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Wisconsin Alumnus

Volume 81, Number 5
July/August 1980

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On Wisconsin

At this writing, the governor is in the final stages of selecting two new members of the UW-System Board of Regents. Of course, at many institutions, regents are called trustees. Perhaps that's a more descriptive word; in any event, it gives us pause about who holds the responsibility for a great academic institution.

When the University of Wisconsin was founded, that first Board of Regents made the statement that it was to be "an institution of learning of the highest order of excellence." On this, later boards set as the purpose of our University, the establishment of an environment "in which faculty and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help insure the survival of the present and future generations, with improvement in the quality of life."

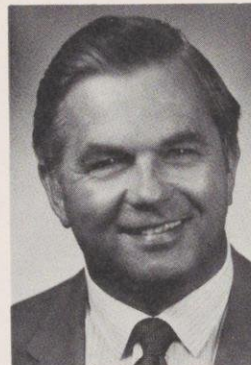
Certainly one of the strong factors in the success of our University has been that the word "trustee" has always applied to thousands of us. From the pages of *Wisconsin Alumnus* of January 1937, I am most impressed with the way novelist and former regent Zona Gale '95 used it. She writes, "Any state university has a much larger directing board than a roster of its appointed trustees. It has, for example, the in-

visible body of those who struggled for its establishment. It has its president and its faculty. It has the vast group of its alumni; it has or should have, the voice of the present students, whose stake is so great; and it has the parents of these students. It has all state residents interested in transmitting knowledge and acquired attitude and free inquiry and it has the common man or woman who must live in the state which the institution influences. Last, it has the quite visible and measurable body of the trustees who are required by statute to be designated by the governor for no political reason, but because he believes them capable of furthering the interests of education in the state. These trustees are the immediate custodians of the hopes of all these others who value or valued free education for the people and consent or consented to its progress."

These are powerful words certainly worth repeating in 1980. Great universities are built by quality faculty, quality students and quality alumni. There is a certain intangible that repeats itself throughout the years as former students lend their support as trustees of the university.

We of the alumni family have a vital stake in the future of this institution, and during the years ahead, it will take the very best efforts of all to keep its excellence at the high level that it has been for 131 years. With the extreme pressure on budgets and the increased demands upon our legislature, we "trustees" of the institution will need to be more sensitive to the many factors that control its destiny.

The Board of Directors of the Wisconsin Alumni Association has dedicated itself to serve the University. It now has a long-range planning committee which meets in cooperation with the Chancellor's University/Alumni Relations Committee to set forth the necessary priorities and programs for the important years ahead. We will be involving more alumni in our program. We ask that you join us as a special trustee of the University. □



Arlie M. Mucks, Jr.
Executive Director

Letters

Wisconsin Alumnus

Volume 81, Number 5
July/August 1980

The 25-Year Review

Re the May/June issue of reminiscences: . . . The idea is terrific. There are so many occasions, happenings and events that we can recall that it brings back many memories. Do it again some time.

WILLIS and ELEANOR (WEAVER) FREITAG
'29
Wauwatosa

What a bright idea! For me it was a history lesson on our great University. Thanks.

PROF. MENAHEM MANSOOR
Hebrew and Semitic Studies

You said "enjoy," and enjoy I did! Your exceptionally fine march through UW history brought back wonderful memories to a grad of forty-one years.

JACK W. SAVIDUSKY '39
Madison

You deserve an expression of appreciation for bringing your 1930-1955 alums such a review of our years. The nostalgia is a delight, presented with skill. . . A joy! Thank you so much.

MARY CUNNINGHAM HOARD '25
Ft. Atkinson

I enjoyed it so much. The idea is unique. Hope you do the same every five years. . . .

ALFRED E. EYNON MA '61, PH.D. '68
Verona, New Jersey

This old-timer certainly did enjoy "Happenings." You're right, "I didn't know that!" and "Oh, I remember *this!*" Thank you for the vast panorama of years.

RUTH A. SAYRE '20
Hampton, Virginia

It was absolutely delightful. You should be commended. I recalled many special memories as I read and enjoyed!

RAMONA KOELSCH BROWN X'44
Tucson, Arizona

- 4 UIR: In Business for Your Business
- 8 The Finnish Connection
- 10 The Cracker Barrel Gang
- 11 Our Gang
- 12 Say, isn't that . . . ?
- 14 Revisiting the Mounds
- 15 Short Course
- 16 Don't Do Your Rain Dance
- 18 Badger Bookshelf
- 21 University News
- 27 Member News

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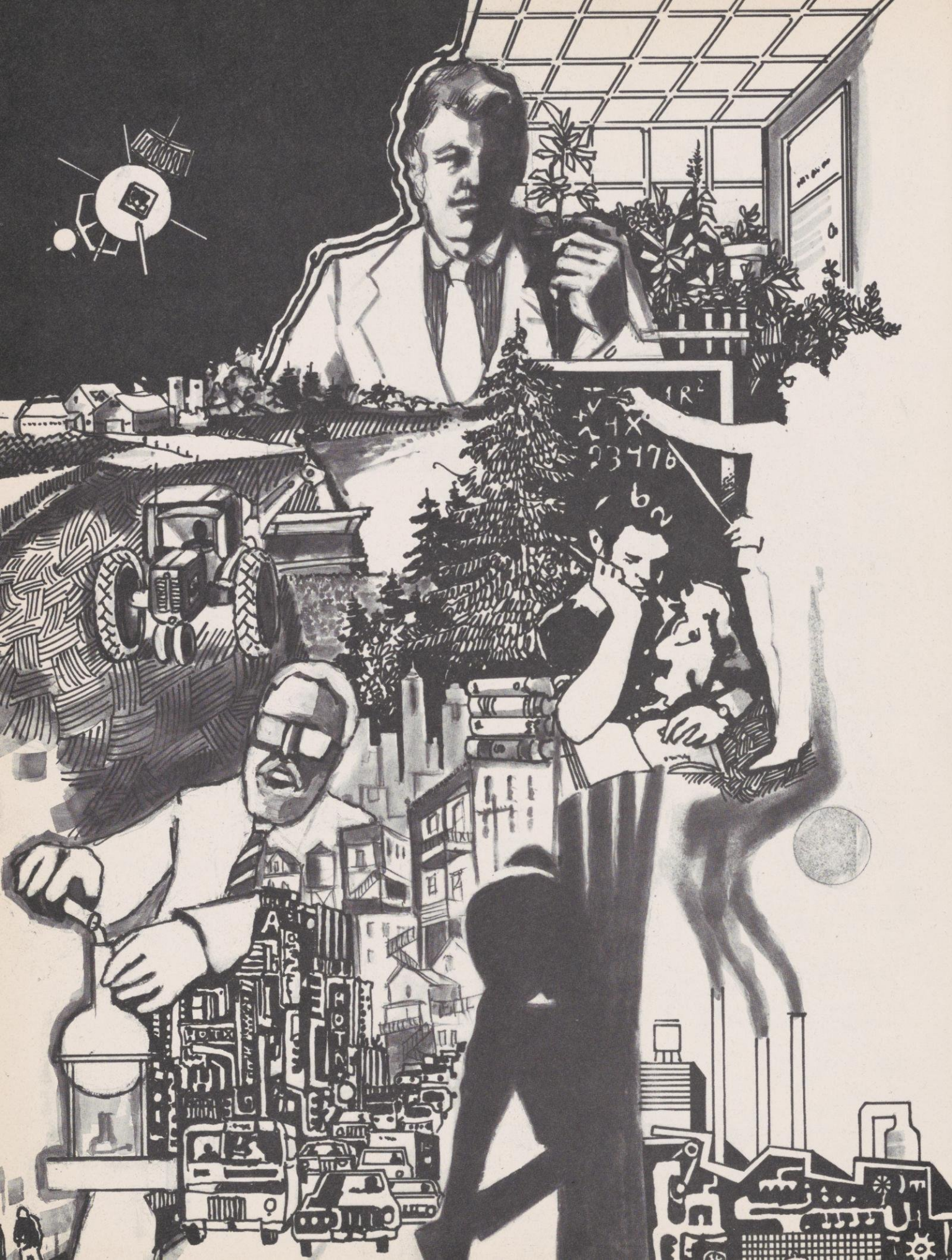
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UIR

In Business For Your Business

Industry utilizes campus researchers and everybody benefits.

By Tom Murphy

By the time you get to the second page of one of the four reports Norb Hildebrand recently completed, your mind shifts into italics. In 1979, you will read, research funding on this campus was in excess of *\$105 million*. It supported research activities of *130* departmental disciplines and professional fields and work in *300* laboratories or centers or institutes or programs. These keep *3,000* faculty scientists and engineers "along with *several thousand* graduate students" working on *5,000* research projects in engineering and science. And available to all those people doing all that research are more than three million acquisitions in the campus' libraries and resource centers, plus more than a hundred collections designed for special research areas, *plus* on-line computer access

to another hundred technical data banks in the nation's major scientific information centers, in which the amount of information potential is almost beyond our ken.

This puts the University—specifically, the UW-Madison—among the top six research universities in the nation, but while that gives us something more to brag about, the fact alone isn't the purpose of Hildebrand's work on those reports.

He is the acting director of our University-Industry Research Program; the matchmaker, reminding industrialists in Wisconsin—and throughout the nation, for that matter—that all this research brain power is available to them for the asking.

UIR began back in 1962, when research and development were energizing new products and industries, sparked by the demands of space technology, solid state electronics, computerization, and other evolving technologies stimulated by federal research support.

Many of the UW's research activities were at the leading edge of these develop-

ments but the results were being applied elsewhere and state industry was not sharing in the potential benefits. A committee of campus physical scientists looking at the problem agreed that the Wisconsin Idea was too often looked on by its potential beneficiaries as something limited to a proud record in agriculture and elementary education. State industry had a claim on the campus, too, and it was time someone tapped it on its collective shoulder and pointed that out.

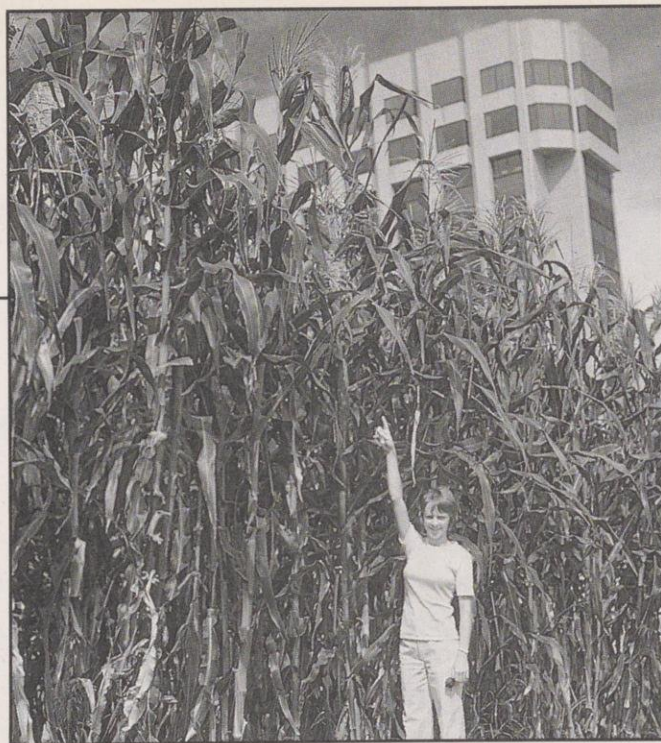
But if, as student or alumnus, you have ever wanted information on something and started phoning what you thought were the logical campus offices to find out who does what, you know how the white rat feels when it hits the maze. So UIR was established as the connection.

The procedure is simple and flexible. Simple in that all it *really* takes is a call or letter to the UIR offices over in the WARF

building on the west end of the campus. You state your problem, (i.e. from some of the current examples Hildebrand recalls): as a food processor you want to add canned carp to your line, and you want to know the methods, varieties, recipes, etc.; as a sheep farmer—an industry growing faster in Wisconsin than anywhere in the nation—you need a coyote-proof fence; as a foundry operator you want to know about a technique you heard of somewhere for reducing flaws in castings; as a dairy farmer you would like a computer program which will increase the efficiency of your operation; as a city official, you and the local power utility want to know the potential for producing electricity by using community solid waste as a fuel; in the health field, you plan to stage a public symposium addressing one or more of the major problems in your locality and you need experts in the field as speakers, current local health statistics, a prognosis. (With 5000 research projects underway, there are several times that many examples, given the interdisciplinary application, but you get the idea.)

So the contact is made with UIR. Someone on its staff will then go to the fat directory it publishes each year, a sort of thesaurus in which key subjects are identified and numbered, each number referring back to the faculty member who specializes in the field.

The staffer will check with the faculty specialist who may have an immediate answer or know where one can be found. Many are in the literature somewhere in those three million acquisitions in the campus libraries, but you'll need an expert to know where to look.



The WARF building, which houses UIR's offices, grows amid a research project—taller, better tropical corn.

That's when UIR's Information Services Division picks up the ball. A reference librarian, perhaps Fran Wood, will check the literature and will help you define the question to select the specific answer you want, and if it's not on the Madison campus, she'll contact those other reference centers or get on the line to those data banks.

The ISD unit is physically located in the engineering library—housed in the new Kurt F. Wendt Library building on the south campus—and is currently handling some 15,000 information requests a year (a 5,000-increase over last year).

Many Wisconsin companies use ISD regularly—even those which have their own reference libraries, since none can cover all the technical literature. Often their questions involve patent information and for those Mrs. Wood will call on the resources of the Wisconsin Historical Society—which is a designated repository for U.S. patent information.

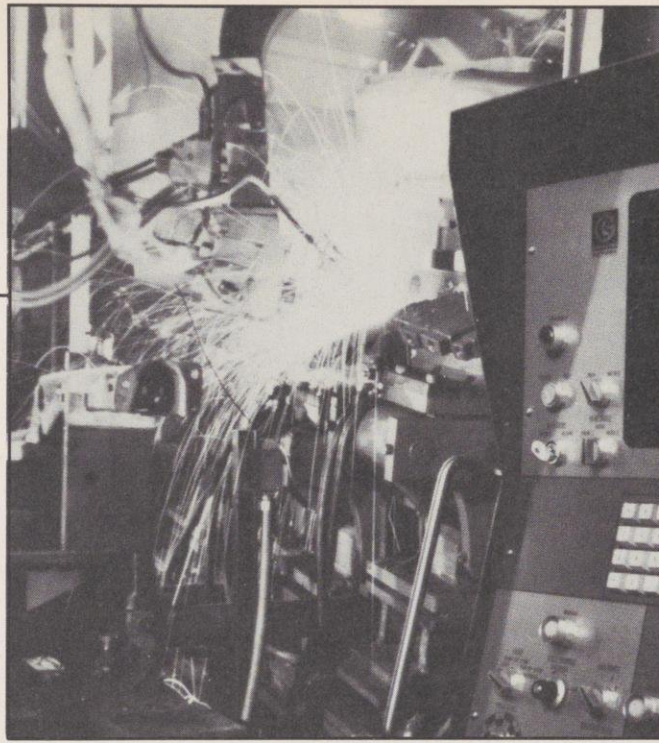
ISD notes a growing interest in using its services for marketing information—i.e., what's the trend in condominium construction (the "live-up, work-below" idea especially); what's the no-fault insurance experience nationally; what's going on in recreation-business meeting facilities; what's the medical, hospital, health equipment market; are lawn mower and snowmobile sales affected by gasoline prices;

what's the latest boom in recreation (answer—roller skating); what's the trend in fast food franchising; how can you identify a specific gemstone (answer—gem-printing by x-ray); can you find anything about an automobile that runs on wood (answer—it was first tried in France and predated the gasoline, electric and diesel cars by some years. One of the earliest was called the deDione et Bouton [circa 1870] which used wood to fire a steam boiler and had less than ten moving parts including the wheels and steering tiller. Recently, some research on the feasibility of using wood to run automobiles has been done in Canada.)

It's amazing how many questions already have answers in the literature. The biggest problem in finding such answers is to ask the question properly, says Fran. If you don't, you can get more information than you really want—like the firm that recently asked about new solar energy applications and got the titles of three thousand research reports.

But if the answer isn't in the literature and if it's a question which basic research might resolve, there's another alternative available. That could involve a sponsored research project under the direction of a faculty scientist or engineer. The company or industry provides the financial support and the UW provides the manpower in the form of graduate students and faculty supervision.

There are certain constraints to such a relationship; the project must be concerned with basic knowledge and have an educational value; it must fit the academic time frame; and the results become a matter of



In action, the self-programming welding robot developed for A.O. Smith Corp. based on research done in our mechanical engineering department.

public record. (Thus a competing business would have access to published results. But the sponsoring company benefits from "lead time" and can develop its own application ahead of those who first hear about it in a technical journal.)

While UIR helps establish such research relationships at the initial stages—getting industrial and faculty people acquainted—the details are mutually worked out at the department level and UIR then steps out. From there on, individual faculty people and the company work out the details of cost, direction, reporting, etc.

In such relationships you'll be in company with A. O. Smith, Giddings and Lewis, Abbott Labs, DuPont, Hoffman-LaRoche, 3M, Schering, Syntex, Kellogg, General Foods, Sears and others of their impressive ilk, but don't be intimidated. In the first place, what somebody discovers for Sears or 3-M just may add to the solution of your problem; in the second, you are also companion to the blacksmith and the mom-and-pop cheesemaking operation.

Such industrial "investment" for research here has become a major asset over the years in this mutually beneficial exchange. Says Robert F. McGinn, vice-president of research for A.O. Smith, "Considering the University's reputation as a leader in so many research fields, I'm amazed that more companies haven't recognized the help it can give to industry. If they ever do, we'll all be standing in line." McGinn speaks from experience. One example is the \$5,000 grant A. O. Smith made in 1963 to the mechanical engineering department to solve a welding problem. It has

added to that grant until its investment has grown to more than \$100,000 and has resulted in a major technological advance—a computer-controlled self-programming automatic welding system. Thus, said Hildebrand, "for industry, a relatively inexpensive investment can lead to new technology and ultimately to new products and markets.

"Most companies are, of necessity, primarily concerned with day-to-day problems of applied research; they don't have the time for the arduous tasks of basic investigation, particularly when the potential pay-off is in the distant future. But basic research is the University's business. Further, the exposure of faculty and students to industrial interests and problems is especially valuable to them." So things are moving well on this two-way street. From 1975 to 1978, seven corporations provided more than \$100,000 each for research here on the campus—the greatest amount of it for basic studies—and the most recent (1977-78) figures compiled by New York's Council for Financial Aid to Education rank the UW-Madison ninth in the nation in amount of corporate support, fifth among all public universities. Nationwide, corporate support to higher education increased 13.9 percent in that period; here the increase was 24 percent.

The flexibility of the UIR Program shows up in several areas. Obviously, not every campus researcher is elbow-deep in

work instigated by industry; "pure research" is still at the fore, and its results flow out to the private and governmental sector via the faculty and UIR. UIR associate directors—there are five of them—regularly visit industries throughout the state, calling on those which they think might benefit from some current campus project. Conversely, many major industries route their reps to the campus frequently to see what's new. UIR also arranges for various kinds of educational programs for industry, working with University Extension in planning technical conferences, state-of-the-art seminars, and other ac-

tivities which bring faculty and industrial people together to discuss mutual problems and interests.

The four reports Hildebrand has been working on are an effort to categorize some major fields which promise significant technological developments for industrial utilization. They're as concise as he can make them, yet each takes on the appearance of a phone book after you get through the introduction. He's thus far covered our resources on Food, Health, Energy and Society, and he's now doing his best to corral Communications. But unless he can type at an amazing rate of speed, chances are the first one will be outdated by the time he finishes the last. Nearly twenty years ago, scientists were fond of saying that 90 percent of all discovery in man's history had taken place in the past decade or so, and certainly it continues to increase in geometric proportions. Thanks to the sort of cooperation which UIR—one of the first such efforts in the nation, by the way—has nurtured between Wisconsin's government, industry and scholars, there appears to be no information problem here—only getting more people who want to use it. □

The Finnish Connection

*We've had a good thing going
for twenty years.*

By Barbara J. Wolff '78

The backs of my cross-country skis announce quite plainly that they have been Made in Finland. Finland: the most mysterious (to me) of the Scandinavian countries. All I know of it is that the capital is Helsinki, and that my skis were made there.

Thinking about it casually, Finland seems an unorthodox place for any sort of academic exchange. Nevertheless, the UW and the University of Helsinki have been methodically conducting just such an arrangement for over twenty years.

It is the ideal arrangement between gentlemen and scholars. Nothing has ever been inscribed on paper, yet each year the deal is punctually closed. One year, the UW sends a member of its faculty to Helsinki for an academic year; the following term, Madison hosts a Finnish scholar.

Actually, the Helsinki Exchange could be a model for a perpetual motion display. The people in the office of the International Studies Program, describe the exchange as something that runs itself, with little intervention from UW administration. Even the program's funding causes small worry among its coordinators. Like the Biblical lilies of the field, the exchange's tomorrow will look after itself. Moreover, the staff believes it's the only constant faculty exchange among the myriad international programs on campus.

The unquestioned authority on the Helsinki Exchange is Professor Robert Gard of the Extension's Theatre and Drama department. Gard supplied much of the thrust behind the arrangement, the roots of which go back to 1959, when he was in charge of the Wisconsin Idea Theatre. That year, he received a research grant to study theatre arts in Finland, where he pursued the work of Finnish playwrights.

During the course of his tenure in Finland, Gard worked closely with the United States Information Agency and became friendly with the bureau's director in Finland, William Grenoble. In the spring of 1960 Gard and Grenoble developed the first Northern European Playwright's Workshop.

"At that time our State Department had great interest in bringing certain Finns to America on short visits," Gard says, "and Grenoble thought it would be possible to get the rector (chancellor or president in

our terms) of the University of Helsinki a grant to visit Wisconsin, have conferences with President Conrad Elvehjem and work out a way the two institutions could cooperate and become more closely allied." This justification was compelling. Both schools had great concern for the common citizen. The UW, after all, had been patterned after the Wisconsin Idea of extending education to the people; Helsinki recognized a similar goal. Both universities focused heavily on research and maintained world-wide contacts. Plus, Gard says, the relatively large number of Finns and the cultural influence they brought with them was also a factor.

Whatever the reason, the idea of a scholar swap appealed to then-Extension Director Lorenz Adolfson, who set Gard to coordinating efforts stateside, with Grenoble working in Finland. Rector Edwin Linkomies of the University of Helsinki was later invited to the University of Wisconsin to further an official exchange program.

"He was a very salty man, Linkomies," Gard recalls. "He had been Prime Minister of Finland during World War II and faced difficult relations with both Germany and Russia.

"He was a wonderful scholar, highly regarded by the Finns, but he was an iron leader too. And we were all quite nervous when he came, finally, to Madison. However, he was a perfect guest, and saw instantly the possibilities of a professorial exchange."

The following year did indeed realize the first exchange. Arthur Hasler, noted limnologist and heir to research by Edward Birge and Chancey Juday, was chosen to go. While at Helsinki, Hasler smoothed arrangements for Hans Luther, Northern Europe's leading lakes and water specialist, to come for the next term. Since then, the exchanges have proceeded smoothly without a single interruption, despite a noticeably laissez-faire attitude toward the gritty realities of funding and administrative red tape.

Money finds its way to the program through a variety of sources: the Brittingham Fund, the Graduate School, Fulbright travel stipends. Both universities have established a kitty for visitors' salary payments. The first step in the actual exchange process is the letter that goes out to

academic departments at UW or Helsinki, depending on whose turn it is to visit. After that, a committee on either side of the Atlantic reviews the vitae of nominees.

Members of the committee in Madison are Gard, Hasler, Kim Nilsson, Leon Epstein, George Wirtanen, Zigurds Zile and Richard Vowels. Vowels explains that in selecting who comes, goes or doesn't, the committee looks at the applicant's field of study and whether or not a sabbatical abroad would further the research.

Both the UW and Helsinki committees then rank the candidates. The host school is always free to change the rating or even to request entirely different guests.

All committee members here have first-person experience with the exchange. Although Vowels, a professor of Scandinavian Studies, does not exactly wax rhapsodic about his own time at Helsinki, he does acknowledge his experiences in Scandinavia changed his life.

"I went because I was essentially curious. I was originally a biochemist, but I took my first grant to go over there when I realized that, at the time, Scandinavia was an up-and-coming place to do research. I was offered the money and I went. I subsequently switched my studies to Scandinavian literature."

Vowels agrees with Gard that both universities specialize in superior research and take particular interest in their rank-and-file citizenry. But to those similar traditions he adds significant, mind-opening differences which he believes are truly worth studying.

"Scandinavia produces some of the best technology in the world; I was curious why. If you look at the architecture, for example, you will see a kind of totality to it that permeates the entire way of life in Finland. There, an architect is responsible for not only the outer structure but its interior and the building's relationship to the environment as well. In this country we have an architect for the outside, an interior decorator for the inside; someone else designs the landscape. The city of Stockholm bought land outside the city limits thirty or forty years before anyone would ever need it. The U.S. is too democratic for such long-range planning because, I suppose, some might construe that as dictatorial. Here, if the government wants to widen a road, people

who live along that road and shopkeepers whose businesses are located there would all be up in arms about it. Look at our own efforts at renovation and social planning: the Madison Civic Center. How long did it take us to get it? And when things finally get done it's such a partial overhaul. U.S. renovation appears timid next to Scandinavian projects."

Here, then, is perhaps the crux of the Helsinki Exchange program: ferreting out the similarities and differences that at once bridge and separate people. As the thought occurs to me I notice my gaze slipping out Professor Vowels' window, where I see a tableau containing at least three of Madison's quintet of lakes, and all the buildings on campus and the east side of the city. They form a very inconsistent mosaic; the landscape ranges from the plantationesque Bascom Hall to the monolithic Van Vleck to the omniscient presence of the State Capitol to three huge and static smoke stacks. I recall briefly the clean design of my skis, puzzle a moment about the philosophy behind them and wonder if the roses have already bloomed away in the city of Helsinki. □

Barbara Wolff recently won a citation from the English department and an award from Isthmus, a Madison weekly newspaper of the arts, for two of her short stories.

The Cracker Barrel Gang

Now our 'mature' students can live it up a little too.

By Mary Decker Kilgore '76

The get-acquainted conversation began with questions, and the situation took me back 100 years to college life when I was eighteen. This, too, was a gathering of UW students over drinks, but it was different. These were older—some *much* older. The locale was a brightly lit room at Union South. There was no music, and the portable bar was tended by a bored student who looked to be about twelve. I was at my first cocktail hour of the “Cracker Barrel,” the social part of the University’s efforts to meet the unique needs of the adult student population.

In 1970 people twenty-five and older comprised 20 percent of the total student population. Today this category is 30 percent and probably rising. The “Cracker Barrel” format was developed by Pat Woicek, a student intern in the Union Directorate Program. She talked to a number of older students who wanted a way to meet others their own age without having to frequent bars. Many were new to Madison and felt lonely and isolated.

This was Cracker Barrel’s third semester, and it’s doing well after some trial and error. It offers Monday brown-bag lunches at Union South and instructional swims Wednesdays at Lathrop Hall; monthly pot luck dinners and the cocktail hours. A ski trip and a ballroom dance were successful and more are planned in the future.

Pat developed and continues to add to the agenda from student input. Different groups of people attend the different events, which is a good indication that a variety of needs are being met. About 90 percent of those involved are single and the majority are in the late-twenties-to-early-thirties age range, but Pat hopes more students thirty-five or older will become involved.

At this cocktail hour, people asked the standard questions students always ask upon first meeting—“What is your major?” “Where are you from?” “Where do you live (on campus)?” But the variations and additional questions made it clear that “college life” had taken on a whole new meaning.

“What is your major?” is followed by “Are you an undergrad or grad? Full-time or part-time?” “Where do you live?” reads as “Whom do you live with?” that is, spouse, kids, roommates, or alone.

A big difference between the students of my first undergrad days and these “older” ones is in their attitude towards their Uni-

versity work. Then we chose our majors based upon some vague idea of what we wanted to be or on our current interests, and many of us changed majors the way we changed our favorite rock stars. These people have a more practical view. They’re choosing a course which will be most expeditious in getting them through school and into a job. A question I heard asked a lot was, “Are you interested in your work?” (Often the answer was, “No, but there’s a market for it.”)

College fits into these people’s schedules in different ways. Some manage a course or two along with responsibilities of jobs and children; others are full-time students. But what drew them all here tonight was the desire to meet and talk to other students close to their age. This feeling was best summed up by the comment of one woman, “It is so good to look around and see ‘mature’ faces.”

There are other places on campus where these “mature faces” can go for assistance. The Office of Continuing Education Programs, formed in the fall of 1974, provides academic support services for adult students. For the past few years its major emphasis has been on the timetable; more than three hundred courses have been added after 4:00 p.m. and on weekends. According to Assistant Vice-Chancellor Joe Corry, director of CEP, it is now looking at ways to develop non-credit courses such as seminars for specific audiences. The challenge he sees is to provide this within the faculty’s workload.

In July of 1975 the Office of Continuing Education Services was added to the CEP.

It provides educational and vocational counseling and conducts workshops such as its “Lifework Planning,” “Women in Transition” and “Investigating Careers Assertively.” Then there’s “Conversations Over Coffee,” where speakers are invited to appear in a casual setting to discuss such topics as non-traditional jobs, juggling roles and stress-management techniques.

The Office of Inter-College Programs administers the registration of Special Students and Guest Students. Anyone can register as Guests and Specials, but the majority are in the twenty-five-plus group. With appropriate requisites, Special Students can enroll for any course the University offers provided there is sufficient space in the class after the registration of regularly-enrolled students. These courses are taken for credit and the fees are the same that regularly enrolled students pay. Guest students audit courses with consent of the instructors. There is no charge for those sixty-two and older; for others the rate is half the fees for credit.

Resuming college after time out or beginning college later in life is a challenge. Many feel out of place in classrooms full of young faces. Finding time for class work along with other major responsibilities adds to the pressure. With the sharp increase of adult students on campus the University is working to make this group feel as though they belong and are a vital part of campus life. □

Ms. Kilgore, a member of our staff, is taking courses in grad school at the ripe age of thirty-three.



Our Gang

Thomas E. Posey Ph.D. '49

By Marilyn Kern

During recent testimony before the House Select Committee on Aging, pollster Louis Harris stated that most people now want to work all their lives instead of retiring. At age seventy-nine, Thomas Posey Ph.D. '49 would appear to be one of those people. In 1971 he retired as chief of the labor and industry division of the AID's Office of International Training after twenty years in Burma, the Phillippines and Turkey. Whereupon he and his wife Claudia promptly moved to Colchester, Ontario where he is now a research associate in his career focus, economics, at the University of Windsor. There, on campus and off, he has become involved with the identity and economic problems of black Canadian workers. ("They've always been unsure of their cultural heritage," Posey says. "They want to be identified as Canadians, not blacks. They had little interest in their African background until *Roots* was published. But despite Canada's adoption of multiculturalism, subtle racism exists, primarily in employment. There is no objection to interracial marriage, but there are very few blacks who have decent high-level jobs in the private or public sector.)

His race and its economic problems has guided him throughout his career. Born in Washington, D.C. where his father was a glass-cutter and his mother a parttime domestic, Posey attended Syracuse University on scholarship. He earned his B.A. in 1923, his M.A. in 1925, then joined the faculty of West Virginia State College, but found an off-campus concern that drove him as hard as did his teaching in political science and economics. "Negroes were being brought into the state as strikebreakers. Many had been recruited—often by ministers—but hadn't been told what they were to do. They were marched in and out of the mines under guard." The resultant bitterness—both racial and labor-based—got Posey active in what had been an ineffective UMW, and resulted in his 1934 book, *The Negro Citizen of West Virginia*.



By 1945 his burgeoning reputation in the labor field earned him a Rosenwald Fellowship, and he chose to come here to the University. Although there were only a handful of blacks on the campus during that early postwar period, he found the atmosphere quite amicable. Prof. Selig Perlman, especially, made him and his family welcome. "I remember how we talked about my work the day I arrived, and a few days later he came to call on us."

Posey earned his Ph.D. in 1949, again using the black laborer in West Virginia for his thesis, and for a few summers thereafter his government work allowed him to return to the campus as an ad hoc instructor in the Extension's School for Workers, which he calls "one of the better schools for trade union education in the country." He was back again in the late 1960s for a few weeks at the invitation of his friend, then-Chancellor Ed Young, in the wake of a black-awareness symposium here. Posey did a little teaching, attended classes, advised and mingled; in general, helping in the transition process. "I recall one incident," he laughs. "I had just finished a lecture when a young black approached me. My hair was close-cut, but his wasn't. 'Dr. Posey,' he said, 'why don't you have an Afro? Are you too hung-up on

these white European traditions?' I said, 'Son, it's not what's *on* your head that counts, but what's *in* it. And if you don't get something *in* your head, you're going to flunk my class!'"

He still likes to come back to the University, and was here in May to visit his granddaughter, Stephanie Archia, a sophomore. Her mother, Barbara, earned a master's here in 1965.

Thomas Posey has been honored by the state of West Virginia, by the AID and by the labor movement. He continues his work at the University of Windsor, continues to consult in the United States, continues to be busy. That's his way of enjoying retirement. □

Miss Kern is a doctoral candidate in our school of Journalism.

Say, isn't that...?



In Jefferson are Otto Breitenbach '48, associate director of athletics; Tom Stauss, 1979 football Badger MVP; Bob Johnson '50; Dorothy Erickson Thomsen '48; and James Rindfleisch '50.



The Fond du Lac Club. Speaker John A. Duffie Ph.D. '51, director of the UW Solar Energy Lab; Henry B. Buslee '52; Orville Ehrhardt '54; and Nate Manis '38.



With the Kenosha Club are Lewis Kranz '50; Tony Bisciglia '60; Rita Bisciglia; and Lee Pierangeli '51.



At the Louisville event are Cliff Sawyer '38; Burdette Fisher x'40; Bob Swenson '52; and speaker Prof. Robert Samp '49, MD '51.



The 1980 Distinguished Service Award recipients of the Washington D.C. Club are Edward Garvey '61, JD '69, executive director of the National Football League Players Association; Shirley Schroeder Cherkasky '49, MS '68, director of the museum program for world culture in the Division of Performing Arts of the Smithsonian Institution; Wisconsin Congressman Robert Kastenmeier JD '52; and Abner Mikva x'48, judge of the U.S. Circuit Court of Appeals.



When the Milwaukee School of Engineering dedicated the opening of its new library the guest speaker was former President Gerald R. Ford. He is seen here with Arlie Mucks and Robert Spitzer '44, MS '45, president of the school.



At Fort Atkinson are speaker William P. Davis, associate vice chancellor of our Center for Health Sciences; Bradford Wilcox JD '71, Diane Haukom Tuttle '69; Eileen Staral Ackerman '59; and Jonathan Pellegrin '67.



Pictured at the Manitowoc Club function are Gail Arnold Fox x'73; speaker Edward M. Penson, chancellor of UW-Oshkosh; Reuben Plantico '41; and Arlie Mucks.



In the Vacationland Club are J. Charles Phillips '65; Willy Westerfeldt; Jim Evenson '69, JD '73; Jim Hillis, defensive coordinator for the Badgers; and Ellie Hillis.



Revisiting The Mounds

Two linear mounds and a goose mound were marked in 1922. They're on Willow Drive and University Creek.

Photo/Chuck Patch

By Mark C. Peterson '81

While you were a student here you heard of the Indian Mounds which dot the campus and parts of the city and surrounding area; no doubt you saw some of them, perhaps even studied them.

Perhaps the most familiar to former students are the two on Observatory Hill. One is bird-shaped, the other is a two-tailed turtle. They're fairly broad and rise about two feet above the landscape. The bird and turtle are part of the handful that remain from an estimated 260 which were once sprinkled across what is now the campus. About a dozen are here, untouched or restored in such areas as Picnic Point and near Eagle Heights. Some twenty more are identified and preserved in the Arboretum. At one time there were nearly 1,000 along the shores of Madison's lakes, a few going back 1,700 years, with those on the campus estimated at between 650 and 880 years old.

Hundreds were destroyed by settlers and builders, some in fairly recent years. Early destruction "just happened," but at other times there was no choice: two linear mounds and a bird effigy on University Ridge were lost, first to an orchard planting, then to the construction of Forest Products Laboratory. Another cluster was

sacrificed to the building of Adams and Tripp halls. There were three more where the Natatorium now stands.

The Effigy Mound culture was unique to the southern half of the state, and what little we know about it deals mainly with its burial habits. While its people left shapes of birds and reptiles, these dramatic styles were in the minority; most of its mounds were conical or linear. We know that burial was centered in particular areas of an animal mound; the heart, the shoulders. Frequently there were included ceremonial fireplaces or cobblestone altars. We don't have an answer to why certain shapes were used or whether only some of its people earned animal-mound burial. Authorities continue to seek those answers, and UW archaeology professor David Baerreis is one whose long-standing studies are often referred to. That turtle on Observatory Hill is a rare shape; birds were more common. Some believe the shape represented the totem of family clans, others think they signified the guardian spirit of those dead. Each theory is difficult to pursue, for we lack information to correlate symbols with individual tribes.

The Effigy Mound culture was preceded here by the Hopewellians—mound builders, too, on a somewhat larger scale—and would later be driven northward by the Mississippians, the ancestors of the Winnebago tribe which inhabited this area when it was first explored by white men. The Mississippians were a fierce, hostile people who destroyed much of the Effigy culture.

What remained showed the Effigy tribes

to be a hunting-fishing-foraging culture rather than agrarian, forced to move with the exhaustion of the food supply. Perhaps certain members of the tribe returned year after year to bury their dead until the distance through picked-over land became too great—we know that mound sites were not necessarily habitation sites, and vice versa—then new burial grounds were chosen, closer to the current home area.

One theory has it that mounds were built at specific times, maybe once a year. Those who had died between times might have been buried elsewhere temporarily or placed on high scaffolds, out of reach of animals, to be returned for mound burial at the proper time. This would explain the discovery of bundled bones in the mounds. Another theory suggests that those bundles—sometimes of dozens of people—were those killed in a battle or dead of an epidemic or starvation.

Generally, mounds were built in clusters, usually on a high ridge or a bluff overlooking a lake or stream. Each was no more than five feet high, but their lengths might vary from sixty to 300 feet.

How prophetic it was of the Effigy culture to have chosen the beauty of this area as the place from which the souls of their dead might soar to their Great Beyond. □

Mark Peterson, a junior from Green Bay, is majoring in Journalism

Short Course

By Tom Murphy

COUNTING

There were 2849 foreign students on campus this year. The Republic of China (Taiwan) sent the largest number, 204. Other places with more than 100 were: Hong Kong, 197; Iran, 174; India, 140; Canada, 139; Nigeria, 120 and Korea, 105. It must have been lonely for the students from Barbados, Cuba, Cyprus, Luxembourg, Mali, Morocco, Panama, Reunion and Swaziland: each was alone. The People's Republic of China sent the mathematical average, twenty-four. Others near that figure were Venezuela, Pakistan, Libya, France, Australia and Egypt.

BETTY CROCKER-SAN

Elizabeth Simpson, dean of the School of Family Resources and Consumer Sciences, got back from a symposium in Tokyo with a brand new plan. U.S. firms in Japan are light on home economists who speak the language. So Simpson's staff went to the people in our East Asian departments, and together they're coming up with a three-year course in Japanese language and culture that would be available to home ec/retailing majors. It includes an after-graduation internship of a year in Japan.

AFTERMATH

It may surprise you to know that female friends of a rape victim are more apt to blame her for "letting it happen" than are men. Campus psychologist Daniel Coates says this is a part of our instinctive defense system: we need to convince ourselves that the world is safe. Coates made the point in connection with a survey he helped to conduct, one that suggests that friends, male and female, of a rape victim too often turn away from her if she does not appear to be doing well emotionally after the crisis. *She* may need to talk about it, but *we* don't want to be reminded of our vulnerability. Thus, to get along socially, she may have to suppress her emotions, thereby prolonging her pain.

TO BE OR NOT

Campus psychologist Demaris Rohsenow says: For those close to someone who appears to be contemplating suicide, *listen*, let the person ventilate feelings; do not try to shape him or her up with a "you should be happy with what you have" remark. Don't be afraid to ask if suicide is being contemplated: if it isn't, the question won't put the idea there. To those who might consider suicide, Rohsenow suggests they think about the pain and anguish they'll cause their loved ones, and adds a startling statistic: suicide by a parent leaves each child the 50-50 chance of dying that way, too. Finally, to those left behind by a suicide, she says that feelings of guilt may be natural, but they're uncalled for—only a professional can stop one who is intent on going through with it. And feelings of anger and bitterness toward the victim are perfectly natural, too. The incidence of suicide is highest in the April-June period.

HORSE SOLDIERS

It isn't exactly hot news, but historic moments should be recorded. On an otherwise peaceful Sunday morning last February, the winter breezes alerted Langdon Street that pre-dawn raiders had dumped 500 lbs. of fresh manure on the steps of the Union. The note that accompanied the gift admitted that it was the work of students from the University of Missouri, their student government being at war with our student government. There was talk of retaliation, but nothing happened. An inventory showed that the ammunition came from our own Ag campus.

SIR ERIC

Eric McCreedy was director of the Elvehjem Art Museum for four years until he moved to the University of Texas last summer. But down there he got an honor that spills over on us up here. Eric has been given the Knight's Cross First Class Royal Order of St. Olav by the Norwegian government. It recognizes his work in organizing the marvelous "Art of Norway" exhibit at the Elvehjem last year.

PRACTICE

How do ya get to Carnegie Hall? Get good enough to join our faculty Wingra Quintet, it would seem. The group debuted there in mid-March, and were "consistently sophisticated, sensitive and thoroughly vital," said Peter Davis, critic for the *New York Times*. The quintet's members are Robert Cole, Marc Fink, Glenn Bowen, Richard Lottridge, and Douglas Hill. Also there—very much there—was composition professor Les Thimmig. The Wingra played one of his works, and he played his double bass clarinet.

LAGNIAPPE

The Summer Sessions bulletin lists 1200 credit courses in ninety departments. □ The meeting center on the west campus, formerly called the University Bay Center, has been renamed to honor the late Jacob Friedrick, the Milwaukee industrialist and regent. □ The Union Theater brought the Alwin Nikolais Dance Theater here in residency in 1978, and that move earned a recent national management award from college theater administrators. □ Social note: About 22,000 unmarried couples live in the state, according to a survey by Extension demographer Stephen Tordella. □ The Rare Book department of the library has added about 500 titles by American women from the 1630-1900 period. □

Don't Do Your Rain Dance In Camp Randall!

*Given the tenuous state of our athletic financing,
a few wet Saturdays to keep
the ticket-buyers home,
and Elroy could be passing the hat.*

By Mike Lucas

Capital Times Staff Writer

Reprinted from the Capital Times, March 7

For many years, Elroy Hirsch has been collecting loose change, here and there, and stuffing the pittance in a sock. A red-and-white sock, naturally.

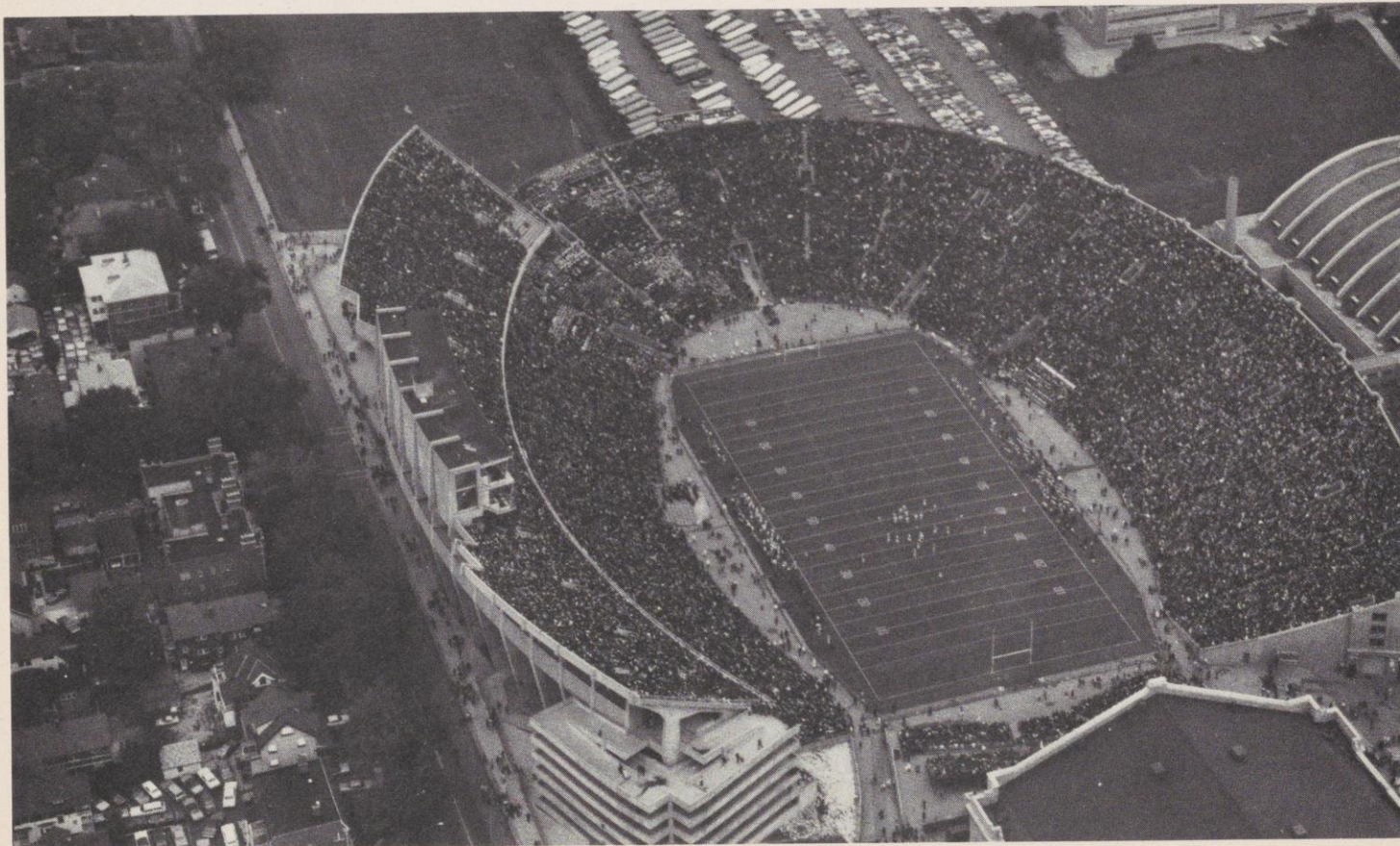
For many years, he has been saving for a rainy day (figuratively); building up in the process a nice reserve fund for just such an eventuality.

Yet should he experience not one rainy day (literally), but let's say, two rainy, miserable Saturdays next fall at Camp Randall, his savings would be virtually wiped out.

His sock will have sprung a gigantic leak. Already, there are signs—in this, his eleventh year at Wisconsin—that it has.

"What bothers me," moaned the crew-cut head of Badger athletics, "is that they're going to let us go broke."

For effect, Hirsch could turn his pockets



inside out to emphasize the immediacy of the emergency.

But in this day, where everyone has been turned inside out by spiraling inflation, it was not necessary for him to do so.

The problem is understood; there are few exceptions. A huge business such as the University of Wisconsin athletic department is just as vulnerable as anyone else, perhaps more so, to the limited cash flow of a faltering economy.

This problem is even more unique and troublesome for Hirsch, considering that most of us don't have to contend with the ramifications of Title IX or the upkeep of a 77,000-seat stadium and a 12,000-seat fieldhouse.

"We have enough money in reserve," Hirsch stated, "and assuming we draw as we plan to draw (next season in football; six home dates), we have enough money to last us until the end of the fiscal year, which is June of 1981. At that point, we will be exactly even."



Hirsch thought about that grim prospect.

"We've worked for ten years to the point where we had a nice reserve fund built up for any emergency and in a year we're going to be even," he repeated.

The prospect grew more grim.

"Even, which is in effect being broke," he groaned. "That concerns me."

"For instance, what if next fall we have two horrendous rainy days for football. Instead of drawing 70,000, we draw 40,000. It worries me because we're that tight at the moment. Of course, I assume somewhere along the line somebody will do something about it."

That assumption, though, doesn't make the prospect any less grim. The legislators are aware of the problem. It has seemed that, in the past, they have not been, so their present awareness appeases Hirsch somewhat.

But Hirsch must deal with the bottom line, and the financial burden still remains on his shoulders. "We should be relieved some way," he said. "We're exploring a lot of areas."

Recently, Hirsch received permission to spend his own money—from the athletic department reserve fund—for a new football surface at Camp Randall.

"A couple of legislators came up to me," Hirsch related, "and they said, 'Well, we got you the field.' It shook me. Another person said to me, 'Isn't it nice that the state bought you a field and you won't have to raise ticket prices?' Hey, we bought our own field, out of our own money. A lot of people don't understand that yet."

It's not that easy to spend your own money. Hirsch had to draw up specifications on what kind of surface he wanted—he had to go through the Athletic Board, then the chancellor, then the Board of Regents, then over the hill to grandma's house, and then, finally, to the building commission, which then gave him permission to dip into his own pocket.

The reserve kitty was started about six years ago, and now that Hirsch is forced to deplete it, he also loses on another front—the luxury of gaining interest on the money which he had been saving for that rainy day. In cold figures, nearly \$100,000.

What concerns Hirsch as much as anything at this time is the maintenance of his athletic plant. When he took over the sagging program in 1969, he inherited a debt of \$225,000, plus ten years of deferred main-



Elroy Hirsch

tenance. "That's where most of the money has been going," he said. "Right back into the plant."

"After 1981, some decisions will have to be made. The reserve will be gone and the bills will be coming in. We're going to have to start thinking about putting away money for replacement costs. Or, if we continue to allow deferred maintenance to get away from us, we will be in the same boat that we were in eleven years ago."

In this regard, Hirsch believes the administration of the Madison campus should go through the proper channels and put in an appropriation for money (\$350,000 a year); money (\$200,000) for the ongoing maintenance of the plant, and money (\$150,000) for deferred maintenance, for repairs in the buildings and for capital improvements, if any.

"The Madison campus, the athletic department," Hirsch said "is the only campus—within the twenty-seven-campus system—which has to support itself, building-wise."

Some help must be forthcoming. Having pounded the street for handouts, Hirsch has already worn holes in his shoes. It was inevitable that his socks would also show the wear. The question persists: "How can we remain solvent?" Hirsch said.

Perhaps, he would be wise to invest in a huge umbrella. Red-and-white, naturally. The idea of going broke is not a pleasant one. And when it rains, it . . .

"It," Elroy Hirsch said, "pours."
"We've got to get some help." □

Badger Bookshelf

By Tom Murphy

General

Through the Communication Barrier

S. I. HAYAKAWA PH.D. '35
Harper & Row; 168 pps.; \$9.95

"All books, articles, and lectures about child care, including everything I am saying here, are at relatively high levels of abstraction—they are generalizations. But your child is not a generalization. He is a *particular* child, who has you for parents, your house for a home. . . . What's right for him is not for any outsider to determine, not Gesell nor Spock nor Carl Rogers nor Brock Chisholm nor Lawrence Frank nor me nor anybody else." . . .

"To young people going steady but not yet married, perhaps it would be good advice to say: It's nice that you have such good times together. But don't marry until you've faced some kind of serious problems together—not interpersonal problems between yourselves, but problems given by the world around you. If you can gain strength from each other by confronting this problem, if your respect for each other increases as you discover each other's emotional and intellectual resources, maybe you *are* meant for each other." . . .

"Historically, the intellectual's self-esteem has long rested on his conviction that he is of a special order of beings, far above the masses. . . . Hence talking to each other in a language the masses cannot understand is a status symbol—almost a caste mark. . . . The American scholar cannot, like his medieval counterpart, protect his social image by writing in Latin. But he can and does write in languages almost as opaque." . . .

This is about as deep as Hayakawa gets in this spritely group of short essays, but many will feel there is nothing at all wrong with that. Semantics is the California senator's forte, of course, so each of the thirty-eight pieces deals with the way our words effect others for good or ill. His scope ranges from

home and family to national and international concerns, and he frequently brings in other authorities to add oomph to his views.

Movie Series

Our Center for Film and Theater Research owns 800 full-length Warner Brothers movies and the paperwork involved in their production. The UW Press is publishing scripts and backgrounds on thirty-eight of them. The three we got for review are "The Jazz Singer," "Mystery of the Wax Museum," and "The Treasure of the Sierra Madre." Each contains a complete working script and a great deal of information about the film's production, but Jolson's "The Jazz Singer" is the package on which any film buff might happily OD. We start with an informative introduction by Robert L. Carringer, professor of Cinema Study at the University of Illinois and a man who obviously enjoyed his assignment on researching this 1927 film. We get "The Day of Atonement," the short story by Sam[p]son Raphaelson which was the basis for the film and its Broadway predecessor—a drama with George Jessel. (Raphaelson, incidentally, thought the movie was "dreadful.") And because "The Jazz Singer" was one of the first all-sound pictures—not *the* first, Carringer proves—we get the directions on how to synchronize the film with Vitaphone's "sound discs." Carringer comes back with comments about the less-than-a-smash 1952 remake starring Danny Thomas and Peggy Lee. And for a capper there's a long feature which Warners' publicity department planted in the trades. This may promise to be more than you want to know about *any* movie, but chances are you'll find all of it entertaining.

"Wax Museum" and "Treasure" are smaller packages simply because there was less to say about them.

Also available now are "High Sierra," "The Adventures of Robin Hood," and "The Green Pastures." "To Have and Have Not," and "Gold Diggers of 1933" are due momentarily. (Paper; \$4.95, cloth \$12.50.)

Down Wisconsin Sideroads

By CLAY SCHOENFELD '41
Tamarack Press; 201 pps.; paper \$7.95

Prof. Schoenfeld would rather be outdoors, and here he roams congenially to some of his favorite fishing/hunting spots, often with a good friend. It isn't just a nature hike; this place or that sets him off on an anecdote about TV commercials or the outdoor aspects of Easter, or a how-to on fishing that could send the Queen Mother out to the pier. He's concerned and knowledgeable and a little pedantic about government regulation and conservation.

Around the Shores of Lake Superior:

A Guide to Historic Sites

By EXT. PROF. MARGARET BEATTIE BOGUE and Virginia Palmer
UW Press; 177 pps.; \$7.95

This team effort by the authors and the staff of our Sea Grant Program has produced a most informative glove-compartment book for your summer driving. There are lots of vintage photographs, and there's even a map (roadless) tucked in a pocket in the back cover. You'll know what to visit along the shore, and why you're a cultural achiever for doing so.

Howard Mumford Jones

AN AUTOBIOGRAPHY
UW Press; 282 pps.; \$17.50

With ample reason, Jones '14 LLD '49 is known and respected as a teacher, literary scholar, critic and biographer. But this is an annoyingly lackluster autobiography because he refuses to separate life's substantial moments from its minutiae. Instead, he pushes us briskly along, giving each acquaintance, each event the same brief, detached exposure. The result is a picket fence narrative; the parts are there but they're all blandly alike. There are rare moments when Jones gives us his stimulating opinion on the state of literature or of Harvard, but those are too few.

The Deacon

ROBERT E. GARD

Allison Press; 179 pps.; Paper \$7.95; cloth \$15

Prof. Gard adds to his long list of Wisconsin-centered plays and books with this novel about Grace Episcopal Church, the landmark on the Square at West Washington Avenue. He mixes authentic historical figures with latter-day fictitious characters in a dispute about removing the hallowed old building.

Reference

CARL DJERASSI PH.D. '45 is the author of **The Politics of Contraception** which, according to the jacket, is "a global perspective on fertility control today and in the twenty-first century, by the scientist who pioneered the development of the Pill." (Norton; 255 pps.; \$10.95)

The Chicago Board of Trade, 1859-1905 is a study on "the dynamics of self-regulation" by JONATHON LURIE PH.D. '70. (U. of Ill. Press; 212 pps.; \$12.50)

The Badger State, "a documentary history of Wisconsin," employs the novel (to me) approach of first-hand devices such as diaries, letters and interviews. Its editors are BARBARA DOTTS PAUL MS '68 and JUSTUS F. PAUL MA '60. (Eerdmans; 554 pps.; paper \$13.95.)

MARY MARKS WILCOX '42 is the author of **Developmental Journey** (Abingdon; 27 pps.; \$8.95). In her words, the book "explores how we understand decision-making, why we often disagree about important issues, and (describes). . . the journey of the human mind as it functions

for us to make sense and meaning in our world." It is a clinical approach, beginning with the physiology of developing awareness in the infant.

Ten scholars in history, literature, psychology, philosophy and political science have written the essays which comprise **The Prism of Sex**, subtitled "Essays in the Sociology of Knowledge," and described in a press release as covering "male dominance of intellectual inquiry." The book's editors are Julia A. Sherman and ASSOCIATE PROF. EVELYN TORTON BECK of comparative literature, German and Women's Studies here. (UW Press; 274 pps.; \$18.50).

To help students of the sociology of sexuality keep up with changing views on sexual behavior, SOCIOLOGY PROF. JOHN DELAMATER, with Patricia MacCorquodale, interviewed 1,376 unmarried men and women, ages eighteen to twenty-three. The data they gathered make up **Premarital Sexuality**. (UW Press; 268 pps.; \$18.50)

The professors HOLLINGSWORTH; ELLEN JANE MS '57 of our Institute for Research on Poverty, and J. ROGERS, chairman of the Program in Comparative World History, are the authors of **Dimensions in Urban History**. The publisher says it "(breaks) new ground in the analysis of urban history and culture, (and) focuses on ways in which social and economic forces have influenced politics in American cities since 1870." (UW Press; 173 pps.; \$19.50)

Sociobiology is a new field whose thesis is that our genes influence the way we behave. That means that grandpa may have had as much to do with the way we act at a cocktail party as he did with the color of our eyes. DAVID BARASH MA '68, PH.D. '70 covers the subject in **The Whisperings Within**. It is lively reading. (Harper & Row; 243 pps.; \$12.50.)

Also . . .

MERYL MEISLER MA '78 is the illustrator for Dion Henderson's nature book, *Wild Things*, and she has produced thirty-six quite nice line drawings to go with as many of his short essays. (Tamarack Press; 89 pps.; \$7.95.) . . . LYLE E. SCHALLER '48, '52, '56 has two more compact little paper-

backs for his special audience, church administrators. These newest in a long, long line are: *Effective Church Planning* (169 pps.) and *The Multiple Staff and the Larger Church* (139 pps.) (Abingdon; no price given.) . . . FRANCIS C. KAJENCKI '67 is the author of *Star on Many a Battlefield*, a biography of Gen. Joseph Kargé, a colorful Northern officer in the Civil War. (Farleigh Dickinson U. Press; 280 pps.; \$18.50.) . . . *The Toastmaster's Treasure Chest* is your basic anthology of epigrams, great thoughts, one-liners, etc. gathered by HERBERT V. PROCHNOW '21 and his son. It's a companion to one they did for public speakers, and *that* sold a half-million copies, the publisher says. (Harper & Row; 444 pps.; \$12.95.) . . . DONALD N. ZILLMAN '66, '69 is a co-author of *The Military in American Society* (Mathew Bender; no price given.) . . . MARGARET SNYDER PERKO '42 has a romance novel in paperback, *The Other Side of Silence* (Liesure; \$2.25.) . . . THERON SCHLABACH MS '61, Ph.D. '66 wrote *Gospel Versus Gospel*, a history of Mennonite missionary activities. (Herald; no other information.) . . . Louis Untermeyer said "I don't feel that any reader—assuming the collection gets read—can fail to be variously amused and sometimes moved" by some of the poems collected in *The Figurehead & Other Poems—1944-1977* by R. W. STALLMAN '33, '39, '42. (Oolichan Books; 103 pps.; paper \$4.95.) . . . And a critic on the jacket of *The Wind is Rising* by VIOLA WENDT '28, '36, '47 calls her poems "wine-dark; produced by the ferment of age and art." (Carroll College Press; 75 pps.; paper \$4.50.)

Children's: PATRICIA BRENNAN DEMUTH '78 and her husband did *City Horse* for children in the third to sixth grade. Publishers Weekly listed it as a best seller. (Dodd, Mead; no other information.) . . . RUTH LERCHER BORNSTEIN '48, with a reputation as an illustrator of children's books, branches out as author-illustrator with *Of Course a Goat* for children four to eight. (Harper & Row; \$7.95), and PETER RUGGILL MA '67 is author-illustrator for another charmer, *The Return of the Golem: A Chanukah Story*. (Holt, Rinehart and Winston; \$6.95.)

Your New Executive Committee. They took office this month, and there's a historic note therein. Betty Erickson Vaughn '48, in the foreground, is your president, the second female to hold that office since Imogene Hand Carpenter presided in 1911-'12. In the first row behind Betty are Clare Rice '43, Cedar Rapids; Al DeSimone '41, Kenosha; and Ann Healy Allen '65, Janesville. In the rear: Eric Hagerup '58, Milwaukee; F. Fred Stender '49, Madison; Jon Pellegrin '67, Ft. Atkinson; and Don Frank '47, Louisville. On the masthead, page 3, you'll find the list of offices these people hold.



University News

Recession Hasn't Slowed Job Offers for Grads

The dampening results of an economic recession have not yet affected job prospects for the Class of 1980. The number of recruiters visiting campus and the number of graduates being hired is equal to or better than last year, according to most job placement officials. Average starting salaries range from \$11,000 in education to \$21,000 and upwards for engineering grads.

The number of recruiters at the School of Engineering last fall was up more than 10 percent over the previous year with about 500 employers interviewing 300 engineering graduates. Activity in the spring semester was nearly that. About two-thirds of this year's engineering graduates were placed in jobs; the rest will go to Graduate School or join the military forces.

Overall, engineering graduates with bachelor of science degrees can expect an average starting salary of \$21,000. Master's candidates in engineering are averaging \$24,000 and Ph.D. candidate salaries are approaching \$30,000 a year.

There is also a big demand in all business fields, as evidenced by the 4,700 interviews conducted at the School of Business Placement Office last semester during the seven-week interviewing period. Despite the sluggish economy, the number of job offers reported by school graduates is down only slightly from last year. The average starting salary with a bachelor's degree in business administration is \$16,000. Master's candidates are averaging \$21,000 with some students reporting offers over \$28,000.

More Law School graduates are finding permanent jobs between their second and third year of the program while working as summer clerks in law firms. Only about 25 percent of third-year students are placed through the on-campus hiring process during their senior year. Of the 157 law recruiters who came to campus this year, about 90 percent represented large employers, such as law firms, corporations or governmental agencies. In the last several years the hottest fields have been tax law, patent law and litigation.

More than 90 percent of law graduates will be placed and they can expect an average starting salary of \$17,500, with a range from \$11,500 to \$31,500.

The employment outlook for teachers is

Scientist Wary of 'Fertilization Clinics'

While at Cambridge University, Dr. Barry Bavister developed the culture medium in which British scientists fertilized the human egg which was to become Louise Brown, the first so-called "test tube baby." Bavister is on our campus now, at the Primate Research Center. When the news came that a human fertilization clinic would open in Norfolk, Virginia it disturbed him.

"Very few people in this country have had experience with *in vitro* (in glass) fertilization; nobody in America has carried it out to completion—the fertilization of eggs in vitro and the transfer back to the woman; not even to an aborted pregnancy."

Bavister plans to conduct *in vitro* research on rhesus monkeys to develop a primate model for the technique. There will be four steps to his procedure. First, the ripe female egg will be removed from the ovary and fertilized. This embryo will be cultured and allowed to grow for several days. Then it will be reimplanted in the mother's womb. Finally, Bavister will study the living offspring for abnormalities.

"There is still a lot of basic science to be done," Bavister said. "In a sense (British scientists) Edwards and Steptoe were lucky that it worked for them. They reported attempts to recover eggs from sixty-eight infertile women. Only four pregnancies resulted. Of those, one was abnormal, and it and another aborted spontaneously. That left two living, apparently normal babies, one of whom is Louise Brown. But this success rate—two babies born from sixty-eight *in vitro* attempts—is only about 3 percent. That's in direct conflict with the 50-percent-success claim I have read."



Barry Bavister

"The new Virginia lab," said Bavister, "may be offering more than it can deliver. Scientists do a great disservice to the public when they inadvertently ignore the data on the success rate and on the considerable possibility of abnormalities. I envision large numbers of couples coming in for this technique, paying their money in the full expectation that the wife will become pregnant. This is simply not realistic at the present time."

Bavister feels that the Wisconsin Primate Research Center is the ideal place for basic non-human research that will eventually have human applications. "There is an enormous wealth of data acquired here on the post-natal development of rhesus monkeys. It's invaluable. And we'll continue to build the data base to give us an educated guess about what will happen in humans," he said. □

—Mark Morris

University News

also good right now. In some areas there are definite shortages of teachers, such as special education, math, science and speech correction. There are oversupplies in social studies and physical education. This year's approximately 700 newly certified graduates in education can expect average starting salaries of \$11,000 to \$11,500.

In the College of Agriculture and Life Sciences, demand is greatest for graduates with agricultural degrees in education,

engineering, economics, business management and food science. Graduates in those fields last year had salaries which averaged about \$15,200, compared with an overall average of \$12,900 for all ag graduates.

The most popular areas of study right now are landscape architecture, horticulture and agricultural economics. The fastest growing department is agricultural economics and the job market for this field is good.

Elsewhere on the campus, computer

sciences, retailing, marketing and sales and health-related fields have the best placement prospects, according to the Career Advising and Placement Office. Government and social science jobs are more competitive.

The office has discovered that liberal arts students are more career-oriented than they were ten years ago. In the 1960s, there was more exploration of alternative life styles but the trend now seems to be a return to traditional values. As a result, 20 to 25 percent more students are coming to the placement office for help in the job search. The office recommends that students supplement liberal arts majors with some applied courses such as computer science, business or accounting, and that they become involved in campus activities and get job experience of any sort while in school.

—Connie Villec

Seven Cited for Distinguished Teaching

Seven faculty members received 1980 distinguished teaching awards from the Faculty Senate late in the spring semester.

Citations and \$1,000 checks were presented to Robert Di Donato, German; Charles J. Pulvino, counseling and guidance; Robert H. Haveman, economics and Institute for Research on Poverty; Glen E. Myers, mechanical engineering; Joseph R. Robinson, pharmacy; Ronald C. Serlin, educational psychology; and Robert Skloot, theater and drama.

Foundation Announces \$10 Million in Gifts

The UW Foundation has announced that it received a record \$10.2 million in private support for UW-Madison in 1979. Chairman Anthony G. De Lorenzo reported that more than 20,000 individuals, corporations and foundations gave a record 24,260 contributions.

Foundation officers and directors were elected at the April 25 meeting. The election included title changes for the professional staff and volunteer board of directors. Elected as volunteer officers were: Chairman De Lorenzo, Detroit; Senior Vice Chairmen Norman O. Becker, Fond du Lac, and Brenton H. Ruppel, Milwaukee; Vice Chairman James S. Vaughan, Pa-



Special People. These six seniors and two juniors were introduced to the audience at the Alumni Dinner on May 10. They're the 1980 winners of WAA's Outstanding Student competition, based on scholastic achievement, degree of self-support and participation in extracurricular activities. Standing from left: Stephen Severson, Madison; Brian Sutphin, Madison; Peggy Shukur, Milwaukee; Wade Dyke, Madison. Seated from left: Julie Gorens, Milwaukee; Ann Kirking, Lodi; Cheryl Going, Indianapolis. In front is Mark Jackson, Middleton, who won the David Wayne Langer Memorial scholarship for junior men. Miss Shukur was awarded the Imogene Hand Carpenter scholarship for junior women.

latine, Ill.; and Secretary-Treasurer Harlan C. Nicholls, Madison.

In other action, the Foundation accepted fifty candidates as new members and raised seven members to director status. Selected as new directors were Robert L. Curry, Madison; Ody Fish, Hartland; Warren V. Heyse, Milwaukee; W. Beverly Murphy, Philadelphia; Therese F. Pick, Chatham Township, N.J.; Joan O. Sanger, New York; and Paul D. Zimmer, Green Bay.

The Foundation's annual report is being mailed to alumni and donors. A copy also is available by writing or calling the University of Wisconsin Foundation, 702 Langdon St., Madison 53706, (608) 263-4545.

Grad School Applications, Admissions Down Slightly

Fewer students have applied to the Graduate School this year than did last year. But, according to Judy Williams, assistant to the graduate school dean, the 5-percent drop in applications and 3-percent decline in admissions so far for the fall semester is considered a "small fluctuation" and not significant.

By the end of May, 8,579 applications had been received and 3,400 students had been admitted, according to Graduate School records. Applications received by the end of May 1979 numbered 8,989, and 3,495 had been admitted.

A "big drop" in graduate school applications occurred in the mid-1970s, Williams said, and the decline has tapered off since.

University records show graduate

Ag Alumni Football Fire-Up!

Saturday, Sept. 13, preceding Purdue game.

Stock Pavilion—10:30 a.m.-1 p.m.

Brats and steaks: All you can eat!
\$3.50 members and guests; \$4.50 non-members and guests

Reservation deadline September 5.

Contact: Rick Daluge, 116 Ag Hall, Madison 53706 (608)262-1321

A Ph.D. At 73

Persistence paid off for seventy-three-year-old Ruth M. Tapper. On Commencement afternoon, forty years after starting her doctoral studies, she added to her name the proud abbreviation "Ph.D." Attaining a doctorate in classics is the climax of a life-long love affair Tapper has had with education. It's the culmination of a shorter romance she's had with Gargilius Martialis, an obscure third-century North African writer.

"My mother had been a school teacher before she was married, and I thought school teachers knew everything," she recalls. Her father, a minister, "was a great reader who instilled the love of books in me. He taught me that anything worth doing was worth doing well."

So, when her interest was piqued by a footnote in her readings, Miss Tapper tracked down Gargilius Martialis, who had written a booklet of prescriptions using vegetables and fruits, which ultimately became her dissertation topic. She made the first English translation of Gargilius' Latin work and checked all the medicinal uses of five representative plants in his books through the first five centuries of the Christian era. While she didn't draw any conclusions, Miss Tapper says she observed that Gargilius' herbal remedies, such as lettuce, almonds and quinces, "were probably harmless." Reflecting on her studies, she says it was a challenge "to be forever at it and to live a disciplined life."

Why did she persist for forty years? "In the first place, I love to study. Once I decided to earn a doctorate I knew then I would go on, come hell or high water, so I just kept working away. It could be weeks, months before finding the answer, and then that thrill when I'd find it! The longer you hunt, the greater the thrill."

Miss Tapper's "hunt" began in East Peoria, where she was born in 1907. She graduated first in the Kewanee, Ill. high



school class of 1923 and received her bachelor's degree in mathematics with general and departmental honors in Latin from the University of Chicago in 1928. She taught high school Latin and mathematics in Cuba, Ill. from 1929 to 1972, while continuing her own education at the University of Chicago, receiving her master's degree in Latin in 1932 and taking her first doctoral courses there in 1940. In 1953 she entered our Graduate School, attending five summer sessions during the next twenty years. She retired from teaching in 1972, but put off full-time doctoral studies until 1976, after the death of an elderly teacher she had cared for.

Now she is focusing on the future. "I hope to continue reading and studying on my own, but at a reasonable pace," she says, adding that first on her post-doctoral agenda is an investigation of pomegranates. "I hope to travel to England, where my father was born; I have a home with a flower garden to take care of and a closet full of wool to make braided rugs; I have three quilts set together, ready to be quilted; I want to get my hand in sewing again; and maybe I'll practice up on the piano." Being the persistent woman she is, Miss Tapper will probably do it all.

—Mary Sandok

University News

school enrollment, which was at 8,930 in 1969-70, peaked at 9,319 in 1975-76. The next year it dropped to 8,943, and it fluctuated between some 8,900 and 9,000 recently, with 9,059 enrolled in 1979-80.

Unlike the undergraduate enrollment drop predicted for the 1980s because of the lower birth rate, the long-term decline in graduate school applicants probably is related to economic factors, Williams said.

"Five to ten years ago, there was a lot of money available for graduate work," she said. "A student had a pretty good chance of finding support. But since then, that sup-

port—federal scholarships and grants—has dried up.

"That, in combination with the fact that it's not as easy to pick up summer or part-time work—the general economic picture"—probably are having an effect on enrollment, she said.

Economic conditions also may account for some master's degree programs attracting more, rather than fewer, students. The number of applicants for advanced degrees in engineering and business, which presently are in high demand by industry, are up 6 percent and 3 percent, respectively. In

areas with less job potential, such as liberal arts and education, applications have declined from 5-7 percent. Applications to the College of Agricultural and Life Sciences are off 12 percent.

Variations also occur between categories of students. While male student applications and admissions are down 5 percent and 3 percent, respectively, the same as the overall figures, female student applications and admissions have dropped a little less, 3 and 2 percent. However, foreign student applications and admissions both are up 6 percent.

In the case of minority students, applications are down 5 percent (512 this year compared to 540 in 1979) while admissions are up 20 percent (175 this year compared to 146 in 1979).

"The fact that (minority student) applications are down probably reflects the total decrease," Williams said. "The fact that permits are up could be attributed to several things. It could be that efforts by departments and the Graduate School to get minority students to apply early and to complete the application process have resulted in their getting in before the departments had filled all the spaces. Also, the quality of minority applicants has greatly increased in the last few years."

Minority students made up 5.4 percent of the graduate enrollment last fall, up from 3 percent in 1972. The UW System has set a UW-Madison goal of 6 percent minority graduate enrollment by 1981.

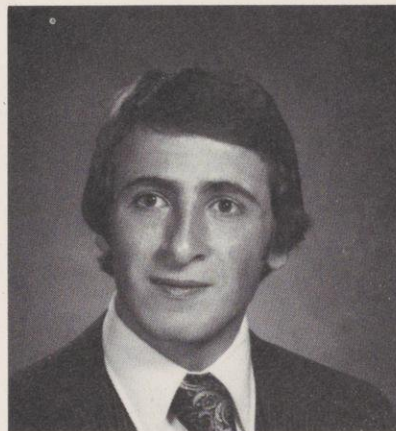
—Mary Sandok

Engineering Student All-Around Winner

David C. Goodrich of Middleton, who graduated May 18 as the top student of the civil and environmental engineering department, has won a Winston Churchill Foundation scholarship to study next year at Cambridge University in England. The award is one of only ten made each year to qualified U.S. students in mathematics, engineering and the natural or computer sciences.

Goodrich, son of Mr. and Mrs. Donald J. Goodrich, may have one of the longest lists of honors and accomplishments of recent civil engineering students. Besides his 3.971 grade point average, he has won a prize for outstanding independent study, received an award for valor in the saving of a young boy's life and been picked to lead research expeditions to the mountain glaciers of British Columbia.

At Cambridge University this fall, after a summer's work in Alaska with the water resources division of the U.S. Geological Survey, Goodrich will begin a nine-month program of research leading to a certificate of advanced studies. After that, he said, he plans to return to the United States to continue his gradu-



David C. Goodrich

ate work. His interests are hydrology and photogrammetry, he said, with a strong leaning towards environmental concerns. He presently works for the United States Geological Survey as a hydrologic field assistant, the job he held two years ago when he jumped into the water below the Baraboo dam spillway to pull out a young boy who had been swept over the dam.

Goodrich has received numerous engineering awards and scholarships, including his most recent "Award for Academic Excellence" in independent study from the University Book Store, one of a dozen \$500 awards presented. For that award, under the supervision of engineering Professor Paul Wolf, Goodrich studied the mapping of glaciers applying photogrammetric principles. In 1979 Goodrich was a winner of WAA's Outstanding Student Competition.

—Rene Bram

Most New Freshmen Survive First Hurdle

Almost all new freshmen who registered at the University since the fall of 1975 completed their first semester, 85 percent in good standing, according to a recent University report.

"This speaks to the retention rate of our students," said Admissions Director David Vinson. "Contrary to what the man on the street thinks—that we flunk out a good number of our new freshmen—only 1 percent were dropped during their first semester, 2 percent withdrew and 12 percent were placed on probation."

For the past five years, the University has statistically compared graduates of individual high schools to all new freshmen as a help to school officials in analyzing their students' University performance.

This year's "New Freshman Profile," mailed this spring to all high schools having five or more students enrolled at UW-Madison since the fall of 1975, includes both an annual and the first five-year analysis.

The cumulative report outlines the performance of 21,782 students who completed fall semesters since 1975; the annual report covers the 4,717 new freshmen who completed the fall 1979 semester.

The five-year study shows that, of 22,214 new freshmen registering since 1975, 98 percent completed the first semester and 94 percent registered for the second.

While the students' mean high school gradepoint average was 3.26 on a 4.0 scale, it dropped to 2.79 at UW-Madison, which wasn't unexpected.

School officials may get the best indications of how well their students are pre-

pared for college by studying the subject area analysis, Vinson said.

Grades dropped between .78 and .25 points from high school to college courses in the subjects analyzed. The greatest decline in mean gradepoint average was in science, from 3.38 to 2.60, followed by social studies, 3.38 to 2.69; German, 3.58 to 3.02; Spanish, 3.52 to 3.04; mathematics, 3.17 to 2.74; English, 3.38 to 2.98; and French, 3.49 to 3.24.

"A lot of interpretation has to go into these statistics," Vinson said.

"If a school was sending us their very best students, and they tended to do poorly in science once they got here, that would tell them something. The same thing applies to English and the other courses. If their students are doing poorly, then the local schools should say, 'Hey, what are they doing at the University that we're not doing here?' and vice versa." *continued—*

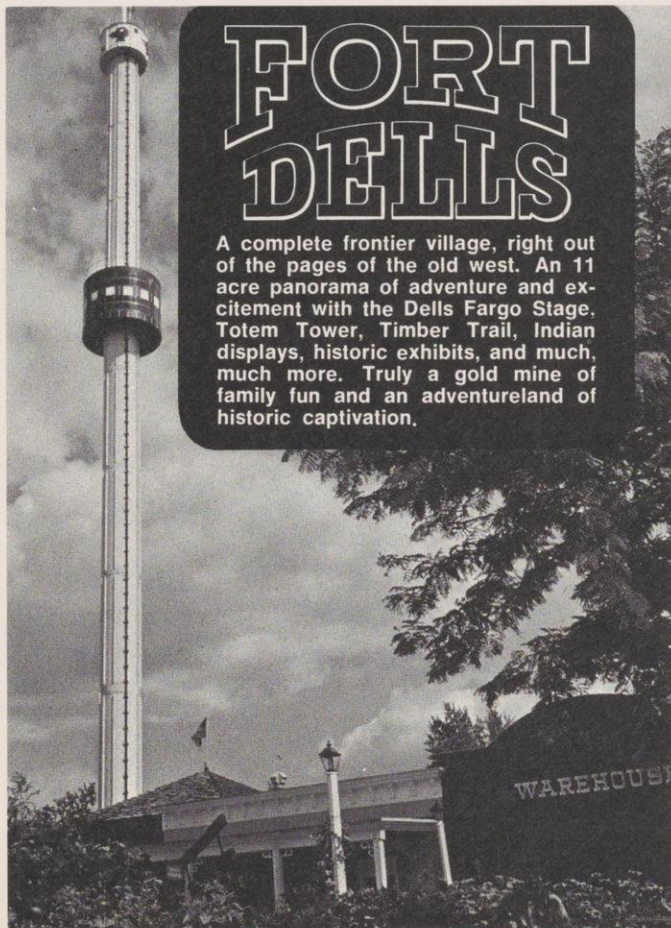
Club Programs

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

Aurora, IL: August 24—Beer-and-bratwurst festival. Chet Obama residence, 236 S. Gladstone; 5 p.m.; \$5. Reservations? Doris Nary, 896-7452; or Betty Mabbs, 879-2029.

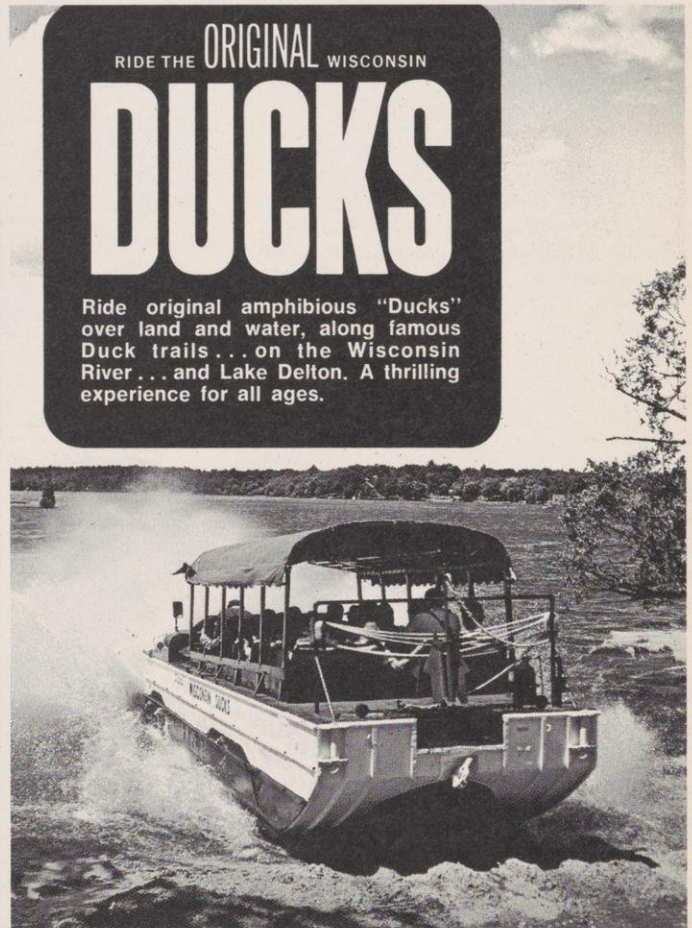
Louisville: October 11—Football Weekend at Bloomington. November 15—Day at the Races.

Sacramento: August 24—UW alumni in the area are invited to attend a Big Ten picnic sponsored by the Michigan Alumni Club, in Elk Grove Park. Contact Faye E. Wolfe, 489-1785.



FORT DELLS

A complete frontier village, right out of the pages of the old west. An 11 acre panorama of adventure and excitement with the Dells Fargo Stage, Totem Tower, Timber Trail, Indian displays, historic exhibits, and much, much more. Truly a gold mine of family fun and an adventureland of historic captivation.



RIDE THE ORIGINAL WISCONSIN

DUCKS

Ride original amphibious "Ducks" over land and water, along famous Duck trails... on the Wisconsin River... and Lake Delton. A thrilling experience for all ages.

Football Bash for Young Alumni

Classes of 1965-80

For the season opener
against Purdue

September 13
At the Union South

**Reservation Deadline
September 2**

10:30—
Hear hockey coach
Bob Johnson and
wrestling coach
Duane Kleven

11:30—
Social Hour—Cash Bar

12:00—
Luncheon

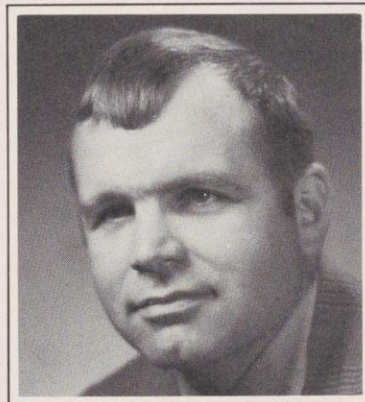
12:25—
The traditional UW
Band Concert on the
terrace

1:30—
A special seating
bloc for the
Badger-Purdue
game

\$14 per person
Program and luncheon only, **\$5**
Seating-bloc tickets available only
to those attending entire program.



Coach Johnson



Coach Kleven

WAA
650 N. Lake Street
Madison 53706

Here is my check for

\$ _____
_____ reservations (_____ at \$14; _____ at \$5)
for the Young Alumni Football Bash on Sep-
tember 13.

Name _____ Class Year _____

Address _____

City, State, Zip _____

Guest(s) _____

University News

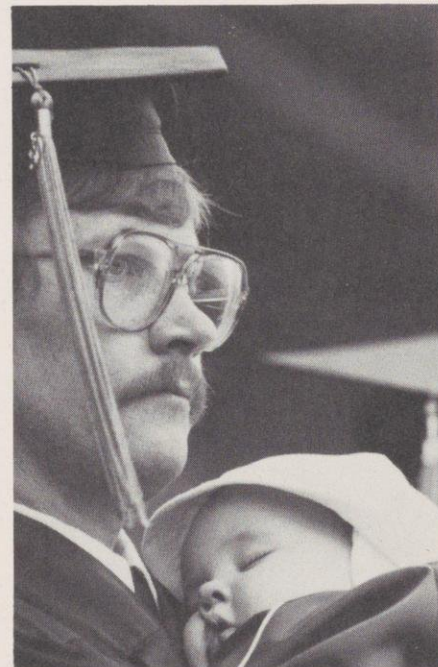
Some of the gradepoint decline may be attributed to the stiff competition freshmen face at the University, Vinson said.

New UW-Madison students who took the American College Test (ACT) and Scholastic Aptitude Test (SAT) in the fall of 1979 scored above state and/or national averages, he said, which continued a trend.

In the ACT, which covers English, mathematics, social studies and science, the average composite score of UW-Madison freshmen was 23.6, whereas the national and state averages were 18.7 and 20.5, respectively. Likewise, on the SAT, which tests verbal and mathematics skills, the average UW-Madison student's score was 1,079 compared to 861 nationally.

Also, Vinson said, 17 percent of UW-Madison freshmen were in the top 5 percent of their high school classes and almost one-third were in the top 10 percent.

—Mary Sandok



Daniel Everson of Madison graduated in engineering this May. That discipline was one of the last to march through the line. Dan's son Jonah started out with a certain amount of enthusiasm, but after nearly three hours, decided to put first things first. The photo was taken by Mary Ross Holbrow '55, '56, who came back from Hamilton, N.Y. with her husband Charles '55, '60, '63 to see their daughter Gwendolyn get her BA.

Member News



Weber '38



Welch '59



Johnson '66



Little '74

zism. Following World War II, she founded Youth of All Nations. The purpose of YOAN, Clara explains, is to bring together, through correspondence, the young people of the world to share their lives with each other. A former member of YOAN pointed out Leiser's work to members of the U.S. Senate, at least one of whom, Paul E. Tsongas of Massachusetts, supported the nomination of Clara and her niece, who have run YOAN out of their small Greenwich Village apartment for thirty years.

Everett C. Shuman '24, '26, who retired from the faculty of the College of Engineering at Penn State University in 1968, has had his name added to the honors plaque in the Philadelphia headquarters of the American Society of Testing and Materials. The society made him an honorary member a decade ago.

Ralph M. Crowley '26, '28 MD, New York City, was presented the Distinguished Service Award of the William Alanson White Institute of Psychiatry, Psychoanalysis and Psychology for "his consistent and tireless efforts and his progressive outlook in the work of the institute." Crowley is a past president of the American Academy of Psychoanalysis and a life fellow of the American Psychiatric Association.

At its commencement exercises, Carthage College, Kenosha, gave its President's Medal of Honor to O. August Hanke '23, '26, Mt. Morris, Illinois. After forty-two years on the college board, he became an emeritus trustee in 1974.

When the J-School celebrated its seventy-fifth anniversary in May, one of those to whom it gave a Distinguished Service Award was Donald Abert '28, chairman of the board of the Milwaukee Journal Company.

The UW System Board of Regents has renamed a professorship to honor Harold P. Rusch '31, MD '33. Dr. Rusch founded McArdle Laboratory in 1939 and directed it until 1978. He is now emeritus professor of oncology. The professorship is currently held by Nobel laureate Howard M. Temin.

James S. Earley MA '34, Ph.D. '39, professor of economics at the University of California-Riverside, was a visiting professor last semester at Pitzer College in Claremont, California.

'35-'59

Wally L. Meyer '35, Fredonia, the Wisconsin editor for *Boxoffice* magazine, made the nineteenth of what he calls his "global goodwill sing-along tours" this winter. He appears before audiences in schools, civic clubs, hospitals, etc. This time he hit Russia and the Caribbean. Wally says he has now performed in seventy-eight countries.

Prof. Fannie Turnbull Taylor '38, executive secretary of our Consortium for the Arts, was

awarded the 1980 Writer's Cup of the Madison chapter of Women in Communications for her "outstanding career as a spokeswoman for the arts."

Lorraine Wilson Weber '38, Urbana, was honored in May by the Unitarian-Universalist Church there for her contributions to the ministry of music. She has conducted workshops on music, traveled and lectured on the subject, and was a member of the church's Hymnbook Commission which published *Hymns for the Celebration of Life* in 1964.

Earl Jordan '39, fresh with his WAA Distinguished Service Award from Alumni Weekend in May, was chosen as the 1980 member of the General Agents and Managers Conference Management Hall of Fame. Earl is general agent for Massachusetts Mutual Life Insurance in Chicago.

Fall Activities 1980

In addition to our open houses at Union South before each home football game, remember these special events.

September 13—(Purdue game)
Young Alumni Day, 10 a.m., Union South*

October 3-4—(San Diego State)
Homecoming

Friday night Homecoming show, 8 p.m., Field House, featuring the Marching Band, the Wisconsin Singers, the Homecoming royalty. Saturday, post-game open house, Union South, for all returning alumni.

October 7—
Day With the Arts, Wisconsin Center and Memorial Union, all day.

October 25—(Ohio State game)
Alumni Club Leadership Conference, 9:30 a.m., Ed Sci building*

November 8—
Wisconsin Singers fall On-Campus Concert, 8 p.m., Union Theater. Special appearance by the University of Michigan's aMaizin' Blues chorus.

*Participants in Young Alumni Day and/or the Club Leadership Conference may purchase game tickets in our special seating bloc. Order blanks will be provided later this year. Do not specify these seats when ordering your regular tickets with the order blank on page 18.

'11-'34

John L. Childs '11, Rockford, has been included in the world edition of *The International Register of Profiles*, published in Cambridge, England.

A feature in the winter issue of *California History* published by that state historical society, and a subsequent profile in the *San Francisco Sunday Examiner* highlight the career of Paul Schuster Taylor '17. A social scientist, Taylor took a leave from teaching at the U of C to report on the plight of Dust Bowl migrants in the '30s. Working with his future wife, the prominent late photographer Dorothea Lange, he produced documentary material of great impact and proved that the problems of the migrants were a national concern. He has been an avid fighter for preservation of land and water areas, still active, working a five-day-week despite official retirement and failing health.

Mary Fowler Rennebohm '20, Madison, was honored in May as the city's Outstanding Senior. The widow of Oscar Rennebohm, she has been active in civic affairs since student days and served with the United Way of Dane County for more than forty years. She was the founder of "Wisconsin's Own Library," a collection of over 4,000 volumes housed in the State Historical Society. In 1964 Mrs. Rennbohm won WAA's Distinguished Service Award.

Clara M. Leiser '24, New York City, was nominated for the Nobel Peace prize last year. She had visited Germany in the '30s, and became a strong voice here and abroad to warn against Na-

October 7 is Day With The Arts

The morning program offers you a choice of two of the following seminars:

Prof. Annis Vilas Pratt (English and Women's Studies): **The Modern Novel of Manners: Everything You Always Wanted to Know About Handling Husbands But Were Afraid to Ask**

Prof. Karlos Moser (Music): **Opera Vignettes**

Prof. Richard Davis (Music): **Jazz Ensemble Performance**

Prof. Sybil Robinson (Theatre & Drama): **The Brontes**

Following luncheon, the afternoon program features choreographic works by Anna Nassif with the UW Dance Repertory and the Anna Nassif Dance Theatre.

Registration, morning coffee- and-rolls, and luncheon: \$10.

Registration blanks will be mailed to all previous registrants and will be printed in the September/October issue.

Member News

Russell F. Lewis '39, MD '41, Marshfield, is this year's president of the State Medical Society of Wisconsin.

The University of Minnesota awarded a Regents' Professorship to microbiologist *Dennis Watson '41*. It's the university's highest faculty honor.

Cleveland's *Arthur L. Scherbel '42, MD '44* has completed his term as president of the American Society for Clinical Pharmacology and Therapeutics.

Mick Maier '44, '49, Beaver Dam, president of Malleable Iron (Monarch) Range Company, has been elected chairman of the international Wood Energy Institute.

Margaret E. Everett '46, on the physical faculty of the University of Northern Colorado, Greeley, since 1951, is now assistant dean of its School of Health, Physical Education and Recreation.

Farrell B. Johnson '48 writes that he is "leaving Las Vegas to the tourists" and moving back to Huron, S.D. where he spent almost nineteen years with the National Weather Service.

The New York-based financial firm, Shearson Loeb Rhoads has named *Morton J. Wagner '49* a senior vice-president and national sales manager. He's been with the firm since 1966. Mort and his wife, who live in Riverdale, N.Y., had their second child in January.

R. Byron Bird '50, Vilas Research Professor of Chemical Engineering here, got an honorary degree from Clarkson College, Potsdam, N.Y. It was for his "outstanding dedication both in the field of chemical engineering and to the purposes of higher education."

Frank F. Szczesny '51, '62, Greendale, a manager with Allis-Chalmers, has been elected to the board of the Compressed Air and Gas Institute.

Agnes Hooley '54, who retired recently from the health education faculty of Bowling Green (Ohio) University, has been elected the first woman on her county parks commission.

Marilyn Kellor Bogen '58, Palatine, Ill., writes to tell us of what she thinks might be a UW record. As of last December's graduation, nine Kellor siblings have joined the ranks of our alumni. They are: Eileen '79; Florence (Pleyte) '68, John '71, Karl '61, Kathleen (Loder) '70, Kristen (Auber) '75, Richard '64, Rolfe '61, '67 and Marilyn. Can you top this?

John Galanis '59, a CPA in Elm Grove, has been named a director of the Citizens North Shore Bank, Shorewood.

Douglas Ritchie MS '59, Ph.D. '67 retired in April as Madison Superintendent of Schools, receiving a commendation for his "many years of masterful attention to the difficult task of directing educational fortunes."

Upjohn Pharmaceuticals, Kalamazoo, pro-

moted *Gerald A. Welch '59* from director of its agricultural marketing division to director of animal and plant products.

'60-'76

John F. Dippel '60, '62, Simpsonville, S.C., with Texize International since 1972, has been named group brand manager and will "supervise the development and implementation of marketing plans outside of the United States."

Lt. Col. *Donald B. Beidler '62*, a dentist with the Air Force for fourteen years, has been appointed chief of the department of general dentistry at Wright-Patterson AFB, Ohio.

Fr. J. Thomas Finucan MS '74, Ph.D. '70, former president of Viterbo College, La Crosse, this month begins a two-year project with the Archdiocese of Milwaukee. He will co-ordinate a regional seminary study there.

Thaddius J. (Ted) Carvis '65, has opened a law practice in Stamford, Conn., specializing in patent, trademark and copyright law.

S. Richard Heymann '66, Webster Grove, Mo., moves up to a full partnership in the law firm of Bryan, Cave, McPheeters & McRoberts.

Jean Sue Johnson '66, formerly with the UW Press, is now marketing manager for the University of Georgia Press, Athens.

Gary W. Krutz '67, '69, assistant professor of engineering at Purdue, earned the Ralph R. Tee-tor Award for engineering educators, presented by the Society of Automotive Engineers.

WAA's third-vice-president, *Jonathan Pellegrin '67*, president of Johnson Hill Press in Ft. Atkinson, has been elected to membership in the Young Presidents' Organization.

The First Wisconsin Trust Company, Milwaukee, promoted *James H. Haberstroh '70, JD '75* to trust officer and assistant secretary.

Eaton Corporation, Cleveland, promoted *Ursel Thielbeule Dougherty '72* to manager of its public relations effort.

Maria-Elena Loebel '72, '74, Redwood City, Calif., has joined Research America as director of market research.

Wesley J. Panzer '71, with the Trane Company, LaCrosse since 1975, moves up to manage its reliability engineering.

State University College at Buffalo (N.Y.) gave its chancellor's award for excellence in teaching to *Francis S. Lestingi Ph.D. '73*. He is associate professor of geosciences, physics and interdisciplinary sciences.

James V. Zarndt '73, Spofford, N.H., has been promoted to administrator of international market development for the Holstein-Friesian Association, with whom he's been affiliated for five years.

LIGHT YOUR FIRE!

Steven E. Breitman '74 has moved from Newark to Brooklyn in his position as a staff attorney in the office of hearings and appeals with HEW.

Navy Lt. *Robert D. Dietz '74* has visited Japan, Thailand, Singapore and the Philippines on his current cruise aboard the replenishment oiler USS Roanoke. He's homeported in Alameda, Calif.

R. Daniel Little Ph.D. '74, assistant professor of chemistry at UC-Santa Barbara, has been selected as a 1980 recipient of a two-year research fellowship by the Sloan Foundation.

The National Bank of Detroit gave an assistant vice-presidency to *Anton T. Vanek, Jr. '74*. He's been with the bank for five years and is in its regional banking division.

Mark D. Wolf '76, married last January and elected vice-president of the UW Alumni Club of New York, is now business manager with Designers Furniture Center International there.

Deaths

Jennie Thayer Schrage '06, Whitewater (4/80)

Howard C. Estberg '07, Albuquerque (10/79)

Mrs. Mary F. Chaffee (*Mary Fidelia Longfield '08*, Carpinteria, Cal. (11/79)

John A. Roberts '11, Wisconsin Rapids (10/79)

Robert Davis Hughes '13, Terrace Park, Ohio (8/79)

Robert Felix Kahn '13, Milwaukee (3/80)

Philip Burch Korst Sr. '13, DeBary, Fla. (4/80)

Mrs. H. M. Pippenger (*Valeska Mita Wipperman '13*, Avilla, Ind. (6/77)

Mrs. C. E. Whittlinger (*Jennie Gertrude Crowley '13*, Madison (8/80)

Norman Douglas Bassett '14, Madison philanthropist who endowed the Bassett Chair in the School of Education. (4/80)

Paul Victor Brooks '14, Greens Fork, Ind. (7/79)

George Ernest Elwers '14, Neenah (6/79)

Mrs. Winfred Haddow (*Ruth Clarissa Andrus '14*, Ellsworth (3/80)

Howard Mumford Jones '14 (LLD '49), Boston, who won the Pulitzer Prize in 1964 for "O Strange New World," the first volume in a trilogy on American culture. Jones was Abbott Lawrence Lowell Professor of Humanities at Harvard. (5/80) (See Badger Bookshelf.)

Mrs. Frank L. Bellows (*Marguerite Evelyn Black '15*, Honolulu (11/79)

Albert Jenness Dexter '15, St. Paul (1/77)

Mrs. George J. Wamsley (*Anna Marie Schmidt '15*, Freeport, Ill. (2/80)



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Each year for the past six years, friends and alumni of the University of Wisconsin have been making life income arrangements with the University of Wisconsin Foundation by joining the Foundation's pooled income fund. They often achieve two purposes by this arrangement: make a donation to a most worthy cause—the University of Wisconsin—and save taxes and increase their spendable income.

To learn how the pooled income fund works, consider the true facts of the case of Bill and Betty Smith (their names have been changed to respect the confidentiality of their gift).

Years ago, Bill and Betty Smith invested in 100 shares of Lakeside Laboratories, Inc. common stock. It cost them \$6.87 per share then. Through merger, Lakeside converted to Colgate-Palmolive, and the 100 shares of Lakeside by means of bonus payments and stock splits eventually became 696 shares of Colgate-Palmolive stock.

Recently, Bill and Betty made a wise investment that **increased** their income from this stock by joining the UW Foundation's pooled income fund. The fund will pay them an annual income as long as either of them lives.

On July 30, 1976, they donated 488 shares of Colgate-Palmolive stock to the fund. On that day the stock's mean value was \$27.63. The gift at fair market value amounted to \$13,481, with a total appreciation of \$12,794. The stock had a dividend rate of 3.2 percent, compared with the pooled income fund earnings of 7.23 percent in 1976.

By donating the stock instead of selling it, the Smiths saved over \$3000 in capital gains taxes, received an immediate tax deduction of \$6,730.52 based on Treasury Tables and the fair market value of the gift on the day it was donated, and **increased** their income by approximately 4 percent over their previous income from the stock.

The Smiths did something else by this gift. They began the "Bill and Betty Smith Fund" for the UW-Madison College of Engineering. When both Bill and Betty die, the assets in the pooled fund are turned over to the College and will provide the University with much needed financial support and assist it in its constant mission of creating a better world.

Bill and Betty Smith have made a wise investment in every way.

For further information, contact:
Timothy A. Reilley
Associate Director
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
Phone: 608/263-4545

Deaths

Mrs. William E. Brentzel (*Wanda Weninger*) '16, Fargo (6/78)

Mrs. Amy M. Thwaites (*Amy Fredricka Mueller*) '16, Madison (3/80)

Howard A. Sukeforth '17, Phoenix (12/77)

Cecil Lloyd Holman '18, Sun City, Cal. (3/80)

Arthur C. Nielsen '18, Chicago, (6/1/80) who in 1923 borrowed money from classmates to begin a business which studied the movement of food and drug items in retail stores. Today it is one of the largest marketing research companies in the world, one small area of which has made it a household word, its measure of TV audience ratings. In 1968 the University dedicated Nielsen's gift to the campus, the \$2.1-million indoor tennis stadium bearing his name.

Mrs. Milton E. Griem (*Breta Marie Luther*) '19, Brookfield, Wis. whose program on WTMJ-TV was the longest-running cooking show—thirteen years—in the country at the time of her retirement in 1962. (4/80)

Irma Charlotte Hayssen '19, Blairstown, N.J. (9/79)

Harry J. Aronson '20, Milwaukee (4/80)

Mrs. James M. Caldwell (*Maude Miller*) '20, Rhinelander (4/80)

Ronald Irwin Drake '20, Miami (3/80)

Herbert George Freese '20, Sioux Falls (3/80)

Richard Philip Herzfeld '20, Hartland (3/80)

Vernon James Hittner '20, MD, Seymour, Wis. (4/80)

Sanford Fred Smith '20, Delmar, N.Y. (11/79)

Letcher P. Gabbard '21, College Station, Texas (6/78)

Eleanor Henriette Hausmann '21, Milwaukee (7/78)

Stanley E. Sand '21, Mauston (2/80)

Glenn Dwight Tinkham '21, Marshfield (5/80)

Edward John Braun '22, Cassville (3/80)

John Joseph Burnett '22, Norfolk, Mass. (2/80)

Ellen Agnes Hoffman '22, Madison (3/80)

Herbert Frederick Holscher '22, Westerville, Ohio (5/79)

Leonard Jerome Kaasa '22, Columbus, Wis. (3/80)

Leo Joseph Schweiger '22, MD, Chicago/West Bend (10/79)

Mrs. William Way Jr. (*Davis Mansfield Dietrich*) '22, Highlands, N.C. (*)

Earl Rudolph Brandau '23, Harper Woods, Mich. (2/80)

Willard F. Griffith '23, Tortova, B.V.I. (10/79)

Harold George Hewitt '23, Storrs, Conn. (3/80)

Mrs. J. F. Turgeson (*Lillian Blanche Hays*) '23, Madison (4/80)

Frederick Doig Blanch '24, Bloomington, Minn. (12/79)

Edward Rexford Bowser '24, Superior (5/80)

Marjorie S. Clorn '24, Madison (9/79)

- Rodney Jones Gray '24, MD, Evansville, Wis. (4/80)
- Henry Percival Ingebritsen '24, Reeds Spring, Mo. (4/79)
- Arletta Lavon Jones '24, Madison (4/80)
- Edward Walter Lange '24, Vero Beach, Fla. (3/80)
- Edgar David Lilja '24, Rockford ('79)
- Ethel Mary Mathews '24, Colfax (4/75)
- Mrs. Rodney Starkweather (*Katherine Packard Dietrich*) '24, Vero Beach, Fla. (1/80)
- Edson Gobar Jones '25, Goleta, Cal. (4/79)
- Mrs. Floyd M. Linderman (*Leonore Schell Luenzmann*) '25, Cleveland (2/80)
- Milton Francis White '25, Andover, Ohio (9/78)
- George Robert Fisk '26, Sun City ('79)
- Selmer Christopher Larson '26, Boulder, Colo. (12/79)
- Roland Otto Stelzer '26, Hyattsville, Md. (3/80)
- Marion Winnefred Witt '26, New Haven, Conn. (12/78)
- Leander Gerhard Berven '27, Racine (12/79)
- David Brooks Cofer '27, College Station, Texas (4/78)
- Lester Nelson Dukelow '27, Pepper Pike, Ohio (3/80)
- Laurence Carter Gram '27, West Allis (4/80)
- Donald Norman Mac Rae x '27, Leona, Wis. (4/80)
- Willard Hegland Madson '27, Pelham, Mass. (9/79)
- George Kent Peterson '27, Sheboygan (12/79)
- Bernard Balkansky x '28, Manitowoc (7/79)
- Mrs. A. E. Kratsch (*Luella Cameron Walter*) '28, Oshkosh (3/80)
- Robert George Krueger '28, Milwaukee (6/79)
- George John Maloof '28, MD '32, Madison (4/80)
- Fred Heath Pulley '28, Seattle (3/78)
- Francis Leroy Kingeter '29, Blanchardville (3/80)
- Dorothy Eleanor Lucas '29, Chicago (10/79)
- Walter Herman Richter '29, Minneapolis (3/80)
- Carl Bartholome Cass '30, Yukon, Okla. (5/80)
- Nancie May Clark '30, Cottage Grove (4/80)
- Meyer Milton Cohen '30, Green Bay (3/80)
- Delmar Simon Fink '30, Port Richey, Fla. (3/80)
- Herbert Matsner Gruenberg '30, MD, Montebello, Cal. (3/80)
- Carleton Edward Kelley '30, Davenport, Iowa (1/80)
- Edwin Carl Kesting '30, Superior (8/79)
- Marcus Stanley Murray '30, Cameron, Wis. (4/80)
- Mrs. Walter G. Nordby (*Elizabeth Watson Bartlett*) '30, Scottsdale (3/80)
- Robert Merrill Ruddick '30, Barrington, Ill. (4/78)
- Albert Randall Smith '30, MD, Columbus, Ohio (9/77)
- Fred Michael Toman '30, Delray Beach, Fla. (2/80)
- Milton William Meienberg '31, Brodhead (4/80)
- Alastair Garfield Barnett '32, Chicago (1/80)
- Mrs. Alfred R. Butz (*Margaret Mary Amend*) '32, Santa Rosa, Cal. (12/75)
- Leslie E. Downs '32, Madison (4/80)
- Charles Paul Kimpel '32, Santa Monica, Cal. (11/79)
- Mrs. Astrid R. McDonough (*Astrid Rebecca Olsen*) '32, San Diego (4/80)
- Arthur Henry Whiting '32, Wausau (8/79)
- Walter Herman Bauer '33, Troy, N.Y. (3/80)
- Joseph Wilcox Flint '33, Menomonie (3/80)
- George Erwin Fries Jr. '33, Arlington, Va./Stuart, Fla. (4/80)
- David Orth Klausmeyer '33, Waianae, Hi. (8/79)
- Leander D. Howell '34, Alexandria, Va. (7/78)
- Robert Klar Levine '34, Madison (4/80) first owner-operator of Lowell Hall (610 Langdon St.) as private dorm; director of state Selective Service system under Nixon.
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- (* Informants did not give date of death)
-
- Orville Bygvald Thompson x '34, Pontiac, Mich. (10/79)
- Robert Eugene Ritzenthaler '35, Hales Corners (4/80)
- Stephen Charles Forster '36, San Antonio (8/79)
- Myron John Thompson '36, Marietta, Ga. (5/80)
- Theodore Jacob Burgi x '37, (5/77)
- Mrs. George J. Brichta (*Mary-Ann Georgia Andler*) '38, Milwaukee (6/79)
- Everett Raymond Bowman '39, Port Washington (6/79)
- Carl L. Goldman '39, DDS, Milwaukee (4/80)
- Kate Wallach '40, Baton Rouge (12/79)
- Irvin James Doudna '41, Marina, Cal. (9/79)
- Arthur Burns Steele '41, Ossining, N.Y. (2/80)
- Elmer Karl Klaprat '42, Wausau (*)
- Niilo Victor Hakala '43, Summit, N.J. (11/79)
- Warren Scott Williams '45, MD '48, Tucson (6/79)
- Mrs. Harry R. (*Irene*) Hertz '46, Sarasota (3/80)
- Mrs. Wallace V. Nichols (*Suzanne Fay Bird*) x'46, London, Ohio (5/80)
- Donald Charles Ahlswede '47, Racine (1/80)
- Mrs. Richard Grimm (*Marguerite Elizabeth Dunton Newell*) '47, Sacramento (3/80)
- Willis Clinton Holder '47, Western Springs, Ill. (4/80)
- Ralph B. Kamrath '47, Madison (5/79)
- Robert Myron Senty MD '47, Sheboygan (3/80)
- Mrs. Milton F. Siker (*Elnora June Fifer*) '47, Eau Claire (9/77)
- Neil William Summers '47, Eldon, Iowa (3/80)
- Frank Adolph Wollaeger '47, Winnetka (5/79)
- Amy Allen Baird '48, Birmingham, Ala. (10/79)
- Robert Charles Farnsworth '48, La Jolla, Cal. (2/80)
- Robert Stanton Jerde '48, Wauwatosa (3/80)
- Charlotte Ruth Berliant '49, New York (7/78)
- William Theodore Kozak '49, Scottsdale ('70)
- Ira Albert McClure Jr. '49, Sheboygan (4/80)
- Donald Delbert Nelsen '49, Madison (4/80)
- Kenneth Allen Claussen '50, Watertown (4/80)
- James Edward Giese '50, Rothschild, Wis. (2/69)
- Penrose B. Jackson '50, Arlington, Va. (10/79)
- Mary Elizabeth McKinnon '50, Eau Claire (1/80)
- Wayne Phillip Moynihan '50, Iola, Kan. (1/80)
- Merl Joseph Ryan '50, Rockville, Md. (4/80)
- Eugene Charles Balts '51, Rice Lake (4/80)
- George Edward Pawl '51, Dallas (2/80)
- Richard Kitts Ferris '52, Wisconsin Rapids (1/80)
- George Lowell Havan '52, Dassel, Minn. (4/80)
- Robert Michels Aspinwall '54, Milwaukee (10/79). Memorials to medical school, for cancer research, to UW Foundation, 702 Langdon St., Madison 53706.
- Jerome Wayne Root '60, Stoughton (4/80)
- Iris Greenberg '63, Forest Hills, N.Y. (4/78)
- Walter Andrew Reilly '65, Bridgeport, Conn. ('79)
- Grace Jeanette Bessey '66, Merrill (2/79)
- Ray David Harvey '66, Madison (9/79)
- Charles Robert Kesten '67, Racine (8/79)
- John Jokum Holtan '68, Colgate, Wis. (12/79)
- Martin Lawrence Perszyk '69, Milwaukee (2/80)
- Mrs. Darryl Ellingson (*Mary Constance Bracker*) '70, Manchester, N.H. (4/80)
- Jean A. Kurth '70, Riverside, Cal. (3/80)
- Joanne Marie Weeks '71, Longview, Wash. ('79)
- John Denniston Oakley '72, Bellevue, Wash. (3/80)
- John Everett Hargas '73, Racine (7/79)
- Jeffrey J. Saggau '75, Boone, Iowa (*)
- Dennis James Gauthier '76, Madison (4/80)

Faculty

Prof. Elaine Fain MS '66, Ph.D. '72, on the Library School faculty for various semesters from 1967-76; in Educational Policy Studies 1973-75. (5/80)

Prof. Ann Litchfield, 47, chairman of the Extension's Family Living Program department since coming here in 1978. (4/80)

Prof. Arthur P. Miles, 69, emeritus director of our School of Social Work and its first head after its creation in 1952. He was on the faculty from 1944 to retirement in 1977. The author of three books, Miles was a frequent consultant to state and federal departments. In the mid '70s he directed a national study of probation and parole. (5/80)

Other

Monsignor Henry McMurrough, 54, pastor of St. Paul's University Catholic Center from 1967 to 1975, drowned in a canoeing accident near Helmsville, Mont. (5/80)

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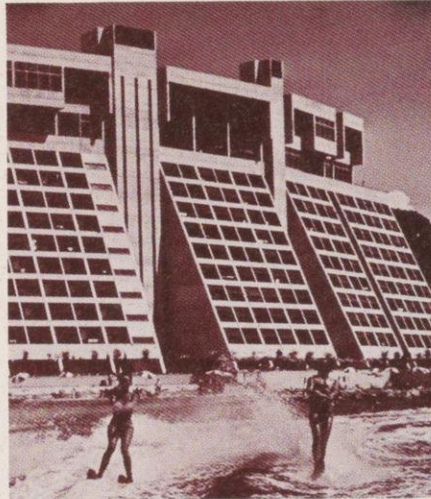
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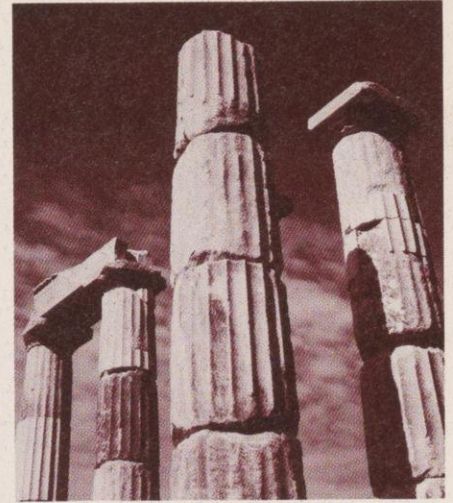
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