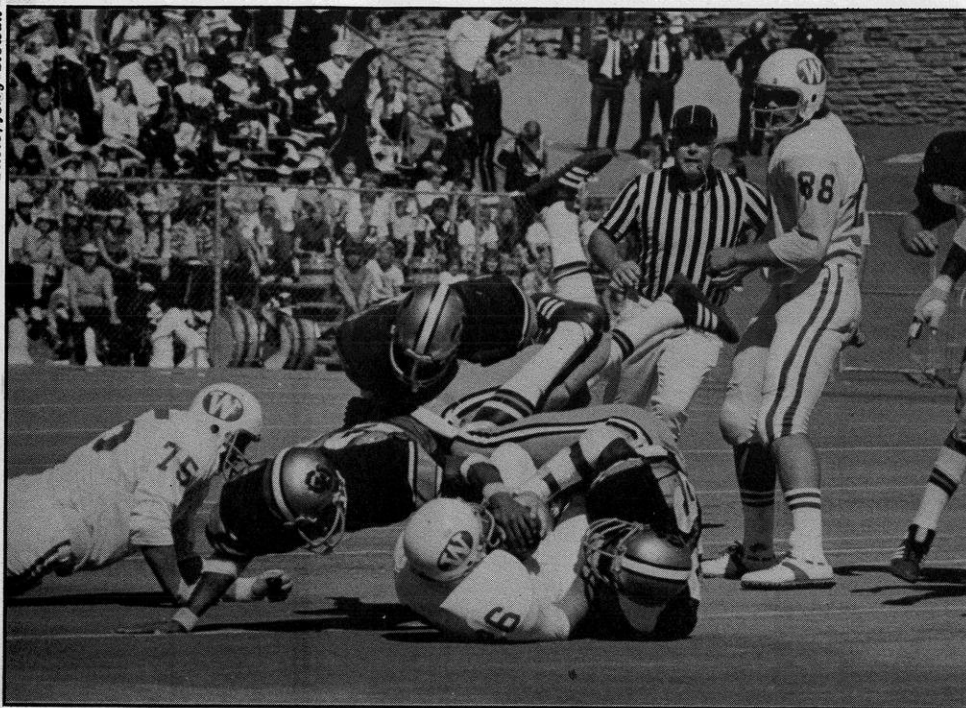
Gregg Bohlig (14) did what he's been doing very well, indeed. His 77-yard pass play to Jeff Mack, with

Vince Lamia's kick good, gave us the margin over fourth-rated Nebraska's last-ditch field goal.



Photo/Del Desens

Photo/Jerry Stougal

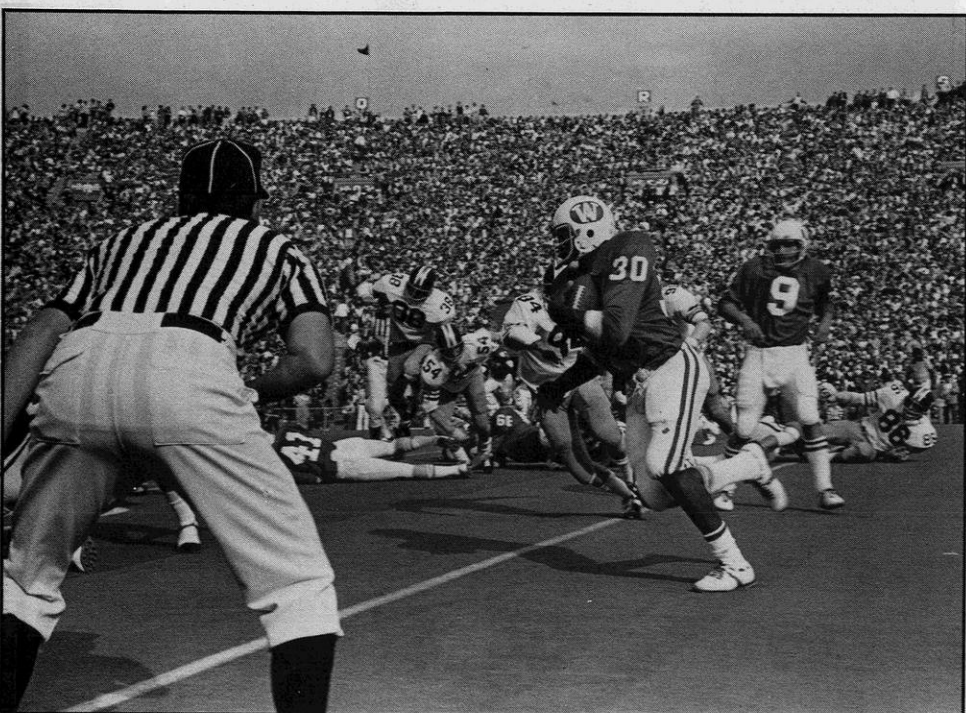


September 28
AT COLORADO

Wisconsin 21
Colorado 24

Supposedly riddled with team dissensions after a six-game losing streak, the Buffaloes took it out on the Badgers. In the third and fourth quarters they overcame our 21-10 lead with two touchdowns.

Photo/Del Desens



October 5
MISSOURI

Wisconsin 59
Missouri 20

Bohlig completed eight for eight as the Badgers ran up their biggest score since 1962. Missouri, stunned and virtually powerless, got its last two touchdowns in the fourth quarter against Badger fifth and sixth stringers. Earlier, Fullback Larry Canada (30), about as first-string as they come, heads for one of his two touchdowns of the day.

There were good and bad surprises up through Homecoming, with the big wins outside the Conference. In the Big Ten, we were 2-3, with three games to go.

**October 12
AT OHIO STATE**

**Wisconsin 7
Ohio State 52**

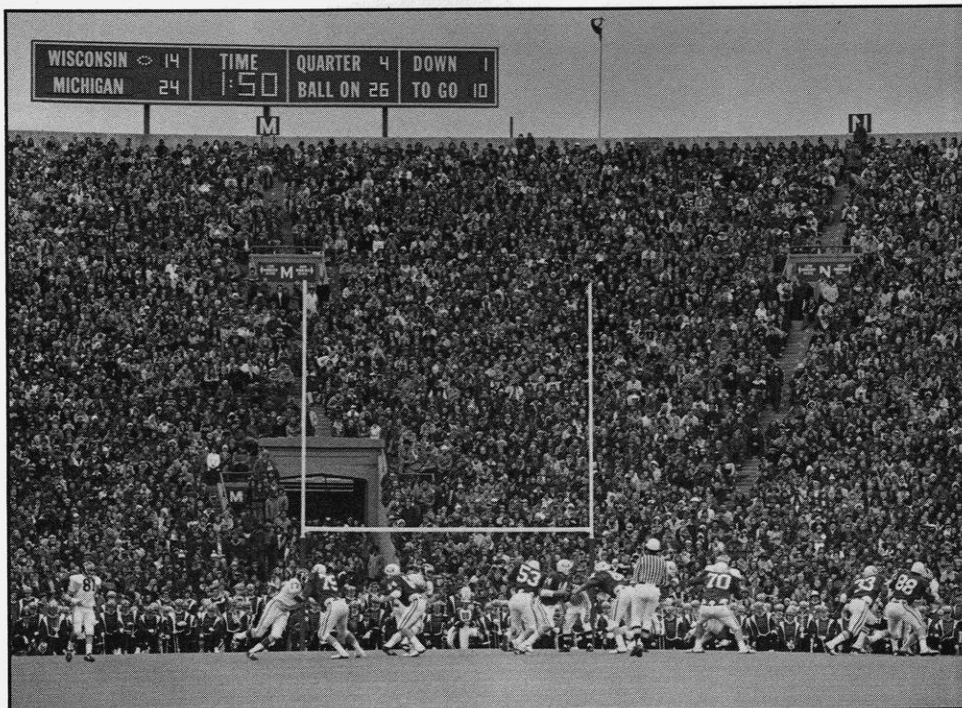
The Buckeyes did absolutely nothing that afternoon to convince anyone they don't deserve to be Number One. Here Wisconsin defensemen Czechowics (57), Jenkins (36), Jakious (34) and Gassner (56) provide a momentary lull in OSU's victory march.



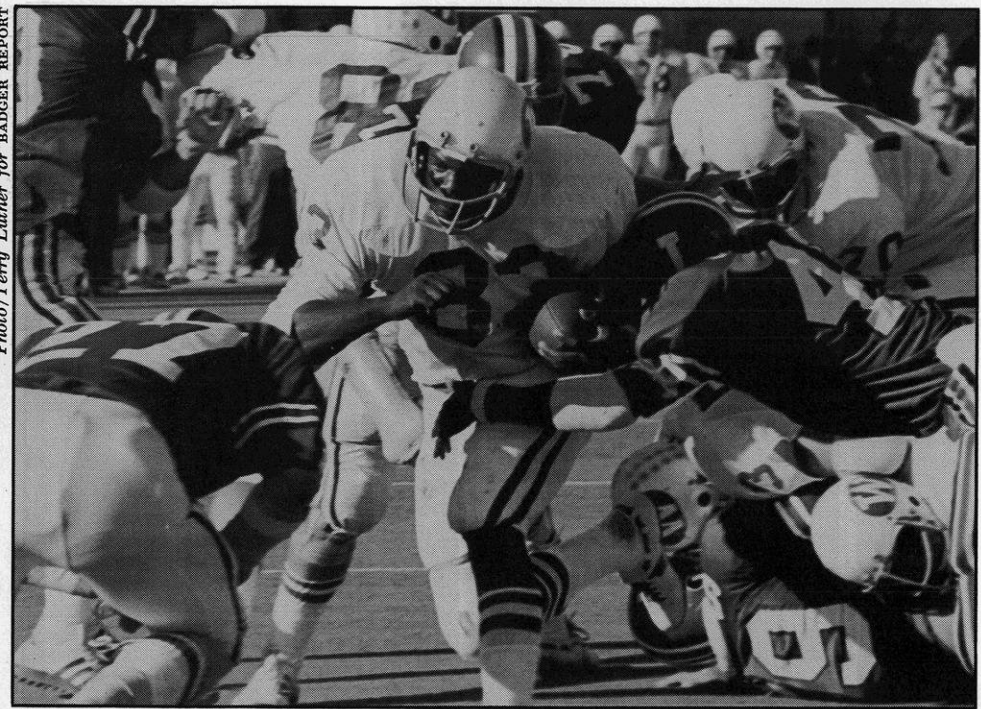
Photo/Bob Daemurich

**October 19
MICHIGAN**
**Wisconsin 20
Michigan 24**

It was Parents' Day, and there was a new attendance record of 78,911, and "if that game had gone another five minutes—" But it didn't, and even though you are watching Bohlig fade back to complete his final touch-down pass of the game, we couldn't get over the hump.



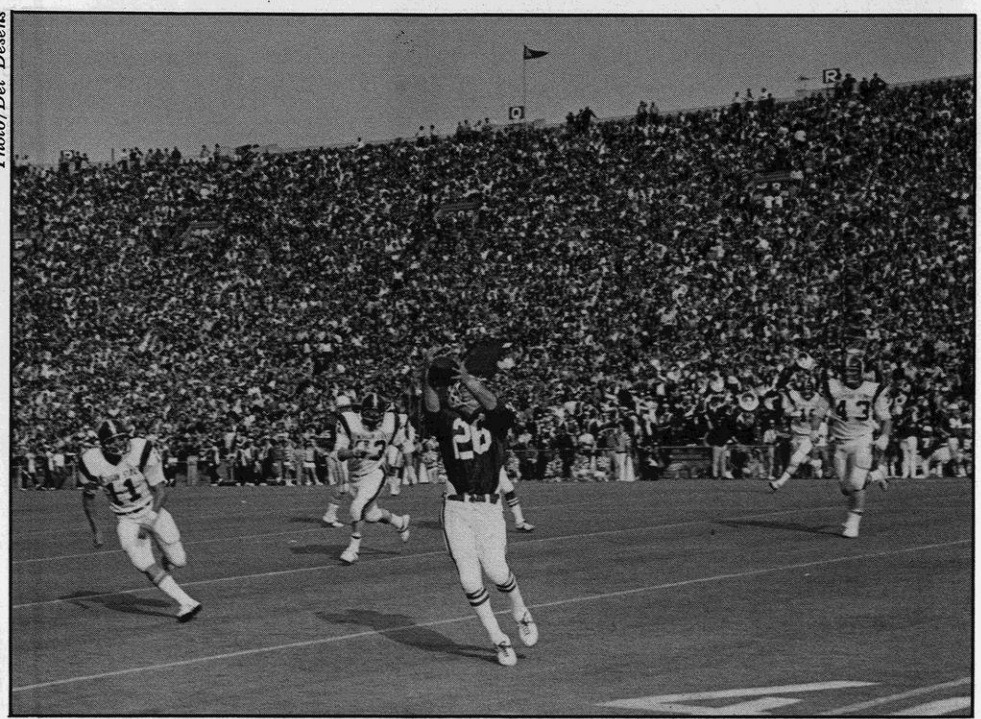
Photo/Dal Deems



October 26
AT INDIANA

Wisconsin 35
Indiana 25

Freshman Tailback Mike Morgan (33) led the Badgers' 481-yard rushing total with 135 of his own in 23 carries, plus two touchdowns.



November 2
MICHIGAN STATE

Wisconsin 21
Michigan State 28

Before 78,848 fans, Wisconsin lost its Homecoming by what Head Coach Jardine aptly called "too many mistakes." Tailback Billy Marek (26), here taking a pass from Bohlig, was back after an injury which kept him out of the Indiana game. Last year's All-Big Ten selection, he's logged 475 yards so far this season.

Peer Pleasure. Last spring's citations from the faculty to the faculty, the Distinguished Teaching Awards, went to Profs. Ilona Kombrink, music; Francis P. Hole, soil science and geography; Eugenia A. Schoen, nursing; Robert C. West, chemistry; Joan F. Robertson, social work; and Richard N. Ringler, English and Scandinavian studies.

Born Twenty-Five Years Too Soon. A quarter-century late already they confirm what you've been telling the kids all along. Associate L&S Dean Chester Ruedisili says that the best students we ever had here, "in terms of motivation and conscientiousness," were the veterans of World War II. The subject came up because there's been wondering aloud how come the present bunch gets such high grade points. The dean has three pretty good ideas why. First, there are obvious gimmies in the new AB and BC grading system. Second, there is no longer a minimum-credit-load requirement. Third, they now have up to twelve weeks to drop a course without flunking it. They don't have to trudge through snowdrifts up to their navels to get to the Prom, either.

Big Finish. When the computers got through figuring national statistics last summer it turned out that the campus was second in the country in federal funding for the fiscal year. Our faculty attracted \$79.5 million from government agencies in research funds, behind M.I.T. with its massive defense contracts, and way ahead of the third-place school which got \$67 million.

Party Poopers. Increasing numbers of Americans think political parties should go the way of the Edsel. It isn't just Watergate; the decline in status of the two-party system has been going on for a decade, says Professor Jack Dennis, of the political science department, who's been checking that long. His studies show that in 1964, of those interviewed, 67 percent thought that party labels were important, but in 1974 only 38 percent agree. In that same period the number who want presidential candidates chosen by national primary instead of the hoo-hah of conventions has jumped from 56 percent to 73 percent.

My Son, The Investment. It may sound just a tad crass, but campus economist Peter Lindert says there's an economic reason to pay more attention to the middle child. After studying the time-use patterns of 7,000 families and 8,000 individuals across the country, Lindert concluded that first and last children get more time and commodities from parents than do middle children. And while the latter may enjoy greater emotional stability, the other two average longer educations followed by better earnings. So, if for no other reason than his or her economic future, a little more TLC for Number 2 seems to be in order.

Ford's Flaw? Willard F. Mueller, Vilas research professor of agriculture, says President Ford's economic program amounts to "tinkering" with the economy but doesn't come to grips with what's wrong. Willard, who was a delegate to the President's Economic Summit Meeting, says Ford's plans are based on the idea that "the economy is already overheated," while in reality we are entering a period of recession, with unemployment at 5.8 percent and production down 7 percent from last year. The major flaw in the President's plan, according to Mueller, is that it hits at farmers and other non-competitive pro-

ducers. Their costs keep going up, but their incomes rise and fall with demand, while competitive industry, such as autos and steel, can raise prices to cover increased costs. Mueller suggests stricter government control on prices, profits, salaries and professional incomes in—and only in—the competitive sector.

Hanging In There. When you enter the new year, raise an early glass to the department of Scandinavian studies. True to its heritage it is lean and tough, and it reaches its 100th birthday in 1975. It was fathered by Rasmus B. Anderson, who'd been bounced from Luther College as a student and from Albion Academy as a teacher, and who was not exactly considered Mr. Congeniality around here, but he stayed for eight years to give the department a proper start in life. It continued as a one-man operation under Julius Olson, then Einar Haugen, and, in the 1960s, grew to its present eight-member staff. In addition to drinking that toast, you might want to contribute to the department's Centennial Fund to support future lectureships, fellowships, etc., but in any event, wish our centenarian *Gratulerer med dagen*.

Silent Strings. One of the sadder notes of change on the campus is the absence this year of the world-famed Pro Arte String Quartet. The School of Music has given it "a moratorium" blamed on economic conditions. While cellist Lowell Creitz has a full teaching load, there are only enough violin students around to keep two faculty members—violinist Norman Paulu and violist Richard Blum—busy. The school says it can't afford to continue to pay second violinist John McLeod, just to round-out the Pro Arte. The quartet dates back to Belgium in 1910, and moved to the UW campus in 1947.



How 'Ya Gonna Keep 'Em?

Wisconsin residents don't hold much with agrarian beliefs any longer, say campus rural sociologists W. L. Flinn and F. H. Buttel. They did a study, and found that even many farmers—particularly the better-educated or those who've expanded their operations commercially—have given up the traditional beliefs that began with Thomas Jefferson: the idea that agriculture is the only source of real wealth, that rural life is natural for man, that the land gives a man independence and that the less government the better. These ideas have meant in the past that many professionals and independent businessmen were "agrarian" in their attitudes, but not so much any longer, the researchers found out. College-educated Democrats in the professions evidenced the highest ratio of "agrarian" sentiments, in or out of town.

Devine Invention. Jimmy Devine, campus-area landlord (the old Surf; the new Surf Towers, et al), announced recently that it was he who named the john "the john." When he owned Devine's Ballroom in Milwaukee, down where the streetcar bends, he affixed that name to the men's room door and put "Annie Oakley" on the ladies'. There is no known reason why women never say they're going to the annie, but the other name stuck. Devine, never one to avoid publicity, mentions the subject because he's taken up the cause of removing pay toilets from the world. He says, with some logic, that women now have to pay for *whatever* they go in there for, and men only pay if they're going to be there awhile. He is also trying to promote unisex in the johns in Camp Randall stadium, as a form of traffic control. He's had some success.

First, and Not Least. Wisconsin Alumni Research Foundation gave the UW System a grant of \$4.2 million in September. That's its largest to date, and it adds up to a total of \$74 million in WARF's forty-nine-year history. No less welcome at the same time was a gift of \$3000 from the will of the late Garvin D. Williams, of Randolph, Wis., who'd long ago promised he'd donate \$10,000, and had been able to give the first \$7000 during his lifetime.

Lagniappe. Mrs. Marjorie Wallace Ph.D. '63 is dean of the UW-Richland Center. That makes her the first woman to head a UW branch. . . . They'll start remodeling the west and north wings of Bascom Hall next summer. . . . Enrollment of women is up 4.3 percent over last fall, for a total of 14,413 out of 31,135 full-time students. The number of married women students continues to increase, too. . . . University Hospitals is now fifty years old. It treats an average of 15,000 inpatients and 170,000 outpatients annually; provides open heart surgery once each working day; and, combined with the four schools in medical disciplines, forms the UW Center for Health Sciences to become the city's largest employer, with 4,800 on the payroll. . . . Eighty-three students got bachelor's degrees in chemical engineering last year; thirty-two got advanced degrees. The total is the highest in the nation in that field. . . . More than 200 trees are planted every year on the campus. . . . Graduate degrees have been added in five departments this fall. Masters programs are now available in biomedical engineering, cartography, neuroscience, and ocean engineering; and there's a Ph.D. program in library science. . . . The School of Nursing is fifty years old, too, which makes it one of the oldest in the nation. It started with eleven students in 1924 and ended the '74 spring semester with 1,176, sixty-seven of whom were grad

students. . . . They unscrewed 40,000 light bulbs from campus offices, hallways and classrooms last year in recognition of the energy crisis, and saved \$33,000 on the cost of bulbs alone. . . . An ice rink has been opened in the Camp Randall Memorial Shell, next to the Field House, for recreational skating, with parts of its nineteen-hour day open to the general public. The hockey team uses it for practice, but lack of spectator space make it a doubtful spot for actual games. . . . If the last salmon steak you cooked tasted like a place mat, it could be that you didn't cut away the dark meat and enough fat. The tip comes from a free booklet offered by campus food scientists. It could be handy to have in your kitchen, and it's a must if you catch and/or preserve your own fresh Great Lakes salmon. Write the Sea Grant Communications Office, 1225 W. Dayton Street, Madison 53706 and ask for "Getting The Most From Your Great Lakes Salmon." . . . More than 20,000 state residents were expected to sign up for the Extension's Educational Telephone Network to study from a choice of more than forty subjects. There are 100 outlets around the state, and at least one in every county. . . . Campus chauvinism gets a boost with the announcement from Encyclopaedia Britannica that no less than twenty-four faculty members are contributors to its fifteenth edition.



—Dean Simpson

Home Ec Has New Dean

Elizabeth J. Simpson, a U. S. Office of Education branch chief in Washington, D.C., and one of the nation's leading home economics educators, has been appointed dean of the School of Family Resources and Consumer Sciences.

Dr. Simpson, 54, has influenced curriculum development trends in an era of broad change in home economics schools across the country.

Her appointment was announced by Chancellor Edwin Young after a seven-month search by a faculty-student committee. Dr. Simpson also will hold a professorship on the family resources school's faculty.

The first woman president of the 50,000-member American Vocational Association, she also was the first woman to serve as chairman of the University of Illinois vocational-technical education department.

Historically known as the School of Home Economics and based in the College of Agricultural and Life Sciences, the family resources school recently became an autonomous unit. An internal reorganization, replacing

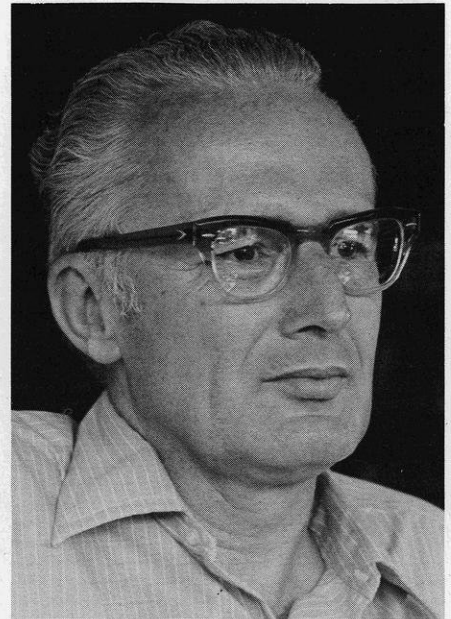
departments with program areas similar to the schools of business, nursing and pharmacy, was completed under Acting Dean Rose Marie Chioni. She recently accepted a University of Virginia deanship in her professional field of nursing.

An official of the Office of Education since 1969, Dr. Simpson has been currently chief of the curriculum development branch of the division of research and demonstration. Her Washington duties have included contacts with educators and Congressional committee staffs as well as responsibility for a budget of several million dollars. According to educators, she has succeeded in blending a broad spectrum of ideas on reformulating the home economics curriculum.

Dr. Simpson did the original conceptualization of a number of curriculum development and management efforts, including: the National Network for Curriculum Coordination; a film series to train blue collar workers in a common core of knowledge in public service occupations via cable television to the home; and a pilot effort on the home as a learning center. As project officer, she was involved in development of a children's film series on occupational awareness recently shown on the Captain Kangaroo television program.

Most recently she has been developing a strategy for reorientation of the homemaking aspect of home economics and a plan for continuous updating of the field.

A product of midwestern universities, she holds the B.S. degree from Indiana State at Terre Haute, M.S. from Iowa State at Ames, and Ed.D. from Illinois. A former teacher in Indiana and Illinois schools, she was the first home economics educator to receive the American Vocational Association SHIP's award.

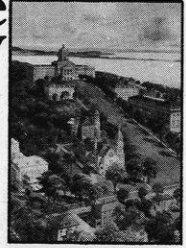


—Dean Cronon

Cronon Is L&S Dean

E. David Cronon MS '49, is the new dean of L&S, and Jean C. Evans Ph.D. '59 is chancellor and vice provost of the Extension. The two appointments were announced by the Board of Regents at its October meeting. Cronon, 50, is a director of the Institute for Research in the Humanities, and served as chairman of the history department. He recently returned from a year teaching at the University of Moscow under a Fulbright teaching exchange. He is a former member of the University Committee and the Athletic Board, and is a former chairman of the Student-Faculty Curriculum Review Committee. He becomes the seventh dean of the College of Letters & Science, replacing Dean Stephen L. Kleene, who, at age sixty-five, is stepping down to return to teaching and research.

Evans, 51, has been vice president of the university extension at Oklahoma State since 1966. He is a member of the American Academy of Political and Social Sciences and the Adult Education Association. He follows UW-Extension chancellor Henry Ahlgren, who retired in June of this year.



Law Dean Bunn Resigns

George Bunn '46, dean of the Law School for the past two years, resigned in mid-September, repeating that among his reasons were lack of operating budget for the school. Despite an additional \$518,000 voted by the Board of Regents for the Law School at its October meeting (See below). Bunn told a reporter that he will probably not reconsider his decision to return to teaching as soon as a replacement can be found. The school's budget for 1974-75 is almost \$2 million, but this was insufficient, Bunn said, to allow it to continue legal service programs to penal system inmates and in prosecutors' offices, or to increase faculty by thirteen additional members, to correct the current twenty-two-to-one faculty-student ratio. There are 877 law students here this year, compared to 923 a year ago. The reduction is the result of a faculty recommendation to make the school's physical facilities fit enrollment more closely. The school was built for 700 students.

Budget Allows Tuition Cut

At its October meeting, the Board of Regents of the UW System endorsed a \$1.3 billion budget for the 1975-77 biennium. Of this, \$297.4 million are allocated to the Madison campus. The overall proposal, which does not include funds for faculty salary increases, contains a \$26-million state allocation so that undergraduate tuition could be cut in half in 1976-77. Under this reduction, resident freshmen and sophomores on this campus would pay the present \$573 next year, and juniors and seniors would still pay \$648. These fees cover 25 percent of instruction costs. The following year all undergraduate tuition would be cut to cover 12.5 percent of such costs.



Just before halftime at the Michigan game, geologist Lewis G. Weeks '17, (left), here for the dedication of the \$2.5-million geology building he donated, was presented with a "W" blanket. Making the presentation are, (from center) Chancellor Young, Athletic Director Hirsch, and UW-System President Weaver. During the dedication ceremonies the day before, Mr. Weeks took part in a Presidents Club symposium on energy resources. His gift is the largest given by an individual in the University's history.

Speaking for the tuition reduction, Regent Milton Neshek, Elkhorn, said: "If you make from \$10,000 to \$14,000 a year and have three children you can't afford to send them to college. Tuition is a tax burden. We're trying to shift it to make it less regressive." Regents Arthur DeBardeleben, Park Falls; Ody Fish, Hartland; and Mrs. Mary Williams, Stevens Point voted for a smaller reduction than allowed in the \$26-million allocation, arguing that, among other things, it conflicts with another top priority item, the faculty salary increases, which is to be taken up by the board at its November meeting.

About half the proposed budget would come from state funds. The state total is up \$78.4 million over the current biennial figure. Wisconsin

Governor Patrick J. Lucey has set as a target for a UW budget increase a \$15-million-to-\$18-million range. For any increase over that the System must list a priority for each item.

The new budget includes an additional \$518,000 for the Law School. Its alleged lack of sufficient funds was given as one reason by Dean George Bunn for his resignation.

The proposed budget went to the Department of Administration, then to the governor. The governor-elect presents his proposal to the legislature in January.

J-School's Nelson Steps Down

Prof. Harold L. Nelson, director of the School of Journalism and Mass Communication, has decided to step down at the end of this academic year. He made the announcement last month.

Since he became director in 1966, the number of undergraduate journalism majors has increased from 129 to 413—an increase typical among the nation's journalism schools. A North Carolina study published in 1973 found that journalism at the UW was first in the nation in research productivity. A Columbia University study the same year found that it ranked fifth in the nation in reputation of its professional program.

Also since 1966, the school has developed sequences in radio-television news and in public relations; the largest minorities program among the nation's sixty accredited journalism schools; and a specialized reporting program for M.A. students who wish to focus on a special field such as education, environment, science, and criticism, while advancing their journalism studies.

Nelson, 57, holds a Ph.D. in journalism from the University of Minnesota. He served briefly in public relations and advertising before and after World War II, with Time Inc., and Northwestern National Bank of Minneapolis, before going to United Press in 1947 as a reporter.

He taught at Texas Technological College, the University of Iowa, and

the University of California at Berkeley before becoming assistant professor at UW in 1955. He has been president of the Association for Education in Journalism and the American Association of Schools and Departments of Journalism. He teaches reporting, editing, law of mass communication, and history of mass communication.

No Faculty Union, Unless—

Campus faculty members favor collective bargaining as a way to stay even with inflation, but oppose using a union to bargain anything except wages.

According to a report sent to the Regents' Task Force on University Governance and Collective Bargaining, the faculty here is satisfied with traditional methods for reaching agreements on questions of University governance and faculty participation in decision-making. But when the legislature released an interim budget which fails to relieve the pressures of inflation on real wages, the faculty saw it as an indication that the faculty lacks the power to protect its "legitimate economic interests."

The report was submitted by the University Committee, the faculty governance executive group. Similar reports from all UW campuses were requested by the Task Force at an August meeting. The University Committee, chaired by law Prof. Ted Finman, pointed out that if state employees represented by unions fare better than University professors in the 1975-77 budget, faculty sentiment favoring unionization will increase.

But, the report states, "almost to a person, the faculty would not want matters of faculty participation in institutional governance to be subject to bargaining . . . The faculty believes that unionization and collective bargaining would make the faculty-administration relationship adversarial rather than collegial."

The Task Force met during the summer to collect information about the impact of collective bargaining in higher education. Debate on implementing collective bargaining in Wisconsin began late in September. A report with recommendations is expected by the end of the year and the regents will forward recommendations to the legislature in January.

Members of the Task Force are state legislators, representatives of the faculties of all the UW campuses, regents, and union representatives.

Lab Report

Discovery and achievement by campus researchers.

A Medical School gynecologist is using a new method of tracking down nearly forty possible diseases in unborn fetuses. Guided by ultrasound pictures at a harmless frequency, Gloria Sarto MD uses a needle to withdraw fluid from the amniotic sac around the fetus. Cells from the fluid then undergo chromosome or enzyme analysis

- Plant breeders who now go to the fields to select species from hundreds of seedlings may soon go to the lab to choose from millions of cells. Agronomy professor Edwin Bingham is growing "test tube plants" from individual alfalfa and soybean cells. New varieties are resulting, created by mutation

- After age four or five, children would be better off if they got "really hungry" at least once a day, and adults would be wiser to cut their own food intake to one good meal a day, says cancer researcher Van R. Potter Ph.D. of our McArdle Laboratories. His experiments with rats, plus insurance industry studies which show a direct correlation between cancer fatalities and body weight as much as twenty or thirty years earlier, convince him of a connection between caloric intake and cancer susceptibility

- Fracture victims may be able to

remove their casts as much as a month earlier due to a sonic measuring device developed by John Jurist Ph.D. of the department of orthopedic surgery. The sound waves of the device measure the exact density of a healed bone, while traditional x-rays show merely the scar on the bone surface. The sonic measure has shown some fractures to be healed weeks earlier than indicated by x-ray

- Still with sound waves, UW researchers are using them to evaluate the effectiveness of radiation and/or chemotherapy for cancer patients. Ultrasonic scans help determine changes in position and volume of internal body masses, most effectively in the abdomen
- Charles Reed MD and a team in the Medical School have found a link between asthma and cold viruses in children. They now discount the accepted theory that bacterial infections accompany asthma attacks. This may end the practice of administering bacteria-fighting antibiotics in asthma treatment
- Groucho said he wanted no part of "any club that would accept me as a member." That attitude is also reflected in how or if we fall in love. Social-psychology professor Elaine Walter's research indicates that those who feel unwanted are far less apt to experience emotional arousal and to identify it as "love," the two factors normally there when we decide that this is it.

—Compiled from the science writing division of the University-Industry Research Program, and the University News Service.

Semester Dates To Change

Following a two-year experiment in which the spring semester closed in mid-May, with fall registration late in August, the schedule reverts to more traditional dates next year. Classes will begin the Tuesday after Labor Day in 1975.

One reason for the change two years ago was to give students an opportunity to be available for summer jobs before June. However, the resultant early start in the fall was a hardship to those whose prospective employers needed workers through Labor Day.

The new calendar includes a spring recess about the middle of the second semester (March 20-28). Spring vacation now follows Easter Sunday.

The revised calendar lists these dates for 1975-76:

Registration—Beginning Aug. 25; Thanksgiving recess—Nov. 27-30; Last class day of the semester—Dec. 15; Study period—Dec. 16; Final examinations, first semester—Dec. 17-23; Winter recess—Dec. 24-Jan. 18; Registration, second semester—Jan. 19; Instruction begins, second semester—Jan. 26; Classes resume, following spring recess—March 31; Good Friday recess—April 16-18; Last class day, May 21; Study period—May 22; Final examinations, second semester—May 23-29. Commencement dates will be set later.

The eight-week summer session will begin June 21, ending Aug. 13. July 5 is listed as a holiday.

Get Next Fall's Room Now

The office of Residence Halls offers a great variety of housing choices on campus these days, from the traditional hall to intensive-study houses, upperclass and freshmen houses, a nursing-engineering home and co-educational facilities, but they all share one thing: they fill up in a hurry. When school started last August there were more than 300 students on the waiting list for room assignments, probably hoping for a high drop-out rate during the semester. Housing Director Newell J. Smith recommends that if there's anyone around your house who plans on enrolling here next fall, now's the time to get a bid in for a Residence Hall spot.

In a memo sent this fall to all Wisconsin high schools, Smith lists six points of special interest to future students and their parents: Wisconsin residents who apply for housing before March 15 for fall assignments have preference over non-residents;

the prospective student need not be accepted for admission to the University before applying for housing; no deposit is necessary when applying; students can request specific halls, with assignment based on date of receipt of application; roommate preferences may be indicated, and students who want to room together should send their applications in the same envelope; and, finally, the reminder that unmarried students under eighteen years of age are still

required to live in University-operated housing units unless they live at home or have written parental permission to live outside the halls.

Housing applications should be sent to the Residence Halls Assignment Office, Slichter Hall, 625 Babcock Drive, Madison 53706. That office also has photographs of housing buildings, student rooms, lounges and food facilities to show to those coming to view the campus before applying.



Two new plaques thousands of miles apart add to campus chronicles. In the picture at left Prof. John Parascandola, pharmacy and history of science, and Chancellor Edwin Young preview the marker to be placed on South Hall to observe the beginnings of the School of Pharmacy in that building in 1883. It offered the nation's first four-year bachelor's degree in that discipline. In the other picture School of Nursing Profs. Joanne Conger, left, and Betty Johnson, right, talk with an officer of the National School of Nursing in Managua, Nicaragua. This plaque has been mounted there to honor our nursing school personnel for raising funds to rebuild the National School's Library after it was destroyed in the earthquake of December, 1972.

Engineers Give Awards

The College of Engineering gave its annual distinguished service awards last month to ten men whom it cited for outstanding records in the field. They were: Robert B. Beckman Ph.D. '44, dean of the College of Engineering at the University of Maryland; Robert M. Bolz '44, president of Oscar Mayer and Co.; Richard E. Davis '36, president of the Unico Corp., Franksville, Wis.; Franklin T. Matthias '31, retired vice president, Kaiser Engineers, Danville, Calif.; Norwood W. Melcher '37, Sanibel Island, Fla., retired consultant for the U.S. Bureau of Mines; Ragner E. Onstad, chairman of the board of Research Products Corp., Madison; Paul W. Ramsey MS '56, manager of welding research and development for A. O. Smith Corp., Milwaukee; Norman C. Storck, vice

president for transmission and distribution, Wisconsin Electric Power Co., Milwaukee; Robert H. Wentorf Jr. '48, research associate of GE's Schenectady, N. Y. laboratories; and Charles W. Yoder, head of Charles W. Yoder and Associates, Milwaukee.

State Funds For Field House Work

For the first time in history, state funds will be used to help the Athletic Department, after the System Board of Regents approved the expenditure of \$225,000 in state funds for renovation of the Field House. Only revenues from intercollegiate athletics have been used for such purposes in the past. The remodeling project includes the replacement of existing storage rooms, new locker rooms, showers, equipment rooms and a special events room. The building will not be enlarged.

Speech professor Frederick Haberman, chairman of the Athletic Board, and Athletic Director Elroy Hirsch

heartily approved of the regents' action. Haberman called it a victory "in a four-year effort to get state funds to help us on our physical plant." He said it means that "in a limited sense the UW-Madison will be treated the same way the other campuses are." Hirsch stressed the fact that the funds will go for capital expenditure, not operational funds.

The regents' decision, made at their October meeting, came after lengthy discussion of the idea. Regent Ody Fish, chairman of the Physical Planning and Development Committee, defended his proposal against Regent Mrs. Nancy Barkla, River Falls, who expressed fear that it would "open up a whole area of use of (tax) funds at all schools." Fish replied that there was no intent to use such funds exclusively for intercollegiate athletics, but that at other schools in the System they are spent on capital projects in athletics.

Bascom Hill Now 'Historic'

The Bascom Hill Historic District has been placed on the National Register of Historic Places.

The Bascom Hill District is the original site of the University, founded in 1848. It includes fifteen major buildings, along with several lesser structures, a tower, and a park.

Major structures essential to the district include North Hall, built in 1851, and South Hall, built in 1855 for use as combined classrooms and dormitories, Bascom Hall, 1857; the Assembly Hall and Library Building, better known as Music Hall, which symbolized the advance of the University in the area of letters in 1879; Science Hall, 1888, once described as "the largest, most useful, most expensive, and easily the ugliest building the University had yet acquired."

Other historic buildings in the area are the University Armory and Gymnasium (Red Gym), 1894; the Mining Engineering and Heat Station (Radio Hall), 1887; the Carillon Tower, 1934; and the Memorial Union. The Red Gym was once the center of University sporting, social, and cultural activities, and the site of two state Republican conventions led by Robert M. LaFollette in 1902 and 1904. The Mining Engineering and Heat Station was renamed Radio Hall when it was occupied from 1934-

1972 by WHA, the oldest radio station in the United States to have continuous scheduled broadcasting. The eighty-five foot Carillon Tower contains fifty-six bells and was built largely through contributions from the classes of 1921-1926.

The Bascom Hill historic area also includes contemporary buildings that contribute to the district: the Humanities Building and Elvehjem Art Center, Helen C. White Hall, and the Limnology Laboratory, and the seven-acre John Muir Park, along the shores of Lake Mendota.

The National Register of Historic Places is a list of sites, buildings, structures, and objects worthy of

preservation for their historic, architectural, archeological, and cultural values. It is maintained by the National Parks Service under the Secretary of Interior.

Sites recommended for the register are surveyed and researched by staff of the State Historical Society's sites and markers division, the preservation planning office, and the anthropology department. The site's application must then be approved by the Wisconsin Historic Preservation Review Board, followed by certification to the National Park Service by the State Historical Preservation Officer, James Morton Smith, director of the State Historical Society.



The Sparkplug Awards, presented annually to outstanding leaders of local alumni clubs across the country, went this year to: Jonathon Pellegrin, Fort Atkinson; Veldor Kopitzke, Menasha; George Hess, Beloit; Delores Cooley Hilbery, Indianapolis; and Urban Doyle, Cincinnati. The recipients got their awards at the Alumni Leadership Conference here on October 5.

VCH Dedicated (Again)

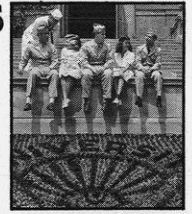
Edwin Newman '40 keynoted dedication of Vilas Communication Hall late in September. Newman has been a full-time NBC correspondent since 1952.

Although portions of the two-year-old building had been dedicated previously, the ceremonies marked the first time the entire \$14-million facility has been officially presented to the UW System.

Vilas Hall, on University Avenue between Murray and Park streets, was financed by state and federal taxes, private donations, and the William F. Vilas Trust Estate. (See WA; September) It was named after Col. William F. Vilas, early alumnus and regent,

state legislator, U.S. senator, U.S. cabinet officer in the Cleveland administration, lawyer, and army officer.

The building houses the School of Journalism and Mass Communication, the departments of communication arts, theater and drama and the UW Extension Telecommunications Center. Facilities include several newspaper labs, theaters, television and radio studios. Telecommunication programming originating in Vilas reaches more than five million persons weekly.



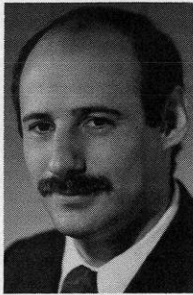
Chatterton '25



Larsen '49



Binning '54



Anagnost '67

13/39

Not about to be hampered by the passing of the years, Edward N. Whitney '13, Durango, Colo., took a three-day course on solar energy at the University of Colorado last July, and probably could have taught it. He recently built two solar panels on the second floor of his house and one in his back yard, for the heating of air and water.

Mrs. Theron (Helen Calhoun) Woolson '14 received a "Super Senior" award from the North Shore (Ill.) Senior Center last summer. She was nominated by the Winnetka Historical Society because of her activity in keeping the history of that city and area alive.

In July, Armand J. Quick MD '18, Milwaukee, celebrated his eightieth birthday and published his sixth textbook, this one on hemorrhagic diseases.

Two Reedsburg sisters, the late Eva '19 and Elsie Thornton left more than \$300,000 to the UW Foundation to be used for educational and research activities of the division of neurological surgery in the Medical School.

Joseph G. Fucilla '21, of the department of Spanish and Portuguese at Northwestern University, received a medal recently for distinguished contributions to Italian culture. The honor was given him during the meeting of the World Petrarch Congress in Washington, D.C.

Emeritus Dean Mark H. Ingraham '22 and his wife, Katherine (Ely) '22 established a fund with the UW Foundation, in Mrs. Ingraham's name, for the purchase of prints for the Elvehjem Art Center. Their gift, on the occasion of their Golden Wedding anniversary, came about because, said Dean Ingraham, "I have been struck by how frequently the best works of lesser-known artists are superior to the secondary works of more noted ones," and is to encourage purchase by the EAC of such works.

Ivan H. (Cy) Peterman '22 has been busy. This fall he returned to the Netherlands, invited to celebrate the thirtieth anniversary of that nation's liberation from the Nazis. He had been with the Ninth Army, as a war correspondent, when it marched into Holland. Last summer he saw the publication of "The 75th Anniversary Memorial History of Philadelphia College of Osteopathic Medicine," which he wrote for that institution.

Grace Paris Chatterton '25, UW-Extension arts specialist, retired from that post in September after sixteen years. During her tenure she was responsible for developing and leading many of the Extension's weekend study tours to arts performances in Wisconsin, other states and Canada.

Harold J. Utter '27, Lexington, Ky., received an honorary Doctor of Laws degree from Transylvania University there. He was its treasurer for sixteen years and on its Board of Curators since 1954.

Professor Stanley A. Witzel '30, of our agricultural engineering department, is Engineer of the Year of the Wisconsin section of the American Society of Agricultural Engineers. His citation highlighted his work at the University of Ifes, Nigeria, from 1969-1972, during which he founded and developed its agricultural engineering department.

Louise C. Marston '31, society editor of the Wisconsin State Journal for forty-one years, retired in September, and was honored at a luncheon attended by nearly 700, a limit set only by the number the room could hold. She will remain in Madison, at her Kennedy Manor apartment, where she looks forward to "being able to play bridge all afternoon."

Dan H. Pletta '31, Blacksburg, Va., university professor emeritus at Virginia Polytechnic Institute, was elected southeastern regional vice chairman of the division of professional engineers in education of the National Society of Professional Engineers.

The new auditorium of Clermont General and Technical College, Batavia, Ohio, is named after Hilmar C. Krueger '32, retiring vice provost for University

Branches at the University of Cincinnati. He and his wife, Mildred (Eggert) '30 have moved to Mesa, Arizona, for their retirement.

C. A. (Casey) Zielinski '34, Milwaukee, is the treasurer of the American Board of Diplomates in Pharmacy International. He is president of the Prescription Pharmacy in Milwaukee, and is a past president of the UW School of Pharmacy Alumni Association.

Gordon C. McNown '35, Glenview, Ill., is now the executive vice president in finance for Signode Corporation there. He has been with the steel firm since 1960 after several years with the FBI.

Raymond Parker '39, Morrisville, Pa., is a new vice president with the Goodall Rubber Company, with which he's been since 1969.

44/56

Jean Wilkowski '44 was appointed U.S. ambassador to Zambia. She is one of only five women in the country to hold ambassadorial posts.

Robert S. Zigman '43 and Jules K. Joseph '46 reorganized their public relations firm in Milwaukee. Zigman becomes chairman of the board; Joseph is the new president, and the addition of a third partner changes the company name to Zigman-Joseph-Skeen.

Neil R. Gazel '46, with Beatrice Foods for the past eighteen years, is now a corporate assistant vice president. He lives in Northbrook, Ill.

Mary Burke Nicholas '48, New York City, is appointed regional economist in the U.S. Department of Housing and Urban Development (HUD). She's been associated with federal and NYC housing agencies for fourteen years.

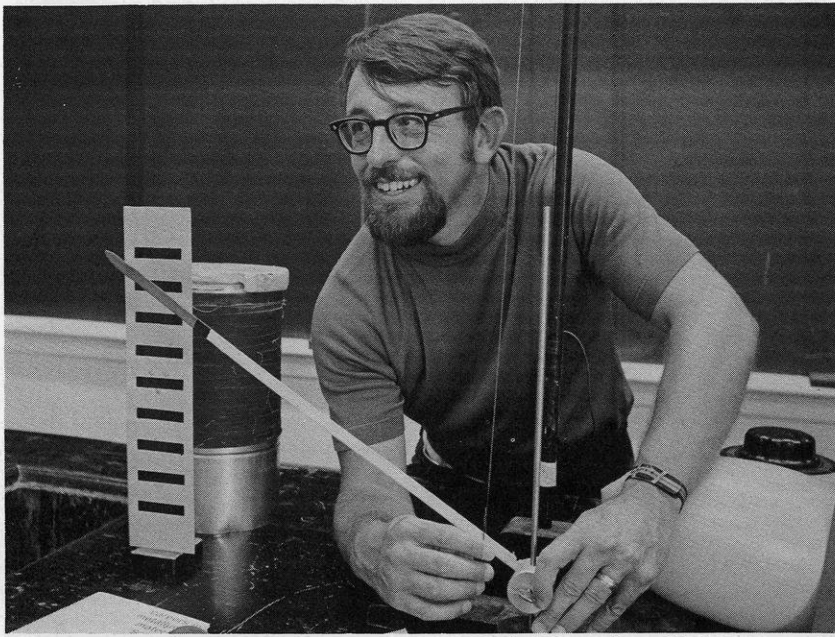
The latest State Department appointment for William F. Spengler '48 is that of general consul for the Punjab Province in Pakistan. He, his wife and their youngest son will live in Lahore, Pakistan.

Dale T. Stone '48, Wayne, Pa., who joined Sun Oil Co. in 1956, has been appointed a vice president for human resources by the firm.

Frank L. Larsen '49, administrator of the Beebe Hospital of Sussex County, Lewes, Del., was re-elected to the council of regents of the American College of Hospital Administrators.

Walter S. Brager '50, Madison, is promoted to a vice presidency in regional management by Oscar Mayer & Co.

Raymond E. Menge '50, Anchorage, Alaska, retired from federal service after twenty-eight years.



Magic Man

Prof. George M. Maxwell makes magic—and learning engineering becomes fun.

The associate professor of metallurgical and mining engineering teaches materials science both on the campus and around Wisconsin, talking and putting on demonstrations before high school and college students, bankers, businessmen, dentists, doctors, secretaries, and others.

Give him five minutes or a college semester, and he will try to convert you into a knowledgeable user of materials. His approach starts off with familiar basic processes of chemistry and physics and builds from there.

His legerdemain shows why and how some materials fail, how some succeed, how a piece of steel can be made to behave in a variety of ways, or how a wire will spell out names when it is sprinkled with hot water or electrical current.

In one unique demonstration of atomic movement Prof. Maxwell starts by spelling the name of a person or a school with a wire at dull red heat. Then the wire is cooled down and pulled out so that it appears to be just like any ordinary straight piece of wire. Then it's hooked up to a voltage source and heated quickly, and, at once, it spells out the word which had been programmed in earlier.

Prof. Maxwell said the atoms in nitinol or "memory" wire have the rare property of returning to positions that are determined earlier at a relatively high temperature.

More than 5,000 members of his audiences in the past several years can attest to his finding that with somewhat different approaches, non-technical minded persons can grasp technical matter as well as engineering students do.

During the past academic year, Profs. Maxwell and Joel S. Hirschhorn taught a class on campus for non-engineering students with little or no background in science, students "who wanted some real feeling for the materials-based world around them." Students called the course one "For Strangers in a Strange Land." They learned answers to such questions as these: What is teflon? What is energy? What is a transistor? How do materials affect world politics? What is stainless steel? Why is it possible to recycle some materials, and not others?

Prof. Maxwell commented:

"Our world is made up of solid materials. We can live more fruitfully if we understand how, what for, and what will happen after, demanding relevant answers. This is related to consumerism. There is reality in technological literacy."

And you can be sure he will make it entertaining and clear by use of magic occasionally to show how it all happens.

—Jack Burke

Jerome S. Pick '53, who with his wife, Flo, has been active in UW Alumni Clubs in Philadelphia, New York City and Boston, is now located in Los Angeles, where he's opened a management consulting firm specializing in computer systems.

James M. Connor '54, who has been provost and academic vice president at Western Illinois University, has been picked by the UW-System Board of Regents as the new chancellor at UW-Whitewater.

J. E. Binning '54, formerly engineering manager with the Dravo Corporation, Pittsburgh, is its new manager of project administration.

Robert F. and Marilyn (Bruss '53) Jacobsen '54 are living in Bloomington, Minn., where he is the new group vice president for Ellerbe Architects in a consolidation of four of the firm's diversified operations.

Leonard Kallman '54, former vice president of J. R. Kramer Inc., New York City, moves to Lancaster, Pa., as he takes over the presidency of Dairy Sales Corporation, Coatesville, Pa., a butter and margarine packaging firm.

Stanley Krippner '54, on the faculty of the Humanistic Psychology Institute, San Francisco, is the new president of the Association for Humanistic Psychology. He recently chaired the fifth annual International Conference on Humanistic Psychology at Andral University, Waitair, India.

Lee R. Miskowski '54 is now a field operations manager with Ford Motors customer service division, out of Dearborn, Michigan.

Thomas J. Goulet '56, Milwaukee, executive vice president of the fluid power group of Applied Power, Inc., was elected treasurer of the National Fluid Power Association.

Navy Commander **John P. Holm '56** is stationed at North Island Naval Air Station, San Diego.

58/72

A. Eric Ericson '58, Madison, fills the newly created position of corporate financial planning manager at the general offices of Oscar Mayer & Co.

The new president of the Stanford Business School alumni is **Walter V. Holt '58**, Winnetka. He is with Stein Roe and Farnham, an investment counseling firm in Chicago.

Keith J. Stahl '58, manager of the Madison office of Gaarder & Miller, Inc., is secretary-treasurer of the Society of Professional Business Consultants. His wife is the former **Nanita Ruggles '57**.

Bruce R. Ellig '59, New York City, is now president of the New York Personnel Management Association. He is director of compensation and benefits for Pfizer, Inc.

Thomas Norager '59, while continuing to be director of vocal music at Auburn (N.Y.) High School, is expanding his professional singing career. He sang a "highly acclaimed" tenor solo with the Philadelphia Orchestra in "La Vida Breve" at the Saratoga Performing Arts

Center in 1973; was tenor soloist in the American premiere of Reicha's "Te Deum" and the Bach "Magnificat" at Cornell University. Next March he will be soloist in Bernstein's "Chichester Psalms" with the Detroit Symphony.

Thomas W. Towers '61 joins the communications staff at Northwestern Mutual Life Insurance Company, Milwaukee, after several years with a PR firm.

The appointment of **David P. Engberg '62**, Tonawanda, N.Y., to the position of tax manager for the R. T. French Company, is announced by that firm. He and his wife, the former **Mary Wedemeyer '63** and their two children move to Rochester, N.Y.

James E. Heineke '62, Madison, received company congratulations from Connecticut Mutual upon his attainment of the Million Dollar Round Table of the NALU.

The Allen Group Inc., Long Island, elected **Robert G. Paul '64** as vice president and treasurer. He has been with the firm since 1970. His wife is the former **Marianne Sprague '65**.

A correction to an item we ran in our July issue comes from **Linda Lee (Parisi '63) Ruffolo**. We reported that her husband, **Joe '64**, is a new vice president of public relations with North American Van Lines in Fort Wayne. That should have been *employee relations*, Linda points out.

Now serving at Ramstein AB, Germany, with the Air Force, is **Capt. Richard N. Walsh '65**. He is a security police officer.

Robert F. Clarke '66 moves his family to Indianapolis where he has joined the Indiana National Bank in new business development. He's been with Milwaukee's First Wisconsin Trust Company.

Larry R. Davis '66, who writes that he has "moved around quite a bit and lost contact with several of my friends from the UW," is now assistant director of planning and community development for the City of Camarillo, California. He's living at 1578 Regent Street there, and would like to be contacted by any West Coast friends.

Dean C. and Janet (Wolfe '66) Kaul '66 and their daughter, Sarah Ann, now live in Rolling Meadows, Ill. Discharged from the Air Force, he is a staff scientist with Science Application, Inc.

Alexander T. Anagnost '67 is a loan officer of the First Chicago Realty Services Corporation.

Air Force Captain **Ulrich H. Lettau '67** is now serving at Luke AFB, Arizona.

Catholic University, Washington, D.C. has added **Richard L. Vicker '67** to the faculty of its library science department. Dr. Vicker's wife is the former **Beverly Weimann '67**.

Rolland and Sally (Dickson '67) Grenzow '68 have moved from Matawan, N.J., to Glen Ellyn, Illinois, in a transfer with Bell Telephone Laboratories. They have a two-year-old daughter, Christina.

Craig W. Friedrich '68 moved in September to Alexandria, Virginia and a position in the office of the tax legislative counsel of the U.S. Treasury Department. Since graduating from Harvard Law School in 1972 he's been with a New York City firm.

Air Force Captain **Gary and Alice (Ruth '68) Houldsworth '68** now live in Bossier City, La. He is supervising the electronic maintenance of planes at Barksdale AFB and she is a member of the Shreveport Symphony. They have a two-year-old son Ian Michael.

Jean Kratzer '68, Riverside, Conn., has been granted a Crown Zellerbach Foundation scholarship to continue her linguistic studies at the Monterey (Calif.) Institute of Foreign Studies. She took a ten-week Chinese Mandarin program, and leaves for Taiwan this month for a year's work at the National Normal University.

Michael D. Fulwood '69, a co-founder of Arabia's "Bedouin Badgers," our most far-flung alumni club, reluctantly left the group to return to New York City and a law practice. The club continues in his absence, however, with its November meeting on a chartered boat trip along the shores of Half Moon Bay, on the Persian Gulf, and a Christmas-shopping expedition planned to Shiraz, Iran.

Now a first lieutenant in the Air Force, **William Hajdu '72** is an executive support officer at Wright-Patterson AFB, Ohio.

William J. Rauwerdink '72, after graduating from Harvard Business School last June, is a research assistant there.

Virginia K. Ruth '72 is working on her doctorate in philosophy at the University of California, Berkeley.

Deaths

Edward Avery Prouty MD '99, Asheville, N.C.

Meta Mary Steinfort '04, Milwaukee

Mrs. Lancaster D. Burling (Marion Van Velzer) '06, San Diego

Frederick Anthony Buechel '09, Houston

Adolph Philip Lehner '09, Oconto Falls, Wis.

Charles Chester Pearce '09, Dodgeville

Arthur Joseph Gafke '10, Fort Atkinson

Harold Hulett Morris '11, Hollywood, Fla.

Otto Wiese '11, Omaha

Waldo F. Mitchell '13, Terre Haute

Mrs. Henry G. Skavlem (Emma Hanks Richardson) '13, State College, Pa.

Jerome Reed Head MD '14, Evanston

Mrs. John Minix (Matilda Arneson) '14, Barneveld

Elgar E. Runkel '14, Redlands, Calif.

Emily S. Dexter '15, Whitewater

Arthur Merton Chickering '16, Cambridge, Mass.

Hathaway Gasper Kemper '16, Chicago

Glenn Eller McHugh '16, Bronxville, N.Y.

Mrs. Benjamin M. Reiter (Luella Wilhelmina Goth) '16, Madison

Hilbert Oscar Felten '17, St. Petersburg

Hugh MacArthur '17, Hamden, Conn.

Russell Laurence Williams '17, Madison

Charles Frederick Baxter '18, Montfort, Wis.

Carl Frederick Hayden '18, Chicago

For a few hours a week, Janet Kasem is ten feet tall.



Janet and other members of her boating club volunteer to take kids from the inner city out to have fun. And to learn water safety.

She believes it may help those kids grow as people. She's sure it's helping her.

That's the way it is when you volunteer. You start out to help people. And soon find that the time you give is precious and enriching for you as well.

We can help you find organizations in your town that really need you. Call the Voluntary Action Center where you live. Or write: "Volunteer", Washington, D.C. 20013.

If you can spare even a few hours a week, why not spend them feeling ten feet tall?



Volunteer.

The National Center for Voluntary Action



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Flowers Say It

How can you express deep gratitude to a teacher who inspired you with his personal concern, his dedication, and integrity? Two of Prof. Glen G. Eye's doctoral students found a way. And it has caught on like wildfire.

This is Prof. Eye's Golden Year—marking his 50th year in education. His many friends and students, past and present, urged a dinner party, gifts, or establishment of special memorial funds in his honor. He answered: "No. . . . none of that. Too costly, too much fuss and bother."

So in June, Myrna M. Toney, originally from Richland Center and now on the faculty of Illinois State University at Normal, and Carolyn G. Kleinfeldt, Verona, in the process of completing her doctoral dissertation, cooked up a plan. They wanted to let their favorite professor know they and hundreds of other Eye-inspired students remain grateful for his personal assistance and guidance.

They wrote a letter to these students, now scattered all over North America, proposing they take turns sending flowers to his desk every Monday from July 1 of this year to July 1, 1975, when he retires.

The response was one of overwhelming enthusiasm and unanimous willingness to join in the appreciation project. A schedule was established, and since last June there has been a bouquet, some large and colorful, sometimes just

a single rose, on Eye's desk in the Educational Science Building, every Monday morning.

With each floral gift comes a letter or some message attesting to the former students' affection and regard for their beloved professor. Now teachers, professors, principals, superintendents, registrars, consultants, administrators, coordinators, and specialists of various educational classifications, the ex-students send warm testimonials to Prof. Eye.

The messages pay tribute to his philosophy of being "a giver who keeps on giving," to his personal touch, positive influence, his encouragement and know-how, his creative ability, and capacity for work. And most of all for his concern for each person.

Many of them termed their association with the esteemed professor "a most rewarding experience." Current students, too, completing work on their doctorates, echo the same high regard.

This strongly refutes the disputed belief that a big university is very impersonal; that there is no bond, no close association or friendship existing between students and professors.

Eye, the University's Arvil S. Barr Professor of Educational Administration, is busier now than when he joined the faculty thirty-three years ago. This past spring he accepted invitations for a series of fifteen addresses during the 1974-75 year before state and student organizations with which he has been closely associated. In addition to his classes, of course.

—Jack Burke

Frank Clarence McAdams '18, Madison
Allen McKinnon Slichter '18, Milwaukee industrialist and civic leader. Perennially available to serve WAA and University projects, he was gift fund chairman for his class's 50th anniversary; Milwaukee fund-raising chairman for the building of the Elvehjem Art Center. Earned WAA Distinguished Service Award in 1969; member of Presidents Club and board of UW Foundation

James Arthur Gough MD '19, Lexington, Ky.

Clarence Nels B. Hatleberg MD '19, Chippewa Falls

Mrs. Edgar J. Peshing (Leonora Agnes Farley) '19, Madison

Mrs. Roderick Tait (Anna Cordelia Jameson) '19, Fulton, Mo.

Mrs. Gerald Paul Wiedenbeck (Dorothy Grace Hudson) '19, Madison

Claudia Mae Allen '20, Belleville, Wis.

Mark L. Baxter '20, Wilmette

Melvin Grant Davis '20, Leavenworth, Ind.

Eugene William Karow '20, Evanston

Mrs. Paul A. Lyga (Katheryne Cornelia Taylor) '20, La Crosse

Baron De Hirsh Meyer '20, Miami Beach

Charles Theodore Skow '20, Tampa

Dwight Hawthorne Stiles '20, Santa Barbara

Lucian Glenn Culver MD '21, St. Paul

Louis Alfred Struck '21, Platteville

Audley Hoffman Ward '21, Aiken, S.C.

A. John Berge '22, Madison. See page 28.

Carl John Engelhardt '22, Milwaukee

Wesley Otto Gericke '22, Lake Mills

Herman Bernard Halperin '22, Madison

Mrs. Emmett G. Hampton (Borghild Theodora Herreid) '22, Madison

Roy Mitchell Lovejoy '22, Waukesha

Edwin Edward Meisekothien '22, Madison

Harvey Theodore Wolberg '22, Madison

Sverre Oliver Braathen '23, Madison

Ruth Helen Fuller '23, Waterman, Ill.

Leroy Conrad Glass '23, Ft. Myers, Fla.

Wallace Herbert Hahn, Sr. '23, Milwaukee

Raymond Charles James '23, Whitewater

Sidney James Lang '23, Madison

Wayne Lyman Morse '23, Washington, D.C. Oregon's senator for twenty-four years, dubbed the "Tiger of the Senate"

Edward George Scherneckner '23, Madison

Mrs. Alfred Schwarz (Rose F. Cnare) '23, Madison

Mrs. Frank A. Smothers (Dorothea Ann Culklin) '23, Chicago

Mrs. A. Noel Sullivan (Solveig E. Winslow) '23, Alton, Ill.

Gordon Stuart Thomson '23, Monona

Mrs. Joseph Whelan (Frances Claire Stack) '23, Shakopee, Minn.

Harold John Heath MD '24, Juneau, Wis.

Mrs. Eugene S. McDonough (Marie Elizabeth Wooster) '24, Elm Grove

Mrs. Eugene Millott (Elizabeth May Morey) '24, Decatur

Directory of Local Alumni Clubs

IN WISCONSIN

Antigo

John E. McKenna MD
R. #1, Box #3-B

Ashland

Dale Clark
901 MacArthur Avenue

Baraboo

Carlton Schultz
820 Ash Street

Beaver Dam

Stephen F. Stanul
701 Fairfield Drive

Beloit

William T. Henderson
1716 Crescent

Burlington

Richard L. Peterson
479 Park Avenue

Darlington

Kenneth Schellpfeffer
Box 7, Belmont

Eau Claire

Don Cockfield
718 Terrill
Chippewa Falls

Fond du Lac

Bryan E. Hanke
2209 Wedgewood Lane

Fort Atkinson

Jon J. Tuttle
1341 James Way

Fox River Valley

Gordon L. Holten
2608 S. Carpenter Street
Appleton

Gogebic Range

Edward H. Erspamer
400—7th Avenue N.
Hurley

Green Bay

Perry D. Ziegler
560 Roselawn Blvd.

Green Lake Region

Roger M. Field
156 N. Adams
Berlin

Hartford

Dale A. Hembrook
Route 1, Box 230
Rubicon

Janesville

Mrs. Vernon A. Meyer
652 Sussex Drive

Jefferson

James G. Follensbee
736 Oak Drive

Kenosha

Anthony Bisciglia
4470 Harrison Road

La Crosse

George Kerckhove
2504 South 29th Street

Madison

Frank Burgess
Rt. 2, Timberland Road
Verona

Manitowoc

Darel A. Toebe
1013 N. 6th Street

Marinette

Florian H. Jabas
712 Chautauqua Road

Marshfield

Lyman F. Boson
1300 Shawano Drive

Merrill

Jake Ament
1805 E. First Street

Milwaukee

Gary D. Strelow
18460 Benington Drive
Brookfield

Monroe

William Gyure
1115—21st Avenue

Oshkosh

Tim Flaherty MD
400 11th Street
Neenah

Platteville

Larry A. Day
644 N. Adams Street
Lancaster

Racine

William F. Bock
6405 Wander Lane

Rhineland

Will W. Taege
15 N. Brown Street

Rice Lake

Edward Klein
114 E. Main Street
Cameron

Sheboygan

Joseph J. Zagozen, Jr.
702 Dillingham Avenue

Sturgeon Bay

Mrs. William C. Parsons
4147 Bay Shore Drive

Tomah

Mrs. John F. Graf
1600 Lake View Drive

Walworth County

Steve Edl
141 Pearson Drive
Lake Geneva

Watertown

Robert O. Bauch
1014 Charles Street

Waukesha

Cornelius Andringa
1317 Harris Drive

Wausau

Mrs. George Stueber
805 Stueben Street

West Bend

Edward Klinger
717 West Decorah Road

Wisconsin Rapids

Nicholas J. Brazeau
611 4th Street South

OUT OF STATE

Akron

Timothy V. Dix
436 Orlando Avenue

Atlanta

Roger Rupnow
490 Tanacrest Drive, N. W.

Aurora

Harold A. Zillmann
646 South River

Boston

Bruce Schwoegler
25 Larkspur Way
Natick

Buffalo

Morton G. Spooner
151 Kandahar Drive
East Aurora

Chicago

Robert T. Waddell
525 W. Armitage

Cincinnati

Eugene W. Youngs
1262 Herschel Avenue

Dallas

Thomas & Deany Beale
4109 Keystone Street
Garland

Denver

Howard Bronson MD
468 South Pontiac Way

Detroit

Rodney B. Holmes
4978 Georgetown Court
Waterford

Houston

Jack Carlisle
7254 Crownwest Drive

Indianapolis

Mrs. Charles M. Hillery
7453 Avalon Trail Road

Los Angeles

Kenneth P. Krueger
216—18th Street
Manhattan Beach

Louisville

Donald E. Frank
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Miami

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Coral Gables

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Lee A. Bernet, III
4027 Vincent Avenue S.
Minneapolis

Mpls.-St. Paul Alumnae

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10725 James Road
Minneapolis

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Ray R. Swaziek
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Orange County, Calif.

Richard B. Theisen MD
1906 Woodworth Road
Anaheim

Philadelphia

Val E. Herzfeld
1749 Hamilton Drive
Valley Forge

Portland, Ore.

Robert Suckow
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Rochester, Minn.

Steven J. Brown
2625—5th Avenue, NW

Rochester, N. Y.

M. Gene Cruse
71 Clarks Crossing
Fairport

Rock Island-Quint Cities

James Doering
1921—45th Street
Moline

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6208 Dundee Drive
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St. Louis

Marvin Q. Silver
5740 Rhodes

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Tampa

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608 Holliewood
Temple Terrace

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Otto A. Backus MD
7735 N. Dendero de Juana

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Give yourself this handsome, bronze-on-marble commemoration of an historic highlight. In relief is the Lincoln statue from Bascom Hill, your name, and your WAA Life Membership number. And if you don't have a Life Membership—and consequently no number—you've come to the right place. We have several. We want to sell them to you because it is Life Membership dues that help us build our capital funds to earn the interest on which we serve you and our University. Annual memberships are fine. But not nearly so helpful as Life Membership income.

So we've come up with two ways to make your purchase of a Life Membership easier than ever. We've lowered the price to certain groups. And we dangle that 125th Anniversary commemoration in front of you. What's more, you can charge it to your MasterCharge or BankAmericard.

Ideas such as these are what have given WAA the largest number of Lifetime Members of any alumni association in the Big Ten.

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For members of the Classes of 1967 through 1973, a single Lifetime Membership is \$100. You can pay it in five annual payments of \$20. A husband-wife Lifetime Membership is \$120, or \$24 annually for five years. For the Classes of 1935 through 1966 we've lowered our regular Life rates from \$150 and

\$175 (single and husband-wife) to \$125 and \$150 respectively. If you want installments on these, they're single: \$25 a year for five years; husband-wife: \$30 a year for five years. For Classes of 1925 through 1934: Single Life membership is \$75 (can be paid in three annual payments of \$25); husband-wife, \$100 (\$25 a year for four years.) For those in the Classes of 1924 and before, it's \$30 for a single; \$40 for husband-wife.

We want you as a Life Member. That's why we've made it all so easy and so inexpensive. And why we'll send full-paying members this special gift.

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Yes! Send me my 125th Anniversary memento. Here's my payment in full for a _____ Single; _____ Husband-Wife Life Membership at \$_____. I'm in the Class of 19_____.


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 Master Charge # _____ BankAmericard # _____

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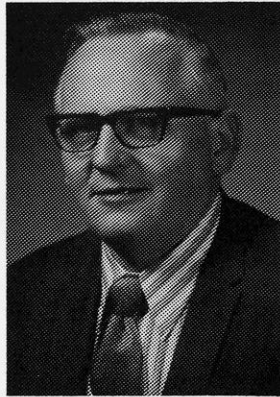
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John R. Schmidt, Professor of Agricultural Economics and President - University of Wisconsin Credit Union

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Thomas Duane McCarthy '35, Memphis

Karl William Scheffel '35, Spooner

Charles Elwood Richardson '36, Los Alamos, N. M.

John Thomas Mathiesen '38, Eau Claire

Herman Harry Giles '39, Fall River, Mass.

Stuart Horneffer Becker '40, Madison

Mary Ann Lee '40, Sweet Briar, Va.

Harry William Anderson '41, Superior

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George Oliver Ross '41, Hinsdale, Ill.

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Albert Edward LaGrille '43, Madison

Charles Keith McLane '43, Boulder, Colo.

Andrew George Wolf '44, Tiburon, Calif.

Allan G. Bostad '45, Stevens Point

A memorial scholarship fund has been established in the name of the late

Susan Blake Kocin '45 (WA, Mar. '74).

Contributions may be sent to:

Susan Blake Kocin Scholarship Fund,

% UW Foundation, 702 Langdon St., Madison 53706.

Jack William Murphy '47, Coon Rapids, Wis.

Wilson Harrington Brue '48, Dodgeville

Jay Henry Cerf '48, Washington, D.C.

Lauren Charles Dudley '48, Houston

Mr. and Mrs. Edwin Jerome Helmicks, Jr. '48 (Mary Jeane Cannon '46),

Madison, in a home fire.

Lawrence Graham Johnson, Jr. '48

Whitewater

Glen Dale Kusche '48, Cross Plains

Robert Martin Jones '49, Genesee, Wis.

Leroy Seibert Dietrich '50, Miami

Marilyn Elaine Faber '50, Milwaukee

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Alan Jay Bernstein '51, Flossmoor, Ill.

Theodore Edwin Houck '51, Madison

Darvin Arnie Karasek '51, Long Beach

David John Fries '52, Watertown

John Randolph Krause '52, Madison

Edna R. Palecek '52, Appleton

Edward Ervin Smissman '52, Lawrence, Ks.

David Emanuel Guttman '54,

Lexington, Ky.

Kenneth Charles Pollock '57, Gainesville, Fla.

Roger Julian Reiner '59, Cambridge, Wis.

Mrs. Robert Glenn Devlin (Georgia French) '61, Houston

Guy Robert Honold '61, Minneapolis

Donald A. Inqli '61, Carbondale, Ill.

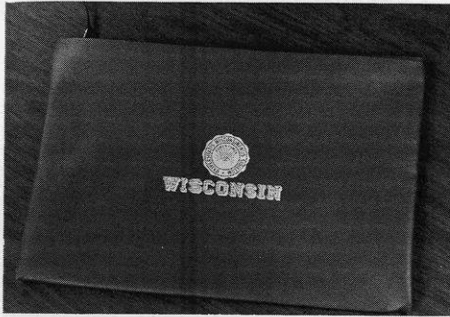
Mrs. Robert R. Kiley (Patricia Ann Potter) '61, Washington, D.C.

Mrs. Rael F. Brown (Vivian Grace Gold) '62, South Bend

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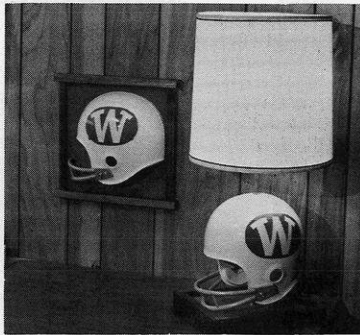
BADGER BAZAAR

A glorious medley of U-rah treasures by which you: (1) prove you were classy enough to go here; (2) lay-in a trove of tomorrow's antiques; and (3) give truly thoughtful gifts.



Braggadocio Portfolio

Soft, luxurious Naugahyde in cardinal red with UW seal and "Wisconsin" in white. Roomy: 17" x 11½". Fully and handsomely lined; rolled seams; spongeable inside and out. There's a dependable zipper with a tab you can get your hands on. \$10.

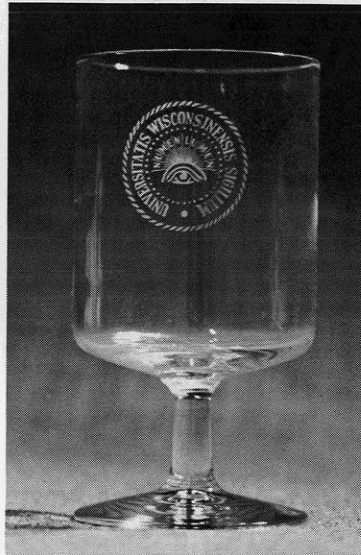


UW Helmet Lamp or Plaque

One or both will light up his den and provide him hours of good story material. Who's to say that authentic Badger helmet isn't the one they retired after he wore it!

The lamp has the full helmet on a cardinal-red felt base framed in black wood. The shade is fabric-covered. Stands 27" high, has a three-way switch. \$35

The plaque is 13" square, the half-helmet set against cardinal-red felt in a black wooden shadow box. \$17.50



The University Goblet

Crystal stemware, finely, delicately etched with the University seal. Truly handsome, wonderfully eclectic. 11-oz. goblet; 5½" tall. Set of six, \$12.95 (Can't promise Christmas delivery.)

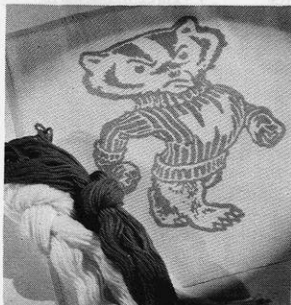


Lifetime WAA Membership

We culminate this tantalizing exhibit by suggesting The Gift Supreme, a Lifetime membership in Wisconsin Alumni Association! Pay it in full* and present the recipient with this bronze-on-marble paperweight, a duplicate of his/her membership card and number, OR if he/she has already taken care of the dues in full, give the paperweight for only \$10. Allow six weeks for delivery.

* Lifetime membership rates:

Classes of 1967-74; Husband-Wife \$120, Single \$100. Classes of 1935-66: Husband-Wife \$150, Single \$125 (these special rates good in 1974 only). Classes of 1925-1934: Husband-Wife \$100, Single \$75. Classes of 1924 and earlier: Husband-Wife \$40, Single \$30. (Can't promise Christmas delivery.)



Bucky and the UW Seal for Needlepointers

Keep your campus memories alive with these distinctive needlepoint works. Each comes silk-screened on 15" square canvas, ideal for framing or pillow-topping. Each has its color-correct fine yarns, needles and easy directions. The UW Seal is red and white. Bucky is red, white and black. Each kit \$25 complete. (Indiana residents add \$1 sales tax for each kit.)

WAA Services Corp.

650 N. Lake St., Madison, Wis. 53706

Please ship me the following:*

Quan.	Item	Cost

Here is my check for \$ _____

Name _____

Address _____

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State _____ Zip _____

*Note: Please designate items ordered as Christmas gifts. If we cannot deliver in time, we will provide you with an attractive announcement that the gift is on its way.

Joan Beverly Thieding '63, Loganville, Wis.
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The University of Wisconsin

125 YEARS THROUGH THE CAMERA'S EYE

Selected from thousands of historic photographs, this catalogue captures the most important and attractive visual images of the University of Wisconsin-Madison between 1849-1974. This publication and the exhibition of original daguerreotypes, tin-types, old and modern photographs commemorates the 125th anniversary of the University.

Soft cover. 70 pages. 9 x 10½". 42 black and white illustrations.

Cost: \$3.50 postpaid. tax included.

Mail orders with check to:

Elvehjem Art Center
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 800 University Avenue
 Madison, Wisconsin 53706
 Attention: Publication Sales

FACULTY DEATHS

H. Harry Giles, 72, Fall River, Mass., here from 1930-33 in the "Experimental College" headed by the late Alexander Meiklejohn. Giles was author of the first textbook of race relations, "The Integrated Classroom."

Theodore E. Houck, 48, Madison, associate professor of astronomy since earning his Ph.D. here in 1956. He was a recognized authority in photoelectric photometry; conducted the initial sky-brightness survey that resulted in moving the campus's major astronomy activities to Pine Bluff, on the western edge of the city; and was instrumental in studies that launched the nation's Orbiting Astronomical Observatory.

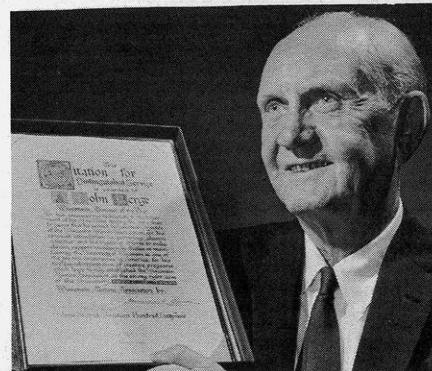
Robert K. Presson, 51, Gloucester, Mass., where he returned due to ill health in 1973, after 26 years on our English faculty, specializing in Renaissance literature.

Henry J. Sallach, 52, Madison, a member of the Medical School faculty since 1953. A professor of physiological chemistry, he specialized in developmental biochemistry, nutrition, and regulatory mechanisms in plants, animals, and microorganisms.

Charles V. Seastone MD, 66, Madison, chairman of the Medical School's department of medical microbiology from 1946 to emeritus status in 1970. His teaching and research activities centered on streptococcus and immunology.

Statement of Ownership Management and Circulation

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A. John Berge '22, executive director of the Wisconsin Alumni Association from 1936 to 1962, died in Madison last July. He was eighty-three years old. Mr. Berge earned the title "Mr. Alumni Association" in his early years on the job as he stumped the state and country in an effort to build membership and stimulate the growth of local alumni clubs. The association had a post-depression low of 2500 members when he took office, and more than 20,000 when he retired. During his later years in office he was particularly active in helping raise funds for the construction of Alumni House, which was built and dedicated in 1967.

Mr. Berge was born in Dane County in 1891. He attended what was then Oshkosh State College, then enrolled in the University in 1920. When he graduated with a degree in marketing and advertising he moved to Chicago and a position with the National Association of Real Estate Boards.

Always enthused about Alumni Association functions, even after retirement he would turn up at Founders Day events around the state and was usually on hand for class reunions. He continued to attend Alumni Weekend through 1973.

Mr. Berge is survived by his wife, two daughters and a son.

Taking Off?



Give us your new permanent address as far in advance as possible to help assure uninterrupted delivery of your magazine.

Name _____

Present address _____

City _____

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New address: _____

Zip (We must have!) _____

Date for new address _____

From June 1 to December 31 of this year, sell 30 Wisconsin Alumni Association new memberships—annual or lifetime, individual or husband-wife*—and win seven glorious days for one on Grand Bahama Island as our guest on the sun-filled Badger Bahama Holiday tour, March 28–April 4, 1975, free of all regular charges†

Here's a fabulous opportunity open to all WAA members. The tours will be awarded for every 30 new memberships sold by any individual member (or by any chartered Wisconsin Alumni Club, which can then award the prize to one of its members by any method which does not violate State of Wisconsin lottery laws.) If winners cannot participate on the dates of our Badger Bahama Holiday, the fair market value of the tour may be applied toward any other tour of your choice sponsored by Wisconsin Alumni Assn. Services Corp.

Or, Try For These Other Fine Prizes

For TEN new memberships: Choose the handsome University plaque, deep-etched in red, white and gold on amazingly realistic "walnut" for the wall of your den or recreation room (Retail value: \$17.95), or six stunning crystal goblets delicately etched with the University seal. (Retail value: \$12.95).

For FIVE new memberships: Select our Badger-red-and-white Naugahyde briefcase, fully lined, spongeable and roomy, with the UW seal in white (Retail value: \$10), or the Bucky flight bag of tough, bright red-and-white fabric, complete with shoulder strap. (Retail value: \$5).

For ONE new membership: Take the perky Helmet key chain in red-and-white enamel on gold, the bright duplicate of the Badger football helmet (Retail value: \$2), or two durable red-and-white plastic luggage tags, to show the world you're a Badger in the Bahamas or wherever you go.

Follow these simple rules:

1. Fill out the membership kit request below and mail it to us. By return mail you'll receive: sample issues of *Wisconsin Alumnus* magazine; WAA brochures which detail our activities, membership benefits and application forms;

and a list of UW–Madison alumni, in your city or area, who are not members of WAA. (Additional lists available when you've won-over all these!) Memberships must be new; annual renewals don't count.

2. For each membership you sell, return to our offices the dues paid: an annual payment, individual or husband-wife*; or the first installment on a lifetime membership, individual or husband-wife*. (Yes! Any new lifetime member who pays you the entire membership fee in one payment gets the handsome marble-and-bronze paperweight, honoring the UW's 125th anniversary, advertised elsewhere in this issue.)

3. When mailing us your new-member application blanks and dues payments, be sure to enclose a covering letter listing names and addresses of those new members—a double check to be sure you are properly credited.

All gifts will be awarded on the basis of new memberships sold between June 1 and December 31, 1974. The list of winners will be published in the March, 1975 issue of *Wisconsin Alumnus* magazine, but, of course, all prizes winners will be confirmed in writing to them well before that.

* Husband-wife memberships count as ONE membership.

Hurry! Send today for your membership kit and get ready to take your place in the Bahama sun.

WIN A FREE WEEK IN THE BAHAMAS!

Membership Committee
Wisconsin Alumni Association
650 N. Lake Street, Madison 53706

I'm after that grand prize! Send me my membership kit.

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City _____ State _____ Zip _____

OFFER ENDS DECEMBER 31

† Here's what's included in this delightful prize! Your round-trip jet flight from Milwaukee; hotel lodging with the tour group in a first-class Bahama hotel; two full meals each day; all our special Badger parties and get-



together; plus hotel taxes, portage and baggage handling, transfers to and from airports; U.S.-departure and Bahamas-departure taxes; plus services of our professional escort!



The crew at the boathouse, c. 1900

Happy Hundredth to You, Ol' Varsity Crew

Reprinted courtesy of the Wisconsin State Journal

By **TOM BUTLER '50**
State Journal Sports Writer

Rowing at Wisconsin is older than Bob LaFollette's "programism" and Homecoming rallies.

Just how old no one seems quite certain, but 1874 is the accepted date of rowing's inception at the University. That date was suggested by Wisconsin alumnus C. B. Bradish '12, who recalled that his father, George P. Bradish, told him many times "he rowed on the first crew Wisconsin ever had" in 1874.

Rowing shells have been a familiar sight on Lakes Mendota and Monona and the Yahara River for decades. Forty years ago more than 200 women were rowing on an intramural basis.

Current Athletic Director Elroy Hirsch discovered how thoroughly rowing is engrained into Wisconsin lore when he wondered out loud one day if the school could stand "\$40,000 worth of tradition" in his department's annual budget.

Hundreds of crew lettermen and other alumni who never pulled an oar leaped to the sport's defense. It took only eight days to raise enough money in the Spring of 1973 to send three crews to the Henley Regatta in England, where the Badgers also had rowed in 1967.

That tradition was spawned by such legendary coaches as Andy O'Dea, brother of famous football kicker Pat O'Dea, C. C. McConville, Edward Ten Eyck, and Harry (Dad) Vail.

It recalls a popular campus poem of some fifty years ago:

Oh, sing me a song of college days

That tells where I may go;

Chicago for her standards high,

Purdue for jolly boys,

Northwestern for her pretty girls,

Wisconsin where they row.

The tradition was nurtured by Mike Murphy, Ralph Hunn, Alan (Skip) Walz, and Norm Sonju. Randy (Jabbo) Jablonic became head coach in 1969 and a century from now crew devotees likely will be referring to the Jablonic years as the "golden era" of Wisconsin rowing.

Jablonic himself pulled No. 3 oar on Wisconsin's Intercollegiate Rowing Assn. (IRA) championship crew in 1959 and his Badgers "ran up the broom," symbolic of an IRA sweep,

in 1973, winning varsity, junior varsity, and freshman titles. They brought home the Ten Eyck trophy, as overall regatta champion in '74 for the third straight year, winning varsity and JV eight titles again.

Wisconsin varsity boats also won IRA titles in 1951 at Marietta, O., and 1966 on Lake Onondaga, N. Y. Badger freshmen captured championships at the old Poughkeepsie Regatta in 1900 and '07, while the 1964 frosh also won their division at Syracuse.

Jim Dyreby stroked the 1973 and '74 champions, Tom Sy in '66, Herb Degner in '59, and Peter Wackman in '51.

One of the most famous "losers" in all sports was Wisconsin's 1899 crew that became victim of the "berry crate incident" at Poughkeepsie. Wisconsin forged into the lead before the first mile post in that race. About a quarter of a mile from the line the now famous "berry crate" floated into the path of Wisconsin's boat. Coxswain J. G. Dillon swerved the boat, avoiding a collision against his fragile racing shell. The Badgers were leading Pennsylvania by a length at the time and Dillon, figuring Wisconsin would lose valuable time if he tried to straighten the boat, kept on a diagonal course. As a result, the Badgers rowed considerably farther than other crews and wound up losing to the Quakers by five feet.

A later incident that probably perpetuated the berry crate legend occurred the following year when Wisconsin's crew took its first trial run down the Hudson River. Among spectators were Penn oarsmen, who lined up on their float, each one wearing a strawberry box on his head.

Walz launched Wisconsin's "modern" rowing resurgence in the Spring of 1946 when a group of returning World War II veterans headed a crew that won the school's first major regatta crown.

Those Badgers won the Eastern Assn. of Rowing Colleges title on the Severn River ahead of Navy, Columbia, Rutgers, Cornell, Penn, Princeton, MIT, and Harvard.

Carol Holtz stroked that crew which included Dick Tipple, Dick Mueller, Fred Suckow, Gordon Grimstad, Ralph Falconer, Paul Klein, Chester Knight, and coxswain Carlyle Fay.

While Wisconsin is celebrating "a century of rowing" this year, the sport was conducted on a club or intramural basis through the early years. The founding of the University Boat Club occurred in 1886 because as its sponsors declared, "The natural opportunities for boating at the University are unrivaled by those of any other college in the country."

Two eight-oared gigs were purchased in 1892, the same year the Badgers defeated the Delaware Boat Club in Chicago for their first victory over a crew outside of campus competition.

Amos W. Marston, a former Cornell crew captain, became Wisconsin's first regular coach in 1894. Andy O'Dea, who rowed with the famous Yarra Yarra Boat Club of Melbourne, Australia, succeeded Marston the next year and taught a "new" rowing technique known as the Yarra Yarra stroke.

McConville, captain and stroke of the '98 crew, took the coaching reins in '99, when O'Dea left for Yale. McConville was coach and L. A. Williams stroke of the "berry crate" crew that year.

O'Dea returned in 1900 and remained until '06, when he was succeeded by Edward Ten Eyck, veteran Syracuse coach. His Badger freshmen won at Poughkeepsie in 1907, stroked by Jack Wilce, later a famous Ohio State football coach.

Vail became coach in 1911 and his '12 crew finished second to Cornell at Poughkeepsie. But, in 1914 the medical faculty determined four-mile rowing was injurious to health and suspended the sport.

Crew languished at Wisconsin the next six years, although men continued to row. By 1920 the faculty had relented and permitted two-mile races.

The 1924 crew, stroked by Howie Johnson, is considered one of Wisconsin's greatest. At Poughkeepsie, though, those Badgers started their finishing sprint too late and wound up second, a half length behind Washington.

After Vail's death crew's demise seemed inevitable until Murphy, former Washington oarsman and Yale freshman mentor, was named Badger coach in 1929. The University threw its support behind the sport, the Wisconsin Crew Assn. was organized in 1930, and rowing enjoyed a resurgence.

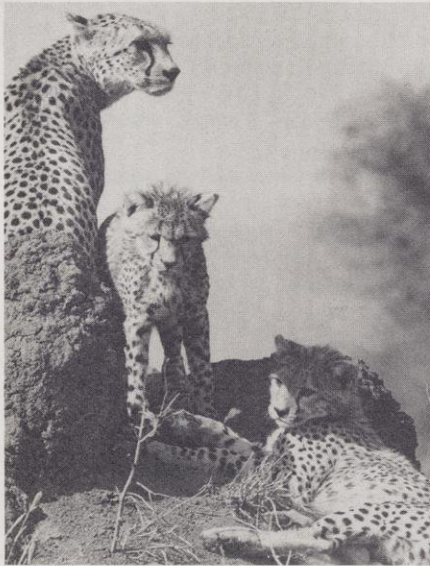
Murphy resigned after the 1934 season and was succeeded by Ralph

Hunn, the 1933 coxswain. Hunn produced representative crews, the '36 Badgers claiming the Charles G. Daves Trophy by virtue of their Mid-American Regatta victory at Marietta.

Walz, crew coach at Manhattan, followed Hunn in the Fall of 1940, introducing some startling innovations in stroke coaching techniques. The sport generally was deactivated during World War II while Walz served as a Navy PT boat skipper, but exploded with new vitality upon his return in 1946.

Sonju succeeded Walz that fall, building the 1946 "foundation" into a rowing program unmatched in previous Wisconsin history. He coached three national championship varsity crews before retiring to the State of Washington in 1969.

Jablonic concluded Wisconsin's first 100 years with a sweep of the IRA. He headed into the second century with another IRA crown and promise of more championships to come with both men and women competing in the sport.



Badger African Safari
January 9th-30th

\$2499 per person, double-room occupancy. Single-room occupancy, \$250 more. A deposit of \$200 is required with each reservation.

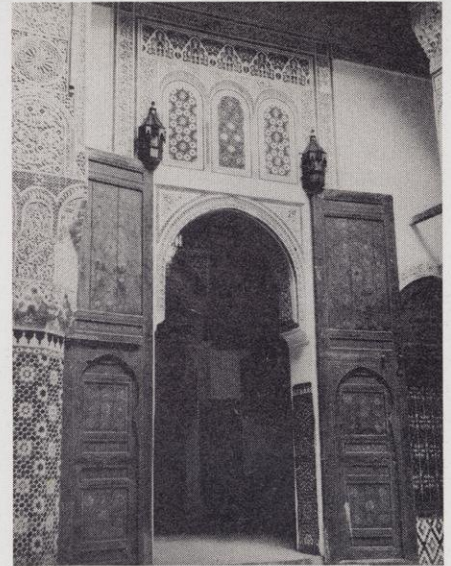
Do all your hunting with a camera on this adventurous safari. We take you to those magnificent spots where lion, rhino, elephant roam in complete freedom; where hippo and crocodile doze in the sun beside the river; where clouds of exotic birds rise from the reed beds. Escorted every step of the way, we leave Chicago on a British Airways' 747 jet, spend a day and a night in London, then head for the most enticing lands in the world. On January 12 we land in Nairobi; on the 29th we have a homeward-bound overnight in Rome. Between those dates we travel in

luxury to visit Treetops; the Mt. Kenya Safari Club; Kericho; Serengeti; Ngorongoro; Lake Manyara; Amboseli; Tsavo National Park; Mombasa! We'll stop in deluxe hotels only: London's Churchill; the Nairobi Hilton; the Stag's Head; Rome's famed Excelsior. Halfway across the world to a whole new world which you'll capture forever with your camera. Hurry! Get the complete brochure.

Big Ten Alumni Caribbean Cruise
January 29-February 9

from \$940 each for double cabin occupancy. Send for your brochure immediately to make your choice of cabin.

Sail 'neath the sun aboard the opulent *Renaissance*, Paquet Cruises' queen of the seas. From Port Everglades, Florida (we fly you there at special group rates), you and your fellow Badgers cruise luxuriously for eleven days to Cap Haitien, Santo Domingo, Curacao, Montego Bay, and Mexico. Aboard the air-conditioned ship you'll shop in the boutique, or enjoy the health club. There's the Continental Cabaret; a library; crystal swimming pools; and a cinemascope theater. And, always, Paquet's exquisite French cuisine and wines and service. During five days ashore, thrill to Santo Domingo, with its cathedral that houses the remains of Columbus; Curacao, which is the Netherlands transported; Jamaica's Montego Bay, with lush vegetation and magnificent mansions; Cap Haitien, Haiti's most historic and beautiful town. At Mexico you take your choice between a day at the idyllic resort island of Cozumel, or an exciting excursion to Tulum or Chichen Itza.



Morocco Escapade
March 29-April 7

\$599 plus 10% taxes and services per person from Chicago, double-room occupancy. Single-room occupancy, \$50 more. A deposit of \$175 is required with each reservation. This tour is open to members of Wisconsin Alumni Association and their immediate families only.

We jet from Chicago in our Pan American Airways' 707 Clipper, with first-class food and beverage service aloft. Yet, *the cost of our whole tour is lower than the regular roundtrip coach air fare alone between Chicago and Morocco.* We land in Casablanca, then a short drive to the deluxe Hilton Hotel at Rabat, our headquarters for nine wonderful days. Your room is individually air conditioned, and furnished with the handsomest accessories, the thickest, most exquisite carpets made in Morocco. And then you're off—always at your own pace, but always welcome to rely on our Alumni Holidays escort, our tour buses, and our special hospitality desk in the hotel lobby. You'll want to see Rabat first. It's the last of the Imperial Cities, completely surrounded by walls, and dating from the 12th century, with—surprise—a marvelous par-72 golf course. You'll go to Marrakesh to see famous monuments and the decorated tombs of the rulers of ancient dynasties. We'll whisk you to Fez, the oldest of the Imperial Cities, its history beginning in 800 A.D. Just twenty-five miles from our hotel is the city of Meknes, surrounded by walls and bastions, and dotted with mosques and palaces. Each evening, after an exciting day, back to the Rabat Hilton, with its sparkling swimming pool, spectacular rooftop bar and nightclub. We can't remember when we've offered a tour like this at a price like this. Don't be left out!

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It includes \$_____ downpayment for reservations for _____ persons. (Plus \$_____ for single rooms for _____ persons.)

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City _____ State _____ Zip _____

Please make checks payable to Badger African Safari or Badger Morocco Escapade. Prices of the Caribbean Cruise depend on your choice of cabin, so you'll need the complete brochure before making your reservation.