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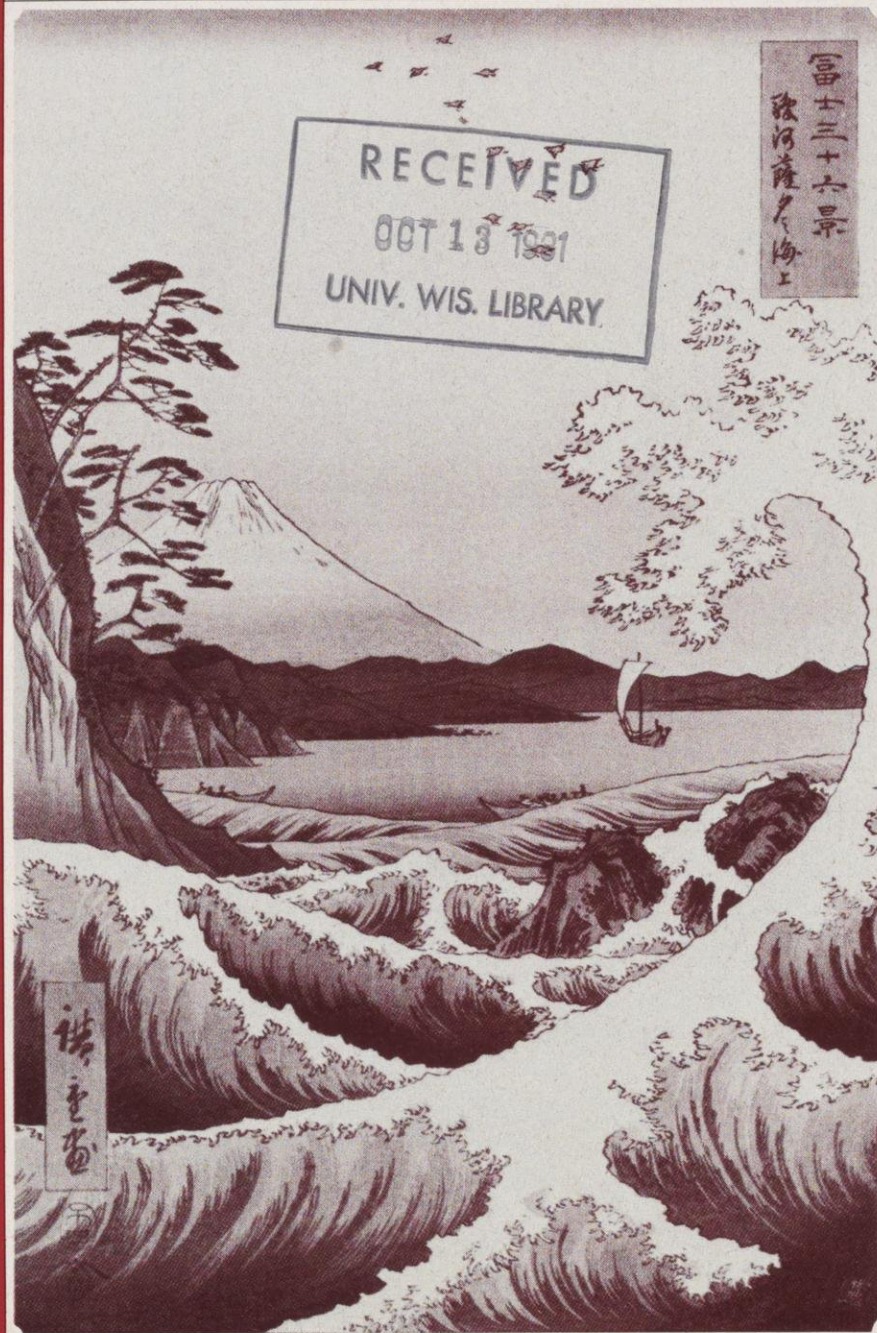
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Wisconsin Alumnus

Volume 82, Number 3
March/April 1981

RARE • JAPANESE • PRINTS
COME • TO • THE • ELVEHJEM



On Wisconsin

I appreciate this opportunity to communicate with you through the pages of the *Wisconsin Alumnus*. It comes at a particularly appropriate time. Higher education is currently going through a crucial period of serious retrenchment. For that reason, I feel it is important to pass along some thoughts I hope you will consider important.

Many of you are sensitive to the fact that our colleges and universities have experienced a significant decline in support and confidence among the general public in recent years. Some of our detractors have claimed that higher education has lost much of its usefulness. Others contend that more of the educational costs should be passed on to the student rather than borne by the public. Skepticism, coupled with severe economic setbacks felt throughout the country, has made it difficult to convince people that in a time of scarcity and uncertainty, higher education is more important than ever.

As UW-Madison alumni, you know about the true value of higher education. You can measure it first-hand in the impact your University experience has had on your own life. You can also recognize the role that the University plays in the ongoing strength of our society.

In this broad sense, many of you have had a direct experience to demonstrate how the position of the United States in the world has eroded over the past few years. Part of this erosion, I believe, is due to the lack of commitment we have shown regarding continued support for our colleges and universities—particularly in the area of basic research. The progressive decline of our technological advancement has been disappointing, particularly when we note the disadvantage that results in our relationships with other developed nations, as well as the strain it places on our economy.

If we are to maintain our scientific edge, we must provide adequate underwriting to sustain the important intellectual activities our colleges and universities foster. Higher education is therefore a national priority and must be treated as such.

At the same time, we must continually encourage the development and maintenance of quality. It is obvious that those who are most familiar with an institution and its goals are most likely to support its activities. We, therefore, anticipate that our alumni will be called on increasingly to assist us in maintaining the extra edge of quality that has kept the UW-Madison in the front rank of American universities throughout this century.

The response of our alumni and friends to our recently concluded \$15-million capital campaign—Forward with Wisconsin—has been particularly gratifying. Your contributions will allow us to add badly needed facilities and provide incentives to deserving faculty. Unfortunately, our needs do not remain static. They are continuous. If we are to maintain excellence, we must provide the appropriate opportunities for our faculty to achieve their fullest potential and for our students to receive the type of education that will enrich their lives.

During my tenure as chancellor, I have met with alumni in Wisconsin and around the country. On these occasions I have been impressed with and delighted by their dedication to this University. They look on it as a special place. Talking about its past, present, and future is a subject of high priority and interest. The feeling I get from these meetings is encouraging and stimulating. It provides a sense of confidence that together we will find ways to preserve the quality of the University.

I encourage you to join me in some of that "continual and fearless sifting and winnowing" as we face assaults on our University from such threats as inflation and indifference. The alumni stake in the future of this University is great. We have been encouraged by your past support. We will need that support even more in the future.

□



Irving Shain
*Chancellor,
UW-Madison*

Club Programs (March 15 and after)

Here is a reminder list of what are primarily Founders Day events and club-sponsored concerts by the Wisconsin Singers. Individuals named are the guest speakers at Founders Day dinners. Clubs send detailed information to alumni in their area.

Akron/Cleveland: April 9—Band Dir. Mike Leckrone
 Antigo: April 8—School of Business Dean Robt. Bock
 Appleton: March 31—Band Dir. Mike Leckrone
 Atlanta: March 15—Wis. Singers
 Aurora: April 4—Chancellor Irving Shain
 Boston: April 5—Med Dean Arnold Brown MD
 Buffalo: May 6—School of Business Dean Robt. Bock
 Cedar Rapids: March 20—Dean of Students Paul Ginsberg
 Charleston, W. Va.: April 11—Hlth. Sci. Assoc. Vice-Chanc. Wm. Davis
 Columbus, Ohio: April 4—Med Dean Arnold Brown MD
 Detroit: April 26—Band Dir. Mike Leckrone
 Eau Claire: April 28—UW Pres. Robt. O'Neil
 Fond du Lac: May 5—Prof. Shirley Abrahamson, St. Supreme Ct. Justice
 Ft. Atkinson: March 26—Wis. Singers
 Green Bay: April 30—Chanc. Irving Shain
 Janesville: April 3—Wis. Singers
 Kenosha: March 22—Dr. Kit Saunders, Wmn's. Ath. Dir.
 Manitowoc: March 17—UW Pres. Robt. O'Neil
 Merrill: April 9—Dr. Kit Saunders, Wmn's Ath. Dir.
 Mpls./St. Paul: April 24—Ath. Bd. Chmn. David Tarr
 Monroe: May 6—UW Pres. Robt. O'Neil
 New York: April 10—Band Dir. Mike Leckrone
 Philadelphia: May 5—School of Business Dean Robt. Bock
 Portland, Ore.: April 7—Engr. Prof. John Duffie
 Sacramento: April 8—Engr. Prof. John Duffie
 St. Louis: March 19—Dean of Students Paul Ginsberg
 Salt Lake City: March 15—Katherine Mead, Dir., Elvehjem Museum of Art
 San Diego: April 13—Prof. Bob Samp MD
 Sarasota: April 10—Hlth. Sci. Assoc. Vice-Chanc. Wm. Davis
 Seattle: April 6—Engr. Prof. John Duffie
 Sheboygan: March 18—UW Pres. Robt. O'Neil
 Sturgeon Bay: April 29—Astronomy Prof. Robt. Bless
 Tomah/Sparta: April 27—Hist. Prof. Michael Petrovich
 Wausau: April 11—Wis. Singers
 Wilmington, Del.: April 30—Engr. Prof. John Duffie

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Cover: This Hiroshige print is part of the treasure left to the University by the Van Vlecks, whom Emer. Dean Mark Ingraham remembers fondly. (Page sixteen.)

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The Hoofers 50th Birthday

You Did It, Doc.

By Kent Hamele '78



The Wisconsin Hoofers are fifty years old in 1981. When Porter Butts, now director emeritus of the Wisconsin Union, and the late Professor Harold C. "Doc" Bradley founded it, their aim was to create an organization based on a love of the outdoors and friendship. The fact that the club grew from a core of five ski-philes to one of the largest college outing organizations in the country is testament to the dedication and insight of these two and those who followed them. With a rare sort of clairvoyance, they realized the intrinsic value of close relationships with the natural environment, perhaps without knowing how crucial environmental issues were to become in later years. It is groups like the Hoofers, with their organized base of support and their renegade attitude, which offer the most fertile ground for constructive change in the environmental field.

Pioneers though they were, Butts and

Bradley had skiing antecedents on the campus. In the winter of 1919, a group of Norwegian students, having brought a love of the sport from home, spent their Christmas holiday building a wooden ski jump atop Muir Knoll, the pine-wrapped highpoint overlooking Lake Mendota across Observatory Drive from North Hall. Commenting on the advent of organized skiing at the University, Finn Aaneson wrote that winter in the *Wisconsin Alumnus*: "Let us keep in the lead, else we might see another University go ahead of us, for wherever ski sport is introduced it will keep growing forever." Prophetic words, as it turns out.

The wooden scaffold lasted ten years. By 1930, students were stealing planks and beams from it for Homecoming bonfires. The *coup de grace* was dealt by the skiers themselves. From the *Daily Cardinal*: "... just at the critical moment when you

**Hoofers ski meet
on Muir Knoll, 1946.**



The rental desk in 1947.

could almost hear the old bones of the noble giant rotting into a death fall, a regiment of heroes came galloping up, armed to the teeth with picks, shovels, etc., to destroy the monster."

With abundant wooded hills and lakes, Madison in 1930 was an ideal place for an organization designed to expose students to the significance and beauty of wilderness. In a time when cross-country skiing, backpacking, and other motorless-motion activities were obscure pursuits, Porter Butts and Doc Bradley decided to fill the vacuum with Hoofers, adding a unique educational opportunity to the UW curriculum.

Both men were involved in the planning and building of Memorial Union, which was opened in the fall of 1928, and Butts went on to become the first director of the young organization, so Hoofers and the Union have literally grown up together. Both have become models for college unions and outing clubs across the nation.

In the late 1920s, Bradley took a group of friends to a ranger's cabin near Cable, where Telemark ski area is now located. In a December, 1973 address to the Hoofers Council, Butts describes the weekend: "... Bitter cold, twenty or thirty degrees below, and none of us had ever been on skis

before that I can remember. We outfitted ourselves with what was available, which were the old pine boards with toe straps, period. No boots. The men would appear in ranger britches, the old wartime puttees with the tight knees and flaring hips. Couldn't have been worse for skiing.

"This group, before we got through, was very close-knit, companionable, friendly. (Later) at the Union we sat together in the Paul Bunyan Room and in effect were saying 'This is so exhilarating, so much fun, can't we do something that would extend our pleasures and satisfactions to a lot of people?'"

What they came up with was modeled after the Dartmouth Outing Club, at that time the largest such college organization in the country. The Dartmouth club was heavily into skiing, and was instrumental in the development of the Appalachian Trail.

Membership at Dartmouth, and in the fledgling Hoofers, hinged on an individual's performance as a "heel" or novice, serving an apprenticeship of fifty hours at work on club functions and equipment maintenance. Upon completion of the required time, heels were admitted to the club by a vote of the general membership.

In addition to Bradley and Butts, the core committee consisted of Edward Thomas, Henry Baker, Sally Owen Marshall and Morilla Egger. The name "Hoofers" was chosen as a spin-off from the Dart-

mouth "heels" and to signify that members went places under their own power. Their emblem, designed by Sally Marshall, was a black W and horseshoe against a field of red.

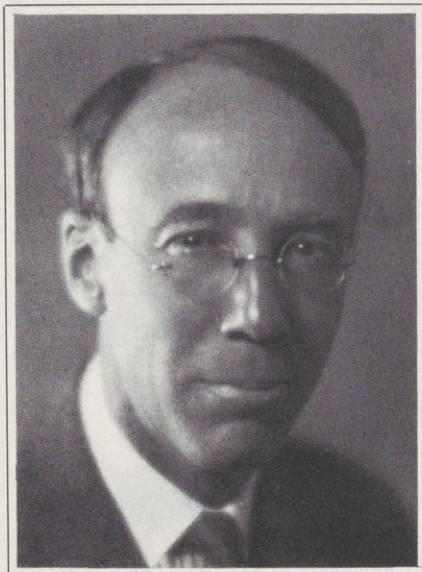
The first order of business was to rebuild the Muir Knoll ski jump. Named the club's first sponsor, Bradley stated he was "... not willing to see skiing go from our campus without a fight." Adding weight to his words, he pulled together \$300 to establish a fund for building a new jump. With another \$700 from the Class of 1932, \$300 from the Union Board and the proceeds from two University ski functions, the fund swelled to \$1,600 by 1932—enough to cover most of the costs. The new jump was a behemoth, fifty-six feet high and weighing fifty-five tons.

At the dedication ceremonies for the new jump, in February, 1933, Charles Bradley '35, '47, '50 (one of Doc's sons) flew off the scaffold in a purple tunic and baggy pants, with a false mustache and a long braid to which a firecracker had been attached. *The Daily Cardinal* called him "Wun Long Hop," saying that his jump displayed perfect Chinese form. Also at the dedication, Sally Marshall became the first woman to negotiate the jump. Says Butts: "She made it all the way standing up—but I don't think she ever did it again."

The Muir Knoll jump, one of the best in the nation, became the Hoofers' major source of income. During tournaments, the club would erect walls to restrict the view from both Lake Mendota and Observatory Drive. About 1,500 spectators would pay the fifty-cent admission, but another 2,000 standing on the ice farther out on the lake would watch the competition free.

When tournament dates arrived with no snow, the club would have it trucked in, one year being forced to the extreme of having it brought from Upper Michigan by train in open coal cars. The snow arrived one day before the event, and club members had to pack the ramp and the outrun by hand, carrying snow up and down the hill in bushel baskets.

"We couldn't afford to fail, but one year we came awfully close to it," recalls Charles



"Doc" Bradley in the early 1930s.

Bradley. "The tournament got going and it started raining. The rain fell and fell and fell. We skied on what was practically mud."

Hoofers, obviously, survived. Self-reliance and survival were then and are now an intimate part of being a Hooper. Excellence is part of it, too—by 1938, the club's team had several Olympic and world-class skiers in its ranks. Captain of the team that year was Walter Bietila, U.S. Olympic skier in 1936 and again in 1940. His brother Paul stood third in the International Ski Federation meet in 1938, won the National Intercollegiate title in 1939, and skied in the 1940 Olympics, the same year his life tragically ended in a fatal jumping accident in St. Paul.

Other notable Hooper skiers included Lloyd Ellingson, a U.S. Olympian in the early thirties; Jurgen Poly, formerly of the Swiss Olympic team; David Bradley, another of Doc's sons who had captained the teams at Dartmouth and Oxford before migrating to Madison; and Hubert "Stinky" Dickinson, Intercollegiate Cross-Country champion after only three months on skis. Dickinson later joined the Army ski corps and wound up in Alaska giving ski lessons to Eskimos.

Naturally, not all Hoofers of that era

were ski jumpers. Since the sporting goods stores in Madison in the early thirties sold only the pine-board-leather-thong variety of skis, the club, with the help of Dartmouth, obtained some with bindings and offered them for rent. They bore the Dartmouth label and were rented from the Billiards Room, which has since become the Stiftskeller, for 20¢ per hour or a dollar a day.

The income from the rental was used to finance trips, to Kirkland Lodge at Devil's Lake, for instance, and more ambitious journeys to northern Wisconsin. The skiing was not the lift-line-and-mogul variety, it was ski touring. There were no ski hills per se at that time.

As a warming house, meeting place and potty-stop for skiers, hikers, cyclists and canoeists in the Madison area, Hoofers took over the old Women's Athletic Association cottage, located in what is now the Eagle Heights area. A couple was installed as caretakers and the place was renamed Blackhawk Lodge. It ran until the club was able to afford more and longer field trips.

Hoofers has mushroomed to include separate clubs for sailing, horseback riding (the Riding Club leases and operates Pleasant View stables in rural Middleton), mountaineering, scuba, and an Outing Club which engages in everything from backpacking to cross-country skiing to kayaking. Hooper Environment, a part of Hooper Council, is concerned with environmental activism. But the core of Hoofers remains skiing.

The second World War brought a pause in the skiing action on campus, the experts having been drafted as instructors for the Army ski corps. But in 1947 the Hooper team came back to take a third in intercollegiate competition. A year later, Doc Bradley retired, having brought Hoofers to national prominence in seventeen years. Being the impetus behind the Muir Knoll ski jump was only one in a long list of his accomplishments. He was an extraordinary man. Interested in skiing when it was virtually unknown in this country except for ski jumping, he was gritty enough at sixty-five to ski across the High Sierra with two of his seven sons. The trio had stashed food and supplies in ranger cabins along the way, digging them out of snow that averaged thirty feet in the Sierra that winter. To me, who has trouble braving the cold on the way to the bus stop in the morning, a feat of that caliber is worthy of gods.

Bradley was involved in the Sierra Club when that organization was still struggling for its very existence, and was an officer in the Western Ski Association. He was a great admirer of John Muir, having followed the naturalist's trail through the mountains in his younger days.

Progress and the needs of an increasingly petrolic economy brought ski jumping to an end on the campus in the fifties. In a questionable ordering of priorities, to quote Joni Mitchell, "they paved paradise and put up a parking lot" at the bottom of the hill, next to where the Limnology Lab now stands. The scaffold was sold in 1956 to the city and removed to Hoyt Park.

In an attempt to recapture some of the flavor of past years, better years, if you like, I made a modest pilgrimage down the newly improved Lakeshore Path to stand in the intruding parking lot and gaze up at the Knoll. In the cold silence and brooding, leafless trees there was a faint echo of crowds, the vision of a skier hurtling down the ramp, suddenly airborne, stretching out over ski tips, flying toward the frozen lake. Then there was a sign, "Parking by Permit Only," and the raw wind forced a return to 1981, to the automobile that idled around the corner, to warmth and the ride home.

In the early seventies, Doc Bradley returned to Madison for the wedding of one of his sons. Touring the Hooper Quarters, which were completed in 1939 as part of Memorial Union's Theater Wing construction project, he and Butts viewed films and looked through the scrapbooks. When Bradley learned that the club had grown to a membership of 5,000, he turned to Porter and said,

"Port, did we do that?"

You did it, Doc. From one skier to another—from one human being to another—thanks. After fifty years, it's like you never left. □

INFLATION

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CAUSES AND CURES

By Jon G. Udell '57, '58, '61

*Irwin Maier Professor,
School of Business*

This study is condensed from a report which Prof. Udell presented to the Senate's Select Committee on Small Business last May. It has been reprinted, in much the same form, in the forthcoming issue of "Perspectives in Business," a publication of the School of Business.

There is inextricable linkage between the economic prosperity of our nation, the welfare of its consumers, the survival of business big and small, and the future stability of our society. And all face a common enemy—inflation.

To halt it, some suggest we need a more competitive economy and a broadened structure of economic ownership. Certainly, any measures which will enhance fair and vigorous competition among our businesses is desirable and should, in some measure, help to suppress the rise of prices. Even more certain is the need for a broadened structure of economic ownership. Without increased savings and investment by a larger proportion of our population, there will not be adequate investment capital to increase the productivity and competitive position of our industries.

But lack of competition and broad ownership is *not* the primary cause of inflation.

To the extent that a causal relationship exists between competition and inflation, inflation is eroding competition. In fact, the rapid escalation of prices is undermining the financial integrity of all industry—big and small. Too many companies suffer from technologically obsolete plants and equipment, an inability to compete against foreign rivals, a high ratio of debt financing, an inability to attract necessary capital. Frequently, the result is stock prices that are below book value; declining productivity; and the demise or sale of existing enterprises. In the latter instance, those companies enjoying adequate investment capital often find it far less costly to purchase an existing enterprise than to buy a new plant and equipment. An existing enterprise often can be acquired at less than book value, which—being based on historical costs—is substantially below replacement value. So, the merger movement continues, the number of independent enterprises and competitors is diminished, and investments are made which fail to increase the productivity of our economy.

But the conclusion that the lack of competition is not a primary cause of the inflation is supported by a study by Robert Kuekert, one of our grad students in the School of Business. We began with Galbraith's hypothesis that basic industries are a cause of inflation, and that control of their prices would help control inflation. We examined the historical experiences of some of our nation's largest enterprises—manufacturers of metals, petroleum, paper, rubber, non-metal minerals, and chemicals.* Three questions were asked:

- (1) Have the prices of basic industrial commodities increased more rapidly than the general rise of inflation?
- (2) What have been the underlying causes of price increases in the basic industries?
- (3) Are rising profits in these industries a cause of inflation?

The seventy-one companies we included in the study had combined sales in 1977 of over \$295 billion; that's a substantial share of the GNP. The criterion for their selection was the availability of data for all significant variables from 1965 through 1977. Thus, these seventy-one represent all firms in the six industries for which all relevant data were available. As their aggregate sales suggest, most are large corporations such as U. S. Steel, Continental Oil, Exxon, Texaco, International Paper, Goodyear Tire and Rubber, American Can, Du Pont de Nemours, and Allied Chemical Corporation.

The prices, costs, and profits of the six industries were measured as of 1965, 1970, 1975, and 1977. Using these measurements, we asked the three research questions, emphasizing the changes occurring between 1965 and 1977. (These were the terminal years because 1965 was the last year of fairly stable prices in the United States, while 1977 is the last year for which complete data were available.)

Prices of Basic Materials

1. *Have the prices of basic manufactured commodities risen more rapidly than prices in general, making an apparent above-average contribution to inflation?* The answer—perhaps obviously—is yes. According to indexes, the prices of all industrial commodities rose slightly more than 96 percent between 1965 and 1977. This increase was somewhat greater than the 92-percent rise of the consumer price index and the 90-percent increase in the GNP implicit price deflator—the overall measure of changing prices.

Therefore, the prices of most of the commodities under consideration also increased more rapidly than did inflation in general. Petroleum product prices rose almost 240 percent, with most of the rise occurring in recent years. (The only industry among the six with *lesser* price increases than the GNP deflator was the rubber and rubber products industry.)

As you know, many of the products of these industries are a major component of other goods and services. Therefore, this rise of basic commodity prices constitutes a significant inflationary force. Moreover, after 1972, the rapid rise of petroleum prices undoubtedly helped to inflate prices of the other basic industries.

2. *What have been the underlying causes of price increases in the basic industries?* Have

these industries (especially petroleum) taken advantage of periodic shortages, demand factors, and general inflationary trends to raise prices and reap excessive profits? Or have they been forced to raise prices because of escalating costs?

Table 1 gives us a general summary of the income statements of the seventy-one firms. (Costs are expressed as a percentage of sales income.)

Among all companies, the average cost of goods sold rose from 70 percent of total income in 1965 to 78.3 percent in 1977. During the same time period, expenses—selling, general, and administrative—declined from 10.7 percent to 6.9 percent. Depreciation and amortization expenses also retreated as a proportion of sales income, from 6.9 percent in 1965 to 4.6 percent in 1977. This decline, relative to income, suggests reduced real investment in new technology and capital equipment.

TABLE 1

Costs as a Percent of Income—
All Seventy-One Companies

	1965	1970	1975	1977
Cost of Goods Sold	70.0	74.9	75.9	78.3
Selling, General and Administrative Expenses	10.7	7.4	7.4	6.9
Depreciation and Amortization	6.9	6.3	4.5	4.6
Total Operating Costs	87.6	89.6	87.8	89.8

Source: Compustat®

The companies experiencing the greatest rise in cost of goods sold (labor, materials, and other purchased inputs) were in the metals, petroleum, and chemical industries. The *increases* in costs of goods sold, as a percent of total income, were:

Petroleum Refining	11.1%	(66.9 to 78.0)
Primary Metals	10.6%	(77.1 to 87.7)
Chemicals and Allied Products	8.1%	(63.1 to 71.2)
Rubber and Rubber Products	3.7%	(72.0 to 75.7)
Stone, Clay, and Glass	2.6%	(75.9 to 78.5)
Paper and Allied Products	.8%	(72.9 to 73.7)

In total, the before-income tax costs of the seventy-one basic commodity procedures rose from 87.6 percent in 1965 to 89.8

* The price information we used comes from indexes of the Bureau of Labor Statistics. The information on costs and profits of basic industries was provided by Compustat®, a financial data base prepared by Investors Management Sciences, Inc., a subsidiary of Standard and Poor's Corporation. The data contained in the Compustat® Annual Industrial File were derived from 10-K reports made public by the Securities and Exchange Commission and various other company reports.

INFLATION INFLATION INFLATION INFLATION INFLATION CAUSES AND CURES

percent in 1977. In other words, their costs have risen more rapidly than have their prices and sales income, despite declining depreciation and administration expenses relative to their income.

While these industries raised prices between 1965 and 1977, their total operating costs rose even more rapidly than did their sales income. *They have not profited as a result of inflation.* Their net-dollar income more than doubled, but it rose less rapidly than did the increase of invested capital. In addition, their net income as a percent of sales declined from 8.5 percent in 1965 to 4.4 percent in 1977—a decrease of 48 percent.

From a financial point of view, the *absolute dollar amount of net income* and its percentage of sales are not most meaningful; it is *net income as a return to invested capital* that really counts. And among these seventy-one companies, the latter *declined* from 9.3 percent in 1965—a year of little inflation—to 7.7 percent in 1977—one of substantial inflation. Using the implicit price deflator for the total economy, we find that their return to capital, after adjustment for inflation, fell from 7.4 percent in 1965 to 1.8 percent in 1977. So, overall, the seventy-one companies are not guilty of profiteering. A return to invested capital which exceeds the rate of inflation by less than 2 percent constitutes a modest reward for the risks involved. Furthermore, return of this size is not likely to prompt the investments needed to increase U.S. industry's productivity and competitive position in world markets.

Our study found that among the six industries, profitability varied considerably. In 1965, the thirteen major producers of petroleum earned 10.7 percent on sales; a 10-percent return to invested capital; and 11.8 percent on common equity. The *real* return to equity capital was 9.9 percent. Twelve

years later, profits as a percent of sales income were reduced more than half. The return to common equity was 12.8 percent, but after adjustment for inflation, the *real* return was only 6.9 percent—considerably less than in 1965.

The twenty-five primary metal producers saw their return to sales decline from 6.3 percent in 1965 to almost nothing in 1977. In the latter years, their real return to equity was negative—a minus 4.8 percent.

Eleven producers of pulp and paper products enjoyed about the same profit margin in 1977 (6.1 percent) as in 1965. Their return to invested capital actually rose, but the real return to common equity, at 6.7 percent in 1977, was less than that of 1965.

The five rubber and rubber products manufacturers had a 2.6-percent profit margin in 1977. Their return on common equity in that year was 8.4 percent, only 2.5-percent more than the general rate of inflation.

The seven processors of stone, clay, and glass products had reported after-tax incomes of 4.5-percent of sales in 1977, which was down slightly from 1965. But this was the only group of companies with a larger return to invested capital in 1977 (10 percent) than in 1965. Their real return to common equity in 1977 was the highest among the six industry groups—8.7 percent.

Ten chemical and allied products producers enjoyed an average 5.9-percent profit margin in 1977. Their real return on common equity declined from 13.3 percent in 1965 to 7.1 percent in 1977.

In each of the six major industry groups, real return to common equity was less in 1977 than in 1965. Clearly, these industries have been caught in the inflationary spiral affecting us all. With reduced profit margins and decreased real return to common equity, their rising prices are not a cause of inflation—they are a *result*.

Study Conclusions

The price indexes for our six basic industries reveal that most of them have increased their prices even more rapidly than the general rate of inflation since 1965. This is especially true of the petroleum industry, which raised prices 240 percent during the 1965–1977 period, all but 12 percent of that increase occurring since 1970. Clearly, this rise has served to fuel the fires of overall inflation in recent years.

On the other hand, our cost data show that the producers of basic commodities and related products have experienced rapidly escalating costs. In 1965, their average cost of goods sold was 70 percent of their sales income; by 1977, it had risen to 78.3 percent. The rise was especially great among companies in the two industries having the largest increase of prices—petroleum and metals.

Although operating costs have risen even faster than their prices and income, the companies apparently have attempted to increase their efficiency. For example, among all seventy-one, selling, general and administrative expenses were reduced from 10.7 percent of income in 1965 to 6.9 percent in 1977. Yet despite this progress, net incomes as a percentage of sales *decreased* from 8.5 percent to 4.4 percent during the twelve years. And return to invested capital fell from 9.3 percent in 1965 to 7.7 percent in 1977.

The average return to common equity of the seventy-one companies declined from 11.5 percent in 1965 to 10.9 percent in 1977. But when this average is adjusted for changes in the rate of inflation, the average real return to common equity declined from 9.6 percent to 5 percent during the twelve years.

Thus, it's safe to say that these major U.S. corporations—with sales totalling over \$295 billion in 1977—are not profiting from inflation. In general, their costs rose more rapidly than did their prices, and their stockholders experienced a substantial decline in the real profitability of their investments.

Given these findings, it is obvious that the inflation problem cannot be solved by controlling the prices of the basic industries. With rising costs, they would be severely damaged by such controls. Investment, productivity, and capacity growth would be curtailed, with resulting potential shortages and damage to the total economy. This is precisely what happened during the 1971–1974 price control program. Return on equity in the basic industries declined, investment in capital equipment decreased, and a severe shortage arose which contributed to the rise of inflation.

What Is Causing Inflation?

If we are to redirect national policy, the measures we take should be based on a clear vision of the causes of inflation. We might look to the various economic sectors of the economy shown in Table 2. Note that the total income of labor has risen 285 percent since 1965, the last year of relative price stability. Investment income has increased far less rapidly. In fact, even if we combine proprietor, rental and corporate dividends, we find they have expanded only 121 percent in the 1965–1979 period.

Nevertheless, labor's share of the GNP is not very different from what it was in 1965. It was then 55.2 percent; in 1979 it had moved up to 57 percent. On the other hand, equity income as a percent of the GNP has declined markedly since 1965 and, with inflation rising more rapidly than personal income, labor's share is shrinking.

TABLE 2
Rise of Income, in Current Dollars,
1965-1979

Income Sectors	Percent Change 1965-1979
Income of Labor	285
Proprietor's Income (with Inventory and Capital Consumption Adjust- ments)	130
Rental Income	58
Total Corporate Profits	244
Corporate Dividends	176

Indexes show that the share of the GNP which goes to federal, state and local governments rose from 26.1 percent in 1965 to 32.7 percent in 1979—that's a 25.3-percent rise during the last fourteen years! This leads to the inevitable conclusion that *government's rising share of the economy, combined with huge deficits and an accommodating expansion of the money supply, are the major causes of inflation.*

Experts hold little doubt that a severe recession would help to lower the rate of inflation. But a severe recession would also cause a high level of unemployment and billions of dollars in financial losses, such as those the automobile industry is already experiencing. In addition, any easing of inflation would be *temporary*, just as it was in the recession of 1974-1975, unless government dramatically reduces its expanding financial appetite.

National policy should shift away from emphasizing consumption to encouraging investment. The primary need is to slow the growth of government in order to stimulate investment. As long as government absorbs a higher proportion of the economic product and requires a huge proportion of the supply of capital to finance deficits, we will have inflation and an erosion of our economic strength. In fact, if both government spending and the economy were to continue to expand at their respective average annual growth rates of the past fifty years, government spending would be well over 400 percent of the GNP by the year 2076. A continuation of current fiscal policies by the various levels of government is absolutely *impossible*, and unless we bring about a dramatic change, national bankruptcy is certain. We are on a mathematically and economically impossible course which threatens far greater rates of inflation and ultimate economic and social chaos.

What Should Be Done?

We have two measures for altering our current course, and *both* should be pursued.

1) We must slow the growth of government spending to a level which, *at a maximum*, does not exceed the growth of the economy during each business cycle. This

policy would mean surpluses and a reduction of the government debt during prosperous years, but possible deficits during periods of recession.

2) We must implement measures to stimulate economic growth and productivity. If we accomplish this, our economy can be revitalized and government's revenues and social programs can continue to expand without a rise in its share of the total economy, tax increases, and an expansion of public debt.

Concerning the first step, we should not need a constitutional limitation on government spending. A truly responsible legislative body *should* impose its own limit.

To stimulate our economy, many possible measures are available. Here are some comments on a few:

- *Investment credits.* More might help, and all should apply to technological research.

- *Accelerated depreciation.* Current rules place U.S. industry at a competitive disadvantage with foreign rivals. More-rapid depreciation write-offs are needed to reduce that condition.

- *Savings stimulants.* Our tax laws are badly in need of revision to increase saving and the supply of investment capital. It is clear that there has been a decline in public ownership of American industry. Given what has happened to the value of most corporate securities in recent years, the public was wise to reduce its ownership of them.

Although savings deposited in financial institutions have fared substantially better than those invested in corporate securities, these depositors also have suffered severe losses. In recent years, most savings deposits have earned interest which is less than the rate of inflation; the saver experienced a real net loss. To add insult to injury, the government has taxed savers on their inflationary losses. So, with little incentive to save, savings have declined to less than 5 percent of disposable income.

It would be far more equitable (and savings would be stimulated) if only *real interest* income were taxed. The amount of interest received would be adjusted by the rate of inflation. Taxes would be levied on any positive balance—the *real income* of savers—making more private capital available for investment.

- *Revised capital gains taxation.* Congress has recognized the need to encourage investment by increasing the exclusion of long-term capital gains. But it would be far more equitable to tax them on a *real income* basis, rather than excluding 60 percent of a gain from taxation. If only real gains from any type of saving and investment were taxed, all savers—large and small—would be placed on a more equal tax footing.

- *Wiser regulatory policy.* Government regulation is strangling many small businesses, causing hardships for all businesses, raising the costs of production, and thereby

increasing prices. Certainly, regulations are necessary to protect the social and physical integrity of the nation, but their extent and complexity frequently have become far more costly than the value of the benefits they seek to achieve. A complete overhaul is badly needed.

There is no simple solution, but perhaps we could make substantial progress through a consolidation of regulatory agencies—with joint committees of labor, industry, citizens, and government—to rewrite the rules. Those who serve on them should be required to justify the value of each regulation and report, or be required to eliminate them.

- *Free-market interest rates.* Government control to stimulate certain types of investments is likely to be dysfunctional. The interest rate is the price of money, and in this and other dimensions of our economic life, we need to let the free-market pricing mechanism function more effectively.

- *Competition and participation.* The free-market pricing mechanism will not work well if there is no competition to protect consumer interests. We need vigorous enforcement of the antitrust laws and reduced regulatory obstacles to business activity. Greater incentives for saving and investments, and therefore, greater participation in the economic system would contribute to the intensity of competition and economic growth.

Conclusion

None of these measures to stimulate investment will succeed if the government continues to pursue fiscal and monetary policies that create inflation and erode both investment and consumption. To date, the primary victims have been investors and savers, especially millions of small savers and those who must live on the relatively fixed values of their savings and pension plans. We have reached the point where even most people with rapidly advancing current incomes cannot keep pace with the rise of prices, and many of our largest companies, such as those in the auto industry, are in jeopardy.

Many have become disillusioned, and respect for government has declined. Our voluntary tax system is beginning to fail and a rising share of income goes unreported. Taxpayers, instead of relying on their duly elected representatives, are passing constitutional amendments to limit taxes and government spending. Millions refuse to exercise their right to vote. Unless we chart a new and more economically prudent course for the future, the outcome is certain—and it is indeed dismal.

There is still time to save the greatest economy, political democracy, and society ever conceived, but the time remaining may be far shorter than any of us realizes. □

Rebel



Photo/Norm Lenburg

with a Cause

Dance Prof. Judy Alter is taking on the athletic Establishment on behalf of your aching back.

By Tom Murphy

If Judy Alter keeps on the way she is, she may soon be looked on by every steely-eyed coach, any grimly dogmatic phy ed teacher as the Tokyo Rose of the athletic world. For she is rebelling, loud and clear, against one of their most tradition-bound subjects, the how-to's of conditioning. We're a nation of sprung backs and mashed knees, Prof. Alter says, because the one with the sweatshirt and whistle makes the football team duckwalk; because pretty little eight-year-olds are taught backbends; because we are all supposed to jump out of bed and touch our toes. She makes no claim to discovery in the sense of a Charles Atlas and his "dynamic tension" or whoever blasted into our national consciousness with such fads as isometrics and aerobic dancing. Rather, she says, she is trying to get us to heed the cause-and-effect reports that have been in the medical literature for years. She wants us to listen to the orthopedist who tells us what to stop doing if he gets us before we're coiled like a cinnamon roll. She wants coaches, phy ed teachers and dance faculty to read the warnings in *their* literature. But first you have to get their attention, as the saying goes, and to this end Judy is writing not one book but two, is a popular subject for interviews on local and state radio, and is talking to audiences of her peers at the drop of an invitation. Prof. Alter is an assistant on our dance/phy ed faculty, with an M.A. in dance from Mills College and a Harvard Ed.D in philosophy and education. She began relatively advanced dance training in 1952 at the age of fourteen, has taught it to students age three on up, and at Tufts University for three years before she arrived here a year ago. It was at Tufts where, in addition to dance technique and dance history, she taught a subject particularly germane to her present intensity; dance anatomy and kinesiology.

An interview with Prof. Alter necessarily zigs and zags. Halfway through a discussion of low-back injury, she is perforce taken up with the structure of the stomach muscles or the sins of yoga. Still, there come through five fundamentals which illustrate her convictions. Says Alter:

1.) Exercise designed to stretch or

strengthen the muscles is ineffective if done rapidly.

2.) Any exercise—any *movement*, really—which habitually arches the back, whether done in the gym or before the morning shower, can be a prescription for eventual low-back troubles.

3.) Most of the old warhorses—situps, pushups, toe-touches, etc.—are being done wrong, and are therefore potentially harmful. True, we all should *do* them, and daily, but correctly.

4.) The coach's pet phrase, "If it hurts, it's good for you," is dangerous hogwash. If we're sore after exercising (It's usually the bouncing, swinging activities that do it.) we've done something wrong.

5.) Never lock a joint while exercising.

Last spring she lectured before the American Dance Guild at a national meeting in Minneapolis. She talked for an hour, and they kept her on for another hour. "Dance teachers and coaches are irresponsible if they're demanding the wrong kind of exercises," she told them and now tells us. "They're asking people to harm their backs and knees permanently. Maybe they teach in innocence, but innocence is no excuse. There's plenty of source material on the dangers of those exercises, but they don't question; they teach what they were taught. Some have stopped doing what hurts them, but they go right on requiring it of their students. This horrifies me! At that ADG meeting I asked my audience for a show of hands from those who don't hurt somewhere, and nobody raised a hand! They *all* hurt. Well, we have to stop this. I feel the same screaming way about coaches. They should read their journals! And parents should walk in and say, 'If you haven't stopped teaching this, stop it now!' Kids should report teachers who don't stop it. Take gymnastics. All those lovely little kids. They don't have modern dance classes, they're bored with ballet because it isn't spectacular, they want activity. So they go into gymnastics. They love it. They're rubbery. But they are heading for permanent damage! You can't strengthen the back. There's only one muscle that ties it from stem to stern, and that's not a postural muscle; it doesn't control the verticality of the body. The *only* protection for the lumbar spine and the innards are the three stomach muscles. Putting it simply, one of them goes down the middle, the other two come out from under it and wrap around either side, on the bias, and connect to the

ribs and hipbone. If you arch your back you overload the spinal discs and overstretch already lax and weakened muscles. If you bend forward without tightening the stomach muscles, you allow the innards to pull down on the lumbar spine. Damage to the spine is permanent because discs don't regenerate. That's why eight out of ten people have low-back problems. I did all those backbends and walkovers, and I'm permanently injured, like half the dance teachers in the country. I finally had my back X-rayed, and they said, 'Yes, L5-S1 are practically on top of each other. No wonder you hurt.'

She brought with her to the interview a sports medicine book that's currently a big seller, and a page of exercises torn from a runners' magazine. She pointed to a drawing, the how-to for the bentleg situp. "It's correct, as it says here, that the stomach is the only part of the body that running doesn't strengthen. This says to lie on the floor with your knees up and your feet close to your buttocks, come to a sitting position, and keep doing that till you've reached twenty or can't do any more. I disagree! First, it implies speed, which is ineffective—I'll explain that in a minute. Then, it has you go all the way to the floor, and most people don't have the strength to come back up without a heave or a jerk. This makes the center stomach muscle grab, and a grab builds bulk, not pliability. And this situp doesn't do anything for those two muscles at the side of the stomach.

"Here's the way I teach it. (And, incidentally, it's the way advocated by a very authoritative publication, *Research Digest*. They compiled eleven years of research in stomach exercises.) You start from a *sitting* position. You round your back and you tuck your head. You hold your middle stomach muscle in. You go down slowly, vertebra by vertebra, *and not all the way*, for about six counts. S-l-o-w-l-y. And then you come back, six counts, slowly. That's one-third of the job. Now you have to work the side muscles. (By the way, there's a fiction in common exercises where you bend sideways to trim your waistline. That's just stretching a bias; doing the opposite of what they say it is. There are a lot of mistakes out there!) Ok. To get to the side muscles: you tilt your whole body—bent knees, rounded back—toward the left and go part way down and back up at the same slow count. So, *down*, two, three, four, five, six; now *up*, two, three, four, five, six. Then tilt to



Prof. Alter, here in class, is bent on shaping us up.



the right side and repeat. When you work those three directions, you've done the sit-up correctly. When I meet with football teams or soccer teams, we start with this, and these big guys are embarrassed because they have trouble with this one. They fall sideways. They haven't worked those muscles, so they're out of shape. I work with people who can do 100 situps the wrong way, but can't do one the right way. For ten or fifteen years they've been doing those fitness programs where you try to beat it out in eleven minutes. I say, 'All right, let's see how strong your stomach muscles are; do the side situp.' And they can't because they haven't got controllable strength. But even if you can only go down one inch, two inches, and come back up, you've got action in those unused muscles. The next day you try again. The best way to protect the lumbar spine is to do three sets of these *every day*! And you should stretch the hamstring and calf daily, too; the tighter your calf muscle, the more your low-back is arched.

"I said I'd explain why speed doesn't build muscle strength. Simply, to train a muscle to do everything, its full length has to be worked. Fast exercise uses momentum and only strengthens the part of the muscle that's already strong. When you're playing a game or dancing, of course you have to move fast. But when you're *training* the body, you have to work all the muscles slowly, and all parts of them. Then they're ready to do anything. The reverse is *not* true. If you're *only* running and *not* stretching, some muscles get tighter and tighter, and there comes a point of no return. You can't run as fast without pain. Tennis elbow is an example of the painful results of not stretching the muscles. The swing *should* use the muscles of the shoulder, upper arm and forearm that move the arms and joints. But if your shoulder muscles are so tight you can't lift your arm behind your head to start the swing, you end up over-using the elbow. And the impact of the ball on the racket sends 'shock waves' into the elbow and its ligaments. Tight forearm muscles contribute to that, too.

"Now, bouncing. By that I don't mean jumping up and down. I mean letting one part of the body fall sharply against another part. People bounce as part of incorrect toe-touching, side-waist stretching, calf stretching. Here's why they shouldn't: where the muscle narrows into its tendon there's a device like a circuit-breaker. This senses the degree of tension in the muscle,

and it flips off if the muscle gets overstretched, the way a circuit-breaker does. Then the muscle lets go. That's *one* way tearing occurs. But also, all muscles are longitudinal—just like the meat on a drumstick—with horizontal cross-fibers holding them together. These fibers tear, too, when you bounce. The body's mechanism to repair any of these tears is to send fluid to that area. It carries protein which heals. That's what swelling is. Bouncing exercise is a major cause of soreness and doesn't necessarily produce much stretch or strength. It's practically useless, so stop doing it. I've learned to work my students without making them sore. If they are, then we figure out what we've done wrong. If you're sore the next day, you know you've overworked an area. We have to retrain our brains to know what to feel.

"I tell my students, and I'm putting it in my books, that there are three kinds of muscle sensations. There's 'ouch' pain. When you feel that, you should stop what you're doing. If it hurts, it's *bad* for you! Then there's the strong-stretch sensation. It's mild discomfort, but the thing to do is yield to it; go with it; stay there. A full minute of holding that stretch is not too long. As you stay with it, you feel the muscle stretch out and relax, which is all it's doing. The third feeling is a kind of warm, fatigued feeling. It comes when a strengthening exercise is being done slowly and correctly. It means the muscle is being worked properly. Circle your outstretched arm slowly up over the shoulder, maybe counting to ten. Then, just as slowly, continue to circle it down in back. Don't lock the elbow. You're working against gravity and using the natural weight of the arm. Do this a few times, and the arm muscles begin to feel warm. That's good; you know the muscles are getting stronger. Now, repeat the circle once more when your arm is tired; that's the overload that builds strength."

She pointed to a drawing of a hamstring-stretch exercise. A figure stood with one leg out in front, over the back of a kitchen chair, torso bending over that leg. "Now, both of those knees are pictured as locked. And when you lock your knees, you stop almost all the muscle action. Never lock anything. It's just as bad for your body as gritting your teeth is for *them*. Moreover, this bending is going to hurt the back if people

don't know to hold their stomach in. They'll probably feel great discomfort doing the stretch this way. The goal is right, but this isn't the way to get there.

"Do it *this* way." She stood and extended one leg over the back of the chair in my office. Her standing leg was relaxed. She bent the extended leg slightly up and wrapped her arms around that thigh. "Bend at the top of your thigh, not at your waist. Now, with your ribs close to the thigh, straighten that leg. You can feel the stretch in the hamstring. Your stomach is over the thigh, and if you hold it in, there is no strain. Or take the wall-push for calf-stretch. This drawing says to stand flat-footed about three feet from the wall, lean on it with your hands, and allow your body to go toward it until you can feel the stretch in the calf. The picture shows locked knees. *Instead*, keep one foot back there and put the other one forward in a lunge position with that forward knee very bent. Then take your arms away from the wall. Make sure your back foot is pointed straight ahead—toes toward the wall—and that knee relaxed. Press that heel down. Stay there for a minute if you can. Then do the same with the other leg. You're stretching your calf muscles, but there's no joint-locking, and you'll feel the stretch.

"In pushups, a lot of people push out their stomach. That's very bad. To do a pushup correctly, the stomach has to be in, the back aligned, and it must be done slowly. It doesn't make any difference whether you go down-up or up-down. But, if you feel stress on the small of the back, that means you're arching. Maybe you're giving the pectoralis-tricep-bicep muscles a good workout, but the stomach-pushing can cause painful back strain.

"Deep-knee bends. Football teams that have stopped them have cut their injuries by 70 percent. The *training* was shooting their injury rate way up! There's no muscle in the knee, so when you get way down there, you're hanging on the ligaments. The knee is the most-injured part of the body in sports." She did a deep plié, heels up off the floor. "Go down s-l-o-w-l-y till your thighs are at about a 90° angle with the lower leg. Come slowly up. You'll feel the muscles working. Don't drop below where the thigh muscles hold.

"Double-leg raises? Lying on your back? One in a hundred people will tear down the middle! Anyway, the first half of that exercise doesn't work the stomach





muscles; it works the hip flexers. Most people arch, also, squeezing the lumbar discs each time they lift or lower their legs. Orthopedists have been screaming for twenty years: no deep knee bends, no double-leg lifts, no bouncing and no back-arching. Toe-touching: the point is to stretch the calf and hamstring muscles. The back is in a straining position when the torso is in an upside-down U; the *correct* position is an upside-down V. In this drawing the guy's head is lifted, so he's squeezing the discs in his neck. If people imitate this picture alone it is going to make ouches in the neck and back. And there's no warning here to hold the stomach in, so down go the innards against gravity, hanging from the lumbar spine. Here's what you *should* do: Stand and bend your knees. Lean down and put your palms flat on the floor, close to your feet. Hang your head *down*. Now, straighten *one* leg—don't lock the knee, but straighten as far as you can. Try to hold that for a full minute. Then, relax that one and straighten the other. And when you stand, don't come straight up; uncurl from the waist while your knees are still bent, then straighten them. If you can't rest your hands comfortably on the floor the first few times, rest them on a phone book.

"Here's an exercise the book calls the back-stretch. It's the yoga plow posture, lying on your back and bringing your legs way up and over so they touch the floor in back of your head. Forget it! If you try *that* and put much weight on your shoulders when the legs go over, without turning your head to one side, discs in the neck and spine are squeezed badly. Or there's that cobra posture, where you raise up on your two arms with your elbows locked and your body out behind you. Bad, bad arching! I'm willing to make controversial statements, even about yoga. It's part of an ancient religion, which perhaps is why it's never been questioned, but we only know about the people who haven't been hurt by it; we have no idea of the many who have. You can't prove anything by the people still at it, the people who breathe and are peaceful and who say they get success from it. They could be dealing with pain and never saying anything about it. Some parts of the body—like the back—are too vulnerable; they're not meant, mechanically, to work in extreme ways. I just don't give anybody *any* exercise that will hurt them now or eventually."

I asked about weight-lifting, done

slowly, let's say, and without any arching of the back. Is it harmful? "If I have to give a simple answer," Judy said, "yes. For the most part, weight-lifters are not stretching. So they are eventually harming themselves because they limit the range of motion for normal, everyday activities. Bulky muscles aren't necessarily useful, whether some people think they're beautiful or not. This summer I had a student in modern dance class who was a weight-lifter. He said he'd been told to do percussive training so he'd deliberately tear the muscle fibers, then they'd build scar tissue, which thickens the muscle faster. Awful! At Tufts I worked with some bulky speed swimmers and with wrestlers, and they got more range of motion after doing my stretch stuff. I didn't measure them, so I don't know if they got smaller, but they didn't lose strength, they just arrested some of the sources of pain from their overtight muscles. My sense is that you don't need weights to get strong. Cross-country runners and long-distance swimmers who've been tested have the same tensile strength as those bulky guys. The size of the muscle is irrelevant. That's why I keep saying you have to work the entire length of the muscle. Those weight-lifting machines can be set so they work the muscles correctly in continuous motion, but I think you can build enough powerful strength without weights. The body has its own weights. (A woman's arm probably weighs about three pounds. The head is twelve or fourteen pounds.) Now, put your arm out and hold its weight out there. Let it get tired and warm. Keep it out there when it's tired; that will build strength. With weights, the danger is that you suddenly might drop your arm, and then there can be severe muscle strain. Or your muscles grab. Of course, for rehabilitation—of an injured knee, for example—orthopedists use weight-lifting, and done correctly—meaning *slowly*—that use is beneficial.

"Aerobics are any kind of exercise which maintains the tone of heart and lungs, then increases their limits. That's very important to do. If you have a close call with a car, your bloodstream is flooded with adrenalin, which can be toxic to the heart. The faster the heart can circulate it out, the safer you'll be; you won't die of shock. So to have the heart muscle in tone to handle that extreme stress is part of the

goal. Running is best. Walking, swimming, biking, and squash and handball are good if you do them continuously for at least a half-hour. Running is so efficient, though, that you only need to run for twelve minutes four times a week to stay in shape. Recently, a Japanese physician found that once you get the heart and lungs in shape you can maintain them if you push fast for three minutes three times a day. So, if you have the opportunity, always run, indoors or out. Three times a day you could run in place as fast as you can for three minutes by the clock, and you'll maintain cardiovascular fitness. So aerobics are fine, but if people don't stretch before and after, they're not getting ready. There have been a lot of injuries in people who run, and there are several reasons in addition to incomplete stretching before and after. They take too big a stride, or they don't hold their head the right way, or they don't use their toes correctly—that sort of thing. When I see people who are running wrong, I have a hard time not calling out to them. It's so important to be informed.

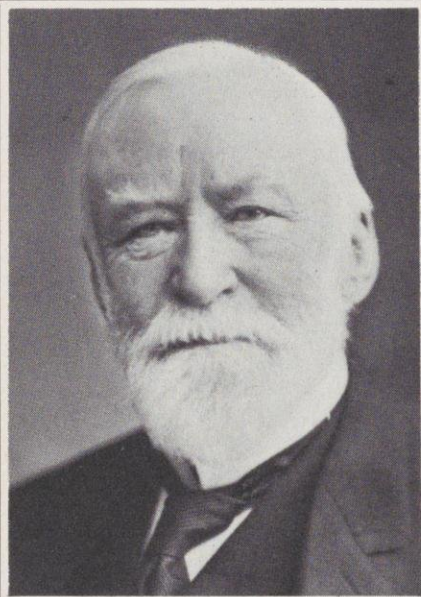
"We don't know for sure whether people lose muscle pliability with age. They're studying osteoporosis in women, and finding that the more active they stay, the less likely they are to lose that calcium. Dancers who keep dancing don't experience the gross loss of flexibility and tone that is said to occur in the general population. We don't know the answer because we've never had a group of people continuously, properly trained, working correctly over a long period of time."

A few days after the interview I headed over to see Prof. Alter. I took a wrong turn in Lathrop Hall and ended up on the fourth-floor level, the track in the gym. Below me, unexpectedly, she was conducting a class. She and forty-odd students sat flat on the floor, legs spread wide. They casually leaned over to rest their foreheads on the floor. Then back up ("s-l-o-w-l-y"), and the heads went down to touch one leg, then the other. There were no grunts, no groans. "Isn't that great?" Judy said later. "They're beginner students! They've only been doing this about three months. You know, almost anybody's muscles can be this stretchy, even the ones who think they have what one guy called 'concrete hamstrings.' It's such a shame that wrong training methods wear bodies out. We sacrifice the body to the activity, we don't adapt the activity to the body. We have it backwards."

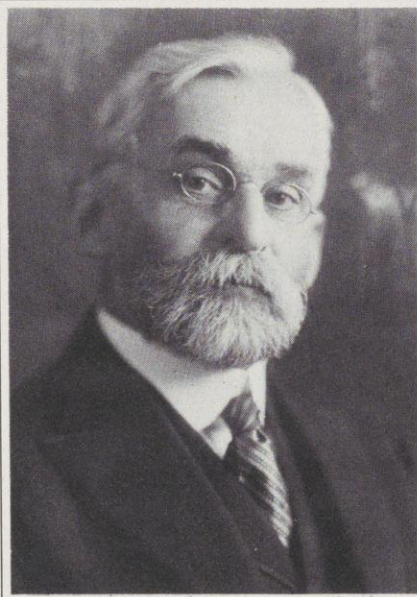


THE • VAN • VLECKS

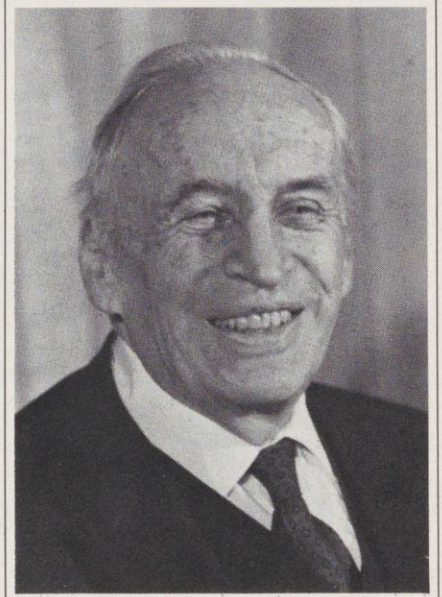
A FAMILY OF INTELLECT AND TASTE



John Monroe Van Vleck



Edward Burr Van Vleck



John Hasbrouck Van Vleck

This article is offered because of the impact of the Van Vlecks on the University of Wisconsin. (Including the recent bequest of a major collection of Japanese prints to the Elvehjem Museum of Art.) I have written it as a labor of love because of their impact on me and because of a family friendship of well over a century. My father took mathematics under John Monroe Van Vleck about the time of the Civil War. My brothers were students of both J. M. Van Vleck and of Edward Burr Van Vleck at Wesleyan. I studied under E. B. Van Vleck at Wisconsin and knew John Hasbrouck Van Vleck, the late Nobel Prize winner, since we were young boys.

The story of three generations of intellectual brilliance would not be complete without including John Monroe Van Vleck although he had little connection with Wisconsin. He was born March 4, 1833 of

By Mark H. Ingraham
Dean Emeritus,
L & S Administration;
Prof. Emeritus, Mathematics

parents of American-Dutch descent, and died November 4, 1912. He received his B.A. degree at Wesleyan University, Middletown, Connecticut at the age of seventeen. After teaching one year at Greenwich Academy and working in the National Almanac Office for two years, he became adjunct professor at Wesleyan at the age of twenty in 1853, becoming Professor of Mathematics in 1858. Although his teaching was chiefly in mathematics, his research was for the most part in astronomy. For many years before his retirement he was vice-president of the university and acted frequently as president between the presidencies of various Methodist ministers. I rather believe he took these occasions to set things to rights after the administration of these less successful clergymen. Those who knew him well admired his brilliance of mind, force of character and well-rounded capacity. He also had the gift of friendship and the confidence of those who dealt with him.

He lived in a period when there was no great pressure in the American academic community to participate in research. The slogan "publish or perish" was unknown. Yet he was a productive scholar and stimulated others to be so. Professor Frank Sharp, for many years professor of philosophy at Wisconsin, said that the two most distinguished faculties in America when he came here in 1894 were those at Wisconsin and at Wesleyan, a special compliment coming from a loyal Amherst alumnus. One of the reasons for this judgment was the work of Van Vleck and of the men he influenced.

He was also the kind of man onto whose knees a small child (me) would climb and be amused by a watch which, when one pressed a button, would ring the hours, quarter hours and five minutes in the nights when illuminated dials were not known. Many years later this same watch fascinated my small daughter sitting on the lap of his son. He was known affectionately to generations of Wesleyan students as "Uncle Johnny."

In those days Wesleyan salaries were meager and he lived economically until in his old age, when gifts from his brother Joseph eased his later years and made it possible for the next two generations to indulge their taste for art and travel. A story told me by President Olds of Amherst, also a mathematician, shows that John M. Van

Vleck liked to live well and had a sense of humor. The first time that Olds as a young man represented Amherst with an expense account was at a meeting where the much older Van Vleck represented Wesleyan. They went to dinner together and Professor Olds started to order a very modest meal. Professor Van Vleck, however, said he would act for both and proceeded to order a sumptuous repast with the admonition that Olds always should remember to represent Amherst worthily.

I never met his wife, Ellen Burr Van Vleck, who died in 1899, but I knew that she was regarded as a very fine and able person.

Edward Burr Van Vleck, the son of John Monroe Van Vleck, was born in 1863 into a generation whose brightest young scientists went to Germany for graduate work and returned to America imbued with the spirit of research. Thus the young Van Vleck, after graduating from Wesleyan, studied for a short period at Johns Hopkins and then went to Göttingen where he received his Ph.D. in 1893. It was still true, however, that the first obligation of the faculty member was to teach. After being on the Wesleyan faculty as a colleague of his father, he came to Wisconsin in 1906 (he had been here for a short period before) and remained as professor of mathematics until he retired in 1929, when he was a colleague of his son. He was a mathematician of great distinction although not prolific. His work was important; it was also elegant. Few have polished their writings with greater care or with greater success than Edward Burr Van Vleck. And as editor of the *Transactions of the American Mathematical Society* he insisted that others write well.

E. B. Van Vleck was a splendid teacher although his thoughts sometimes got ahead of his tongue and led to slight confusion for his students. His impatience with anything slow sometimes backfired as on the occasion in class when at the start, as often, he asked if there was any question about the last lecture. Ottis Rechart, a very good student and an imperturbable person who

later became dean at the University of Wyoming, said yes and started to ask a question. Van Vleck, believing he saw where it was heading, interrupted and replied for twenty minutes. At the end he asked if this answered the question. Rechart said no and started again. Van Vleck twice again jumped the gun and replied for another fifteen minutes each, but not to what Rechart had in mind. Finally Van Vleck asked, "Just what is the question?" This time he listened to it in full, and after doing so answered, "No." The class period was over. However, whatever his minor peculiarities may have been, he was one of the best teachers I have had. He gave fine lectures but he was even greater in consulting singly. One summer he guided my reading and quizzed me weekly, inevitably discovering points I had overlooked. This was followed by studying of maps or viewing of prints.

His nonmathematical interests were noteworthy. He was addicted to travel and to collecting Japanese prints. Those who were privileged to visit his home and have him bring forth some portion of his collection—for instance, snow scenes by Hiroshige—and talk about them, long remembered the occasions as cultural feasts. When he retired in 1929, he went around the world and took the opportunity to make notable additions to his collections. His son, John Hasbrouck Van Vleck, inherited it and enjoyed it for many years.

E. B. Van Vleck died June 2, 1943. The memorial resolution by the faculty stated: "The eminence of any institution is based on a small number of such men. Professor Van Vleck brought luster to the University of Wisconsin."

His wife, Hester Raymond Van Vleck, was a remarkable woman. She shared her husband's love of travel and admiration of Japanese prints. She was expert in repairing those that were damaged. She liked to have them hanging in their home, a practice that her husband protested would lead to their slowly fading. She was generous and gracious although her habit of constantly looking one up and down was somewhat disconcerting to younger women. I owe her a great debt of gratitude. It was she who, in 1919 when Professor Van Vleck was searching in vain for qualified persons to teach the flood of students enrolling after World War I, told him that I was just out of the army and suggested that since my

The Van Vleck Collection of Prints

It was the fondest hope of persons like James Watrous and Robert Rennebohm, in striving through the University of Wisconsin Foundation to create the Elvehjem Museum of Art, that such a gracious building would invite those who loved both art and the University to give treasures to the University. This has



(Right): "Fine Wind, Clear Morning,"
c. 1829; Katsushika Hokusai

(Above and cover): One of the series
"Thirty-six Views of Mount Fuji"
c. 1858; Ichiryusai Hiroshige

occurred several times in the past. It has reached a great height with the bequest of John H. Van Vleck of the magnificent collection of Japanese prints collected by his father, Edward Burr Van Vleck, along with a set of outstanding etchings. These are accompanied by books concerning Japanese prints as well as provision, through the University of Wisconsin Foundation, for their care among other benefits to the University.

The collection is a notable one containing approximately three thousand prints from the greatest artists of Japan, especially strong in the works of Ichiryusai Hiroshige who lived from 1797 to 1858. Among the other artists well represented are Katsukawa Shunsho, 1726-1792; Katsushika Hokusai, 1760-1849; and Utagawa Kuniyoshi, 1797-1861; as well as work by more recent artists. The earliest prints—issued in the 1670s—are black-and-white, by Moronobu.

In Japan, the art of print-making was extremely exacting. The artist who was the creator of the design painted the picture. Then a craftsman—usually other than the artist—cut a series of woodblocks, one for each color to appear in the print. These must be cut so exactly that they fit

perfectly together when printed on a single sheet of paper. The printing itself required great skill and artistic interpretation. The print is said to be by the painter and his signature is prominently displayed in a cartouche on the print, as is that of the publisher. The woodblock cutter is seldom identified. A seal of approval by the censor is usually on each print. This not only signified government approval of publication, but also helped protect the copyright. Titles and explanatory legends sometimes also appear. In rare cases, a calligrapher other than the artist was used.

The prints exhibit the great decorative sense of the Japanese and perhaps helped to develop it, since they were published for popular distribution. It was quite a while before the western world recognized the merit of this art form, the Anglo-American painter-etcher James McNeill Whistler being among the first of our artists to do so.

It is fitting that the University of Wisconsin should receive these prints, the collection of one of its great professors and the gift of his son, an outstanding American scientist and a graduate of this University which he loved deeply.

—M.H.I.



brothers had done well in mathematics at Wesleyan I might be considered. After a check out by his sisters, I, who as an undergraduate at Cornell had majored in economics, received an offer making it very clear that it was for one year only with no likelihood of renewal. It was many years before I learned these facts. My extremely happy career at Wisconsin stems from this remark of Mrs. Van Vleck.

Before writing about their son I wish to say something about E. B. Van Vleck's sisters, Anna, Clara, and Jane. They were typical Van Vlecks, loving travel and art, Anna being the most venturesome when it came to sojourns in far places. Clara and Jane, for many years, lived near us in Brooklyn, New York and were among my mother's closest friends. This is how they could give their brother information about me. I am deeply in debt to them as well as to Mrs. Van Vleck, for it was they who persuaded my mother to spend summers in Waterville Valley, New Hampshire. There I first went, in 1914, by bicycle from near Poughkeepsie, New York, leading to fifty years of enjoying the trails, peaks, ridges, valleys and cascades of the White Mountains always with Waterville as my base. Moreover these "daughters," "sisters," "aunts," as they were referred to by three generations, are a part of this story, for the choice group of etchings also left to the Elvehjem were, I believe, largely collected by Miss Jane. It was also she who in 1899 gave her brother his first Japanese print, *Asukayama* by Hiroshige, and Anna followed soon thereafter with similar gifts.

John Hasbrouck Van Vleck, the son of Edward and Hester, was born in Middletown, Connecticut, March 13, 1899, and died in Cambridge, Massachusetts last October 27. He was blest with a superb brain. Although he was a teacher—and for advanced students an excellent one—his was a generation when a very gifted mind could be chiefly devoted to investigations; investigations which in his case made him one of the most influential physicists of his generation and led to his receiving many honorary degrees including those from Oxford, Paris and Wisconsin and finally the Nobel Prize in physics in 1977. This is not the place to describe his research nor am I capable of doing it. Yet it is fair to say that much of modern magnetic theory is founded upon his work.

His undergraduate work was done at

Wisconsin where he played the flute in the band and graduated in 1920; he received his Ph.D. from Harvard in 1922. After a year as instructor there he went to the University of Minnesota where he was on the faculty from 1923 to 1928 before coming here as professor of physics at age twenty-nine. (Few persons have been made professor at the University of Wisconsin before the age of thirty.) In 1934 he returned to Harvard where he remained for the rest of his career.

He not only had a brilliant mind but also a marvelous memory. He would embarrass me by asking if I had changed my opinion on this or that question, informing me, since I had forgotten, what it had been twenty years before. His knowledge of railroad timetables became a legend. For instance, at the age of about seven when his father wondered what train they should take from Paris to London, Hasbrouck informed him of the possibilities by Boulogne and Calais and assured his father that he had not been wasting his time in Europe. This knowledge he kept up to date for at least half a century, explaining that it was not difficult since once having known the timetables all one had to do was remember the changes. He also would frequently remember when the changes had been made.

"Van" had great affection and admiration for his father. When he learned that the new mathematics building was to be named for Edward Burr Van Vleck, he got a cousin, Howard Van Vleck (other branches of the family are also talented), to paint a fine portrait of his father which now hangs in the conference room in Van Vleck Hall, and he supplied the funds to furnish the room so that it would be a gracious place in which to discuss mathematics and other topics. It was not only Van's loyalty to the University of Wisconsin but certainly also his recognition of his father's devotion to Wisconsin that led him to bequeath the Van Vleck collection to the Elvehjem Museum.

Van's marriage to Abigail Pearson was a very happy one. She was aware of his idiosyncracies but they amused rather than annoyed her. She also recognized his great

worth. It was fortunate that she liked to travel and did so easily, for they traveled extensively and in the last years she was constantly watching his health. I believe that she always hoped the Japanese prints would come to Wisconsin and that she was pleased that this was his decision with which she almost certainly had much to do.

I would like to add just a little more about the relations of myself and my family with the Van Vlecks. As a child I knew John Monroe Van Vleck as one of my father's closest friends, a man always welcome in our home. I was told that during the famous blizzard of 1888 the doorbell of our home in Brooklyn rang and Professor Van Vleck sought shelter, since there was no possible way to get back to Middletown, and he was certain of warm hospitality. My relation to E. B. Van Vleck was more complex since he was the young son of my father's friend and the father of my own close friend Hasbrouck. He was also my teacher, colleague and friend and the man who brought me to Wisconsin.

I did not know the foibles of J. M. Van Vleck but assuredly, as all men, he must have had some. I knew the idiosyncracies of the next two generations; they were those of brilliant and original minds absorbed by intellectual interests rather than the trivia that occupy many others. J. H. Van Vleck could in almost any company become preoccupied with his thoughts (I presume scientific) and would come to with a start when addressed. These were endearing traits.

Hasbrouck was always a contemporary whom I had known (and somewhat patronized) when I was fourteen and he eleven, and we roamed about Florence together; then as a young man with a mind of compelling power; and for seventy years as a friend for whom affection as well as admiration constantly grew.

The spring dinner of the American Mathematical Society held in Chicago in 1929 was devoted to honoring E. B. Van Vleck. One of the speakers was Dean T. F. Holgate of Northwestern, also a mathematician. He spoke of Professor Van Vleck as "the illustrious son of a distinguished father and the distinguished father of an illustrious son."

The Observatory at Wesleyan is named after John Monroe Van Vleck, the mathematics building at Wisconsin after Edward Burr Van Vleck. It is now up to Harvard! □

University News

E.B. Fred, President From 1945-58, Dead

Edwin Broun Fred, president of the University from 1945 to 1958, died January 16th in a Madison hospital at age ninety-four. Until two years ago he kept regular hours in his office in Van Hise Hall, doing research and writing about campus people and landmarks.

He and his wife Rosa, who died last May at age eighty-eight, came to the University in 1913 when he was appointed an assistant professor of bacteriology. While on that faculty, he and two colleagues compiled an account of nitrogen-fixing bacteria that has become basic to biology courses.

In 1934 he was appointed dean of the Graduate School, and in 1943, dean of the College of Agriculture.

His University presidency witnessed the post-war veteran boom beginning in 1946, when 10,000 returning GIs pushed an ex-

pected enrollment of 12,000 up to 18,000. Fred geared-up the campus, arranging for classes to be held almost wherever and whenever they could be handled (including the Congregational Church on Breese Terrace), and brought in army-surplus quonsets and barracks for use as classrooms and married-student housing. The trailer court which sprang up on the green at Camp Randall was one such. Festooned with diaper-laden clotheslines, it was referred to as Fred's Fertile Fields. His successful efforts to provide counseling services for veterans won praise from Gen. Omar Bradley, who said no institution surpassed what the University had done in that area.

His realization that veterans and their children would push enrollment up for years to come inspired his efforts to bring new building to the campus, including the Memorial Library.

A memorial service was held January 24th in the bacteriology building renamed the E.B. Fred Hall two years ago. Emeritus Dean Mark Ingraham (see page 16) described Fred's support of blacks and other minorities who were often denied basic rights in the 1950s. Former UW System President Ed Young said that, "Mr. Fred is one of the reasons there is so much freedom of speech here." Emeritus Vice-President Ira Baldwin (see page 30) said, "His mind was always overflowing with new ideas for things to do, or new ideas on old things."

Prof. Clay Schoenfeld, recalling Fred's penchant for long working hours, quoted one of his favorite slogans, "I can tell what departments are on the ball around here by seeing what lights are on at 10 p.m."

Until they moved to a retirement center a year ago, the Freds remained in "their" home at 10 Babcock Drive on the ag campus. It was officially the residence of the agriculture dean when he held that post, and they asked to stay there when he assumed the presidency, instead of moving to that residence, then in University Heights. By the time of his retirement from that office in 1958, the University was no longer providing campus housing for deans and directors. Because of their fondness for the house, the Freds were permitted to stay on. The building is now used for offices.

Mr. Fred's survivors include two daughters, Rosalie (Mrs. Thomas Moffatt) of Madison, and Ann of Washington, D.C.

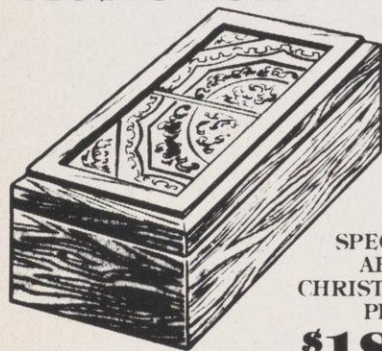
Memorials may be made to the E.B. Fred Memorial Fund, c/o UW Foundation, 702 Langdon St., Madison 57306. □



Photo Tom Rust

The Freds, in front of "their" home at 10 Babcock Drive, when the Marching Band came to serenade them in November, 1979.

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Dear Dave, enclosed is my check (or money order) for _____ Handcrafted Music Boxes at \$18.50. Wisconsin residents add 4% sales tax. Shipping costs prepaid. I expect my Music Box will be delivered in three weeks. Send completed order form and make check out to: The Yodeling Clam, Baraboo, WI 53913/C.E.S. Associates, Inc. Satisfaction Guaranteed

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Faculty Astronomers Find Evidence For Super Massive Star

Evidence for the most massive and luminous star ever discovered has been found by three of our astronomy professors, it was announced January 12.

The "super massive" star, named R136a and located in the Tarantula Nebula, may pour out 150 million times as much energy as the sun—at least forty times more than any other known star, they said.

The announcement was made in a paper to the winter meeting of the American Astronomical Society in Albuquerque.

If the star were stable, its very existence would violate a theoretical size limit, the astronomers said. The first clue they saw, however, indicates it is far from stable. It appears to be losing mass at a prodigious rate.

The three, Joseph P. Cassinelli, John S. Mathis and Blair D. Savage, said they were first drawn to the Tarantula Nebula by spectroscopic evidence of a high-speed "wind" of ionized carbon apparently being blown away from some object inside the nebula. The speed of the wind was striking—7.5 million miles an hour—but could be explained as atoms being pushed from some giant star by the star's own light.

"It's very easy to determine how fast the

continued on page 22

The 21st annual

DAY ON CAMPUS

Sponsored by the Wisconsin Alumni Association
TUESDAY, APRIL 7

General Chairman,
Mary Weston Frautschi '56
Program Chairman,
Annrita Dresselhuys Lardy '44



Fountain



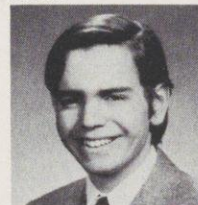
Kulcinski



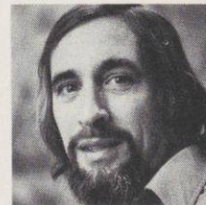
Mead



Glover



Baughman



Chaffee

Morning Program Wisconsin Center

Registration and coffee: 8:15 to 9:15

Sessions at 9:30 and 10:40 (You may attend two sessions.)

A. Is The Press Failing American Democracy?

The American press has rights and protections unique among Western democracies. Yet, in recent years it has not always lived up to the responsibilities that go with freedom. Reporters have turned increasingly cynical about political affairs and politicians, and the managers of the mass media have given less time or space to detailed, serious discussions of political debates. Steven H. Chaffee, director of our School of Journalism and Mass Communication, and James Baughman, a member of its staff, will discuss this disturbing trend in a lively dialogue format.

Luncheon—Noon Afternoon Program (Union Theater) 1:05

Music Prof. Robert P. Fountain brings us his 67-voice Concert Choir, just back from its spring tour, primed and ready for its annual campus concert. Our program, Prof. Fountain promises, will range from music of the Renaissance to "way-out contemporary," from Baroque and Romantic to American spirituals. The professor will provide the fascinating footnotes to each selection.

B. It's Right On The Tip Of My Tongue!

Memory makes us a person. With a good one we might be a kind of genius, we will be the reference center for family and friends. Memory keeps the past a part of the present. But when we draw a blank from the memory bank we're a mental pauper. Add stress and we're helpless. Must our memory slip as we grow older? Get the answers, and several tips, from Benjamin Glover MD, associate professor of psychiatry and a distinguished member of our faculty since 1947.

Note to drivers: Day on Campus will be affected by a traffic re-route experiment on Langdon Street which will close it to westbound traffic between Lake and Park streets only. If you plan to park at Helen C. White Hall or at the Union parking lot, you must approach from Park Street. (Westbound cars may use Langdon from Wisconsin Avenue to Lake, but must then turn south.)

Bus service: Again we offer roundtrip buses from East Towne and West Towne shopping malls. They leave at 8:30 a.m., returning at the close of the afternoon program. The fare is \$2.50. On the registration form below, please indicate the number of reservations you want. Bus passes will be sent you with your confirmation.

C. What Happened to Art??

For over a century and a half, familiar assumptions about the appearance of art have been under attack. The most radical changes came early in this century when an explosion of avant-garde forces catapulted painting and sculpture into uncharted territories. Katherine Mead, the director of the Elvehjem Museum of Art, will talk about Cubism, Expressionism, Dada, Suprematism and others, illustrating her talk with examples by Picasso, Braque, Matisse, Kandinsky, Boccioni, Duchamp, Malevich, Mondrian and other fearless explorers.

D. Nuclear Power: Who Needs It?

As the oil pumps grind to a halt and the natural gas fields dry up, what will you, your children and your grandchildren do for future energy supplies? Some say that we have only coal and nuclear sources to save us, while others think solar energy will be the answer. Of those three sources, nuclear is by far the most controversial. So Gerald L. Kulcinski, professor of nuclear engineering and director of our fusion engineering program, will discuss the arguments for and against nuclear power.

DAY ON CAMPUS

Wisconsin Center, 702 Langdon St., Madison 53706

Here is my check payable to the Wisconsin Alumni Association, in the amount of \$ _____ for _____ reservations at \$12 each. I'm also including \$ _____ for bus passes for _____ people at \$2.50 each. TOTAL: \$ _____
Leaving from: East Towne _____ West Towne _____

Name _____

Soc. Sec. No. _____

Address _____

City _____

State, Zip _____

Circle your choice of two sessions: A B C D

Guests' Names _____

Guests' choice of sessions
A B C D, A B C D

1981 UW FOOTBALL TICKET APPLICATION

All homes games \$10

Home games begin at 1:30 p.m. through October; at 1 p.m. in November

OPPONENT			TICKETS	
Date	Home	Away	No.	Amount
Sept. 12	Michigan (Young Alumni Day)			
Sept. 19	UCLA			
Sept. 26	Western Mich. (Homecoming and Band Day)			
Oct. 3	Purdue (Bascom Hill Society)			
Oct. 10	Ohio State (Leadership Conference)			
Oct. 17		Mich. State*		
Oct. 24		Illinois*		
Oct. 31	Northwestern (Parents Day)			
Nov. 7		Indiana*		
Nov. 14	Iowa ("W" Club Day)			
Nov. 21		Minnesota \$10		
			Subtotal	
Handling & mailing			\$1.00	
			Total	

Make checks payable to UW Athletic Dept.
Mail to: **UW Athletic Ticket Office**
1440 Monroe Street
Madison 53706

Please use this order blank. It identifies you as a member of the Wisconsin Alumni Association.

Name _____
Address _____
City _____
State _____ Zip _____
____Annual Member ____Life Member

*These schools had not established their ticket prices by press time. If ordering with a charge card, you will, of course, be properly billed. If you plan to enclose a check for the exact amount, call our ticket office (608-262-1440) for price information.

University News

Continued

gas is going," said Cassinelli. "It turns out to be huge. This is close to a record."

The Tarantula Nebula is a cloud of ionized hydrogen gas in the Large Magellanic Cloud, a small galaxy visible from the southern hemisphere as a companion to our own Milky Way. Cassinelli noted that the nebula is the brightest such area in the so-called "local group" of galaxies, shining as though it were illuminated by the light of forty of the brightest "blue giant" stars hitherto known.

Looking at the nebula's center with the International Ultraviolet Explorer satellite, however, presented the astronomers with a choice:

-Either there were forty such giant blue stars within a volume just a light year across, an incredible idea considering that most stars are much fainter and much farther apart;

-Or there was a single super-super-giant star, an equally incredible thought if it weren't for supporting data and theoretical calculations which match that data.

"It's just the right luminosity to account for the extreme brightness of the nebula," Cassinelli said. In addition, he said the theoretical speed of the wind from such a star matches the observation, and the star's high temperature is also consistent with theory.

The vital statistics of R136a include a mass 3,500 times that of the sun and a radius 120 times as big, Cassinelli said. It has a surface temperature of about 60,000 degrees Centigrade, ten times that of the sun. It is losing atoms at a rate of one of our suns every 1,000 years, and has a predicted lifespan of a million years compared to a solar lifetime of 10 billion years. It apparently gets its energy by converting hydrogen to helium in much the same way as the sun.

The star's massive size does present a challenge to present theory, Cassinelli noted. "It raises some interesting questions about star formation."

The three astronomers teamed up because of their specialties. Cassinelli is an expert on stellar winds, Mathis on interstellar gas and star interiors, and Savage on interstellar gas and ultraviolet astronomy.

—Joe Sayrs

Steenbock Legacy Returns to Back Research

Once again, the illustrious name of Harry Steenbock will be attached to the support of scientific research here, the Graduate School announced in January.

Mrs. Evelyn Steenbock, widow of the famed UW biochemist, has begun a program to endow six ten-year professorships in the natural sciences, all in the name of her husband and each with a target endow-

ment of \$500,000, said Graduate School Dean Robert M. Bock. Income from the eventual \$3-million endowment will be used to pay research costs or to release selected faculty members from other duties so they can conduct research.

"The level and flexibility of research support, and the selection process, are intended to make these professorships among the most prestigious ever awarded by this University," according to a Graduate School statement. "The generosity and sincere interest of Mrs. Evelyn Steenbock are deeply appreciated."

Mrs. Steenbock's husband banished infantile rickets to the history books in the mid-1920s with the discovery that irradiating certain foods with ultraviolet light fortified them with Vitamin D. His discovery eliminated a disease affecting up to 60 percent of city children at the time.

To handle the patent and to funnel its profits back into University research, he led the drive to create the Wisconsin Alumni Research Foundation. Since 1928 that legacy, founded on Vitamin D, has generated more than \$81 million for basic research on the campus.

In 1950 a citizen poll named Steenbock, a native of Calumet County who attended schools in New Holstein and Chilton, among the ten greatest living Wisconsin residents. He retired in 1956, but continued to work in his University laboratories as an emeritus professor. He died on Christmas Day in 1967 at age 81.

Mrs. Steenbock was a scientific assistant in her husband's laboratory before they were married. Still a Madison resident, she has been a generous and continuing benefactor of civic affairs, culture and the University in Madison and the Chilton area.

The endowment from Mrs. Steenbock will support the research of selected professors in chemistry, microbiology, biology, behavior and neurology, engineering, and mathematics and the physical sciences. Nominations of "outstanding faculty" for the Steenbock professorships must come from a department or a group of three or more faculty members. Selections will be made by a committee drawn from U.S. and Canadian universities. The money will come to the University via the UW System Board of Regents and WARF.

—Joe Sayrs

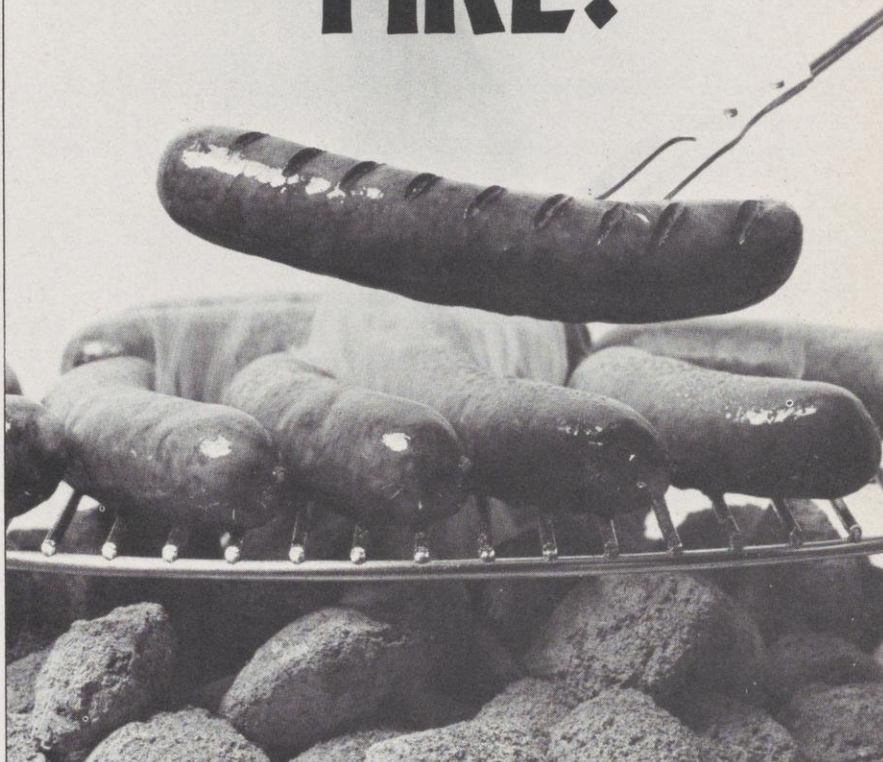
Campus Center Seeks Info On Voc-Ed for Handicapped

The Wisconsin Vocational Studies Center here on the campus, which functions in research, development and service in vocational education for the handicapped, is involved in a nationwide study of local-level "linkage agencies."

In preparation for a national conference here June 16-17, a press release says the

continued on page 24

LIGHT YOUR FIRE!



There's just one taste that compares with the flavor of sizzling and juicy brats hot off the iron bars of the Brathaus restaurant's grill — real Brathaus brats *at home*. On your grill

For picnics, parties or backyard cookouts, either right out of the box or simmered in beer, butter and onions, there's no better brat. And there's no better way to get them than vacuum-packed, UPS-delivered in an 8 pound box (about 40 sausages). For only \$25 per box (incl. shipping).

So, clip the coupon, fill your Weber with briquettes and *light your fire!*

Brathaus brats at home.TM

Please rush me _____
for \$ _____

Name _____

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The Brathaus
603 State Street
Madison, WI 53703

The True Story of Two Wise Investors

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

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

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

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

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

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

For further information, contact:

Timothy A. Reilley

Vice President

University of Wisconsin Foundation

702 Langdon Street

Madison, Wisconsin 53706

Phone: 608/263-4545

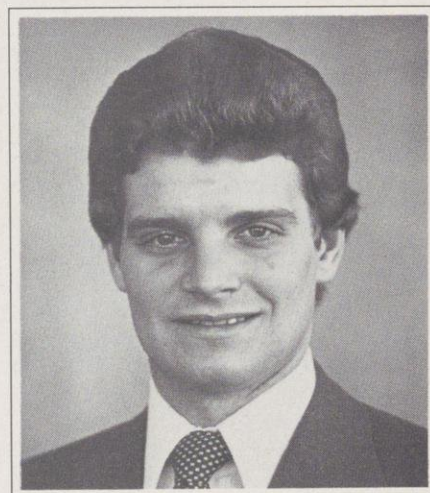
University News

Continued

WVSC is "especially interested in identifying successful existing linkages at the local level which are directed at improving vocational services for handicapped people.

"If you are a member of a successful local linkage team or know of (them), we would like to learn about your efforts," the release says.

Information and materials can be sent to Lloyd W. Tindall, Project Director, Wisconsin Vocational Studies Center, 964 Education Sciences Building, Madison 53706. He can be reached by phone at (608)263-3415.



Mark A. Larsen joined our staff in January as director of promotions. A December graduate of the School of Journalism with a major in public relations, Mark comes from Kenosha. His responsibilities include promotional activities for membership and programming, and he will coordinate our Student Board.

Less Alcohol Use In Campus Dorms

Orange Juliuses, Shirley Temples and "wassail on the wagon" are vying for attention with beer, Bloody Marys and boiler-makers in campus residence halls.

Since 1933 when the University became the first public university to allow beer on campus, Wisconsin students have had a reputation for consuming mass quantities of intoxicating beverages.

But alcohol did not make its traditional appearance at a number of events this year: a folk singer performed unaccompanied by liquor, athletes in a dormitory-sponsored Olympics competed unquenched by beer, attendants at a bluegrass festival sipped soda instead of spirits, a Bootlegger concert—despite its name—was dry, and screwdrivers and boiler-makers were re-

placed by orange juice and donuts at some pregame warmups.

"We felt we were setting bad precedents by having beer at every event," said Jeff Janz of the University Housing office staff. "The University's stance is that making alcohol available is okay, but an event should stand on its own. Alcoholic beverages should be incidental for all programs. At this point, we would not put on any activity without having non-alcoholic beverages, as well as food, available."

Has attendance at group-sponsored activities in residence halls decreased along with the availability of alcohol? "I'd be overly optimistic to say the program is working 100 percent," said Janz. "But when events are adequately planned, with good publicity, the availability of beer does not at all affect attendance. Students are now saying, 'It's okay with me not to have to drink,' and non-drinkers are coming out of the closet."

The University urges program chairmen to entice their guests with non-alcoholic "mixed drinks" and provides recipes for concoctions like Houdini cocktails (strawberries, ice cream, milk and grenadine syrup), gala fruit punch (fruit juices and carbonated water) and wassail on the wagon (apple cider, tea, lemon juice, cloves cinnamon and sugar).

Besides stressing alternatives to alcohol use, University Housing has attempted to curb students' appetite for alcohol and to

encourage responsible drinking by imposing certain restrictions on private parties in dorms.

The rules—in addition to required conformance with state law—ban kegs of beer and require advance registration.

The ban on kegs occurred because there "had been difficulties" in the past, Janz said. "If the beer was not finished when the party was over, drinking continued because students felt they had to finish the keg."

As an adjunct to the residence halls policy changes, last year the alcohol education and abuse prevention program in the Dean of Students Office set up panels of recovering alcoholics to meet with dormitory residents. And there is now a network of peer counselors—students trained to advise fellow dormitory residents on responsible use of alcohol.

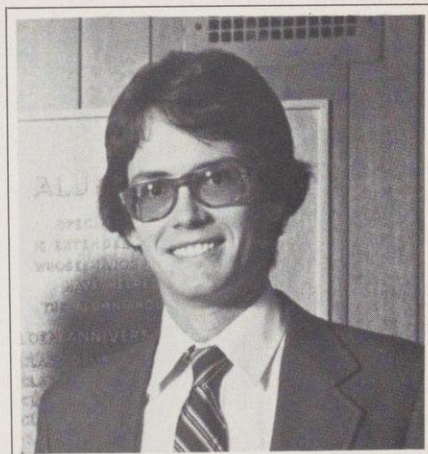
Besides expanding that program to reach a campus-wide audience this year, an attempt will be made to examine some additional aspects of alcohol use and abuse, such as problems of students whose parents are alcoholics, according to Courtie Feddersen of the Dean of Students Office.

Out of the approximately 100 persons who were referred for counseling last year, about 40 percent said one or both of their parents either abused alcohol or were alcoholics, Feddersen said.

The Dean of Students alcohol program was initiated after a task force conducted a survey in residence halls in which students

attributed a number of problems—including roommate conflicts and grade point decline—to alcohol use.

—Mary Sandok



Wade Dyke '80, Madison, will join 30 other U.S. students as a Rhodes Scholar at Oxford University next fall. The 23-year-old Wade, a Phi Kappa Phi member, graduated in December with a 3.94 average in business and accounting. He is the son of Joan Piper Dyke of Madison and of former Madison Mayor Wm. D. Dyke '59, '60, Mineral Point. Wade was one of eight recipients of WAA's Outstanding Student awards on Alumni Weekend last May.



Lair of the Bear Camp

June 20—27
1981

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

These delightful weeks at both camps are sponsored by the Wisconsin Alumni Association.

For further information write **Summer Camps**, WAA, 650 N. Lake St., Madison 53706.

Camp Brosius

June 28—July 4
1981

At Elkhart Lake, about fifty-five miles north of Milwaukee. Housing from rustic cabins to cottages with maid service. Meals varied and bountiful. Programs geared to specific age groups. Babysitting for infants.

Alumni Weekend '81

May 8-10



Alumni House • Wisconsin Center • Wisconsin Union

A marvelous weekend for all alumni, with special reunions* for the classes of 1916, 1917, 1918, 1919, 1920, 1921, 1926, 1931, 1936, 1941, 1946, 1951, 1956.

Calendar

Friday, May 8

- Registration, open house for all classes: Wisconsin Center
- Half-Century Club (1931) luncheon
- Alumni seminar
- Class receptions and dinners

Saturday, May 9

- Registration, open house for all classes: Wisconsin Center
 - 25-Year Club (1956) luncheon
 - Campus bus tours
 - The traditional Alumni Dinner in Great Hall, Wisconsin Union.
- As always, the highlight of this fast-moving event is the presentation of our Distinguished Service Awards to eminent alumni; our recognition of outstanding students; and a concert by the famed Wisconsin Singers. Dinner is preceded by a no-host cocktail party in Tripp Commons.

Sunday, May 10

- Morning open-house for all returning alumni at the Chancellor's Residence, 130 N. Prospect Avenue.

*Reunion committees from each class send notices to those members for whom they have current addresses. These should have been received about mid-February. Please keep our office advised of any address change, and contact us if you have not received your notice.

Clip and return:

Wisconsin Alumni Association
650 N. Lake Street, Madison 53706

Send me _____ tickets for the 1981 Alumni Dinner,
Saturday, May 9 at 6:30 p.m. at \$12 per person.

Name _____

Address _____

City _____ State _____ Zip _____

Class _____

Letters

The Center System

The article by Marilyn Sarow on The Center System in the January issue was interesting and well-written, but it doesn't let alumni know that at the present time the legislature is being asked to close the Medford Center and that other centers are considered fair game by the regents and central administration. The people of Taylor County are fast losing their respect for the UW.

The Wisconsin Idea, which my dad, Frank Holt, promoted in the '30s and '40s, as dean of the Extension and director of public services, is in danger of going down the drain unless President O'Neil can convince the powers-that-be that a means can be found, through the Center system, to continue to make higher education available to post-high school students of any age and close to home throughout the state.

The Center System should be on a par in importance with any of the other fourteen institutions in the great University of Wisconsin system.

FRED R. HOLT '36
Janesville
Mbr., Center System Bd. of Visitors

Not First Blind Law Student

To prove that I do read the "University News" section, and to protect my old Law School classmates, I have to challenge the article in the January issue which claimed that the "first" blind student is currently enrolled in law.

In our class of 1934, Winfield Alexander, a blind person . . . graduated high in the class, became a practicing lawyer . . . then became a highly respected hearing examiner for the Wisconsin Industrial Commission in the Unemployment Compensation Division.

RICHARD A. TESCHNER
Milwaukee

Mr. Teschner is undoubtedly right. A check with the UW News Service' writer who provided the story, and with the assistant dean of the Law School whom she interviewed, turned up the fact that there have been previous students there who were blind. Matthew Olaiya, the subject of the story, is the first in several years, they amended, and is totally blind, which previous students may or may not have been. The assistant dean added that the point she had tried to emphasize was that he has entered an entirely new culture from his native Nigeria to come to Law School here, and to compliment his fellow students who are of such great help to him.—Ed. □

Wisconsin Alumni Association

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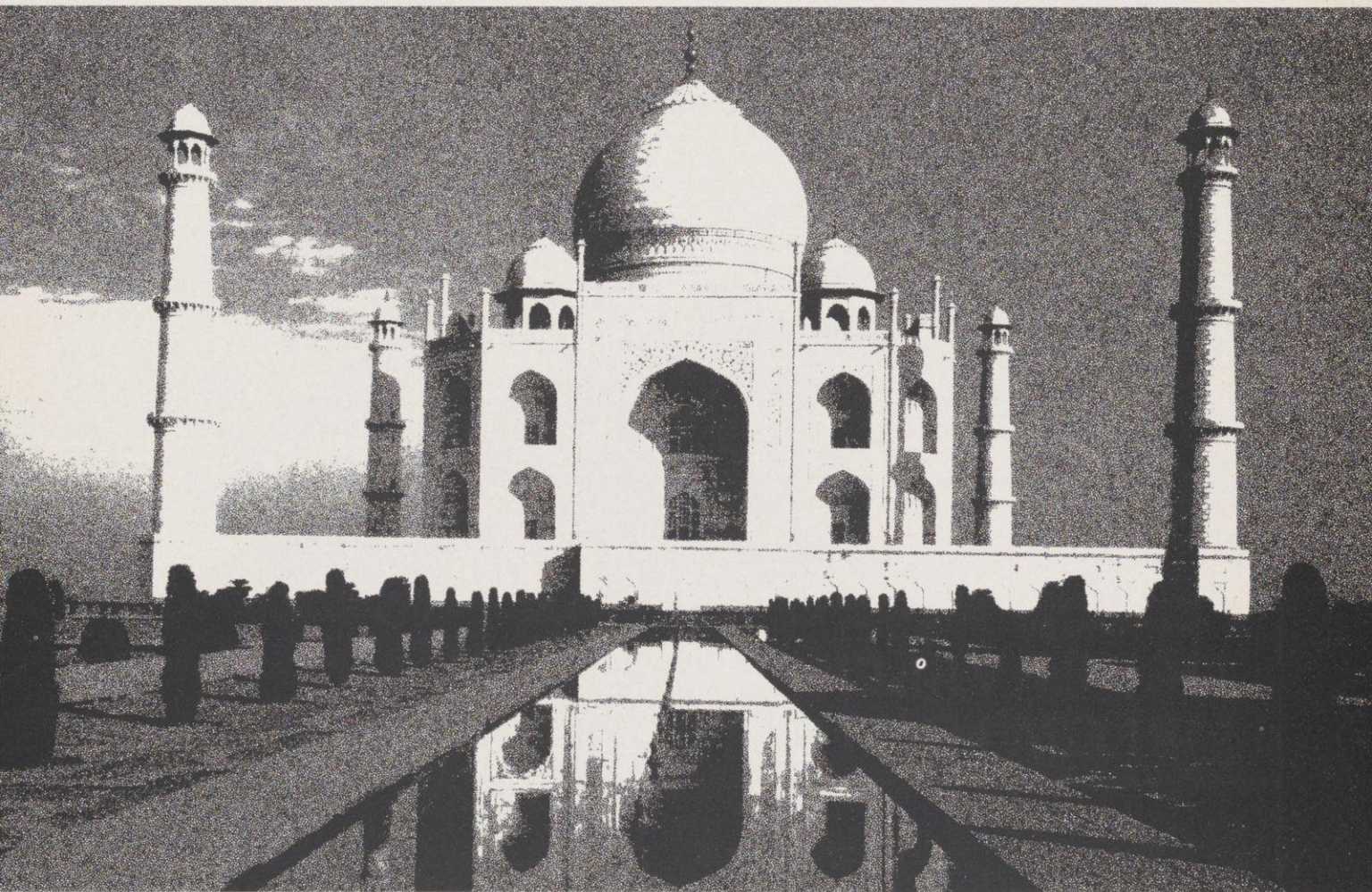
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Member News

Oscar Nadeau '11 sends a lengthy, happy resumé from his home in Ft. Lauderdale, reporting that he still visits his citrus farm regularly and has not given up photography, now a hobby but a livelihood during his five years as a UW photographer.

George F. Reichert '40, Elm Grove, earned a citation from Snap-on Tools Company of Kenosha for his twenty-five years as its advertising counsel.

William E. Koerner '46, Ph.D. '49, St. Louis, has been promoted by Monsanto to director for physical sciences in its corporate R&D staff.

Gerry Krawczak Nestingen '48, Washington, D.C., created a collage exhibit of 266 newspaper photographs of the Washington Monument, titled "A Monumental Task." It went on view at the top level of the monument in December.

National Life of Vermont promoted Corbett A. Nielsen '53 to director of its insurance marketing. He's been with the firm since 1972 and lives with his family in Montpelier.

Harold Kurtz MS'61, vice-president for development of United Hospitals and director of development for Children's Hospital, St. Paul, has authored a new book, "Public Relations and Fund Raising for Hospitals."

Ralph A. Carlson '62, '65, worldwide vice-president for Spalding, is the new president of the Golf Ball Manufacturers Association. He and his wife Sandy (Tuhus '62) and their two children live in Wilbraham, Mass.

James F. Manteufel '63, new president of the UW Alumni Club of San Francisco, is EVP of the Herrick Health Care Foundation in Berkeley, and a PR consultant to hospitals and nonprofit organizations. Since 1977 he's been a fellow of the National Association for Hospital Development, and adds that he's listed in "Who's Who in the West."

The Hartford Company elected its actuary, Jan L. Pollnow '66 to a vice-presidency. He's been with the firm since graduation and lives in Glastonbury, Conn.

Harry L. Winn Jr. '66, Evanston, is the new corporate treasurer of American Hospital Supply, with whom he's been associated since 1974.

Rhonda Thompson Norsetter MS'74, associate director of our Office of Student Financial Aid, finishing a term as president of the Wisconsin Association of Student Financial Aid Administrators was elected vice-president of the Midwest association.

Marine 2nd Lt. Peder T. Fugere '76, has graduated from the Navy's Aviation Indoctrination School, the first step in the aviator's flight-training program.

Rodney Gasch '76, St. Paul, has joined Miller Meester Advertising in Minneapolis as a creative writer.

Marine 1st Lt. Stephen D. Swazee '76, based at El Toro Air Station, Santa Ana, Calif., is in the midst of a six-months deployment in Japan.

The Job Mart

Bacteriologist (M.S.) with five years experience in management of food testing laboratories, proficient in laboratory and business operations, personnel associations. Effective perceptual, organizational, and communication abilities; pleasant personality. Seeking supervisory or coordination position associated with food microbiology; or educational/research position associated with biological sciences. Member #8102.

Chemical Engineering graduate, twenty-five years production plant experience, desires challenging management position in manufacturing operation. Experience includes departmental management responsibilities, technical/non-technical supervision, cost/material control and plant start-up. Member #8101.

Wisconsin Alumni Association members are invited to submit, for a one-time publication at no charge, their availability notices in fifty words or less. PROSPECTIVE EMPLOYERS are requested to respond to the member number assigned to each. Your correspondence will be forwarded unopened to the proper individual. Address all correspondence to: Job Mart, Wisconsin Alumnus Magazine, 650 North Lake Street, Madison 53706.

To Participants in our Life Insurance Program

The Wisconsin Alumni Association's life insurance program earned a dividend for the policy year ending May 31, 1980. If you were insured in the program during this period, you may be eligible for a federal tax deduction equal to 14.3 percent of your annual premium.

WAA is a not-for-profit 501(c)(3) organization, eligible to receive tax-deductible gifts. However, we suggest that you consult your tax adviser regarding your individual case.

Deaths

Gustav Peter Kuenster '02, Glen Haven, Wis. (5/80)

Donald Karne Frost '04, Schenectady (9/80)

Mrs. Geo. Thompson (Hilda Grinde) '05, Whitewater (1/81)

John Woodworth Leslie '07, Evanston (8/79)

Mrs. J. Howard Mathews (Ella B. Gilfillan) '07, Madison (4/80)

Mrs. Arthur P. Jorgensen (Lona Irene Bergh) '09, Virgin Islands (10/80)

Harlan Bethune Rogers '09, Portage (1/81)

Paul Maximilian Staehle '12, Fort Wayne, Ind. (12/80)

Walter John Bauman '13, Monroe (11/80)

Paul Andrew Dahl x'13, Viroqua (12/80)

Howard Tallmadge Foulkes '13, Milwaukee (12/80)

Waldemar Arthur Knoll '14, Ironwood (11/80)

Mrs. Roland H. Risdon (Phyllis C. May) '14, Green Bay/Madison (12/80)

May Columbia Gleason '15, Stevens Point (11/80)

George Melvin Schwartz '15, Minneapolis (12/80)

Stanley Miller Wilsey '15, Madison (10/80)

Mrs. Walter G. Doll (Laura Ann Meyer) '16, Prairie du Sac (10/80)

Kate D. Huber '17, Indianapolis, age 90, whose love for the University and buoyant enthusiasm for life brightened virtually every Alumni Weekend from her graduation through last year's. She was a cofounder of the UW Alumni Club of Indianapolis in 1918, a holder of its Distinguished Service Award (1966) and of WAA's (1967). She was a charter member of the National Association of Social Workers, employed by the Indianapolis School Board until 1960. (1/81). Memorials to the Kate Huber Scholarship Fund of the UW Alumni Club of Indianapolis, c/o Mrs. Charles Hillery, 7453 Avalon Trail Road, Indianapolis 46250.

Alvin Martin Peterson '17, Onalaska (11/80)

Mrs. Gladys H. Johnson (Gladys Mae Holstein) '18, Madison (12/80)

Maurice Miller Hanson '19, Madison (12/80)

Mrs. Frances Mary Hardy (*Frances Mary Good*) '20, Madison (*)

(*) Informants did not give date of death

Mrs. Lester W. Conger (*Kathryn Mykel*) '21, Darlington (12/80)

Thomas Joseph Dredge '21 MD, Kissimmee, Fla. (1/80)

Ralph Bernard Abrams '22, Milwaukee (3/80)

Fred William Genrich '22, Sun City Center, Fla. (11/80)

Harold Henry Groth '22, Carterville, Ill. (6/80)

Curtis Benedict Morsell Sr. '22, Milwaukee (11/80)

Olaf N. Rove '22, Riverside, Conn. (12/80)

Jasper F. Staples '22, La Crosse (5/80)

Mrs. Paul E. Friedrich (*Marguerite A. Rieder*) x'24, Los Angeles (10/79)

Robert E. Harris, '24, Sarasota (10/80)

Frederick Charles Jonas '24, Delray Beach, Fla. (11/80)

Paul Alexander Nichol '24, Long Beach (11/80)

John C. Read '24, Chesterton, Ind. (9/80)

Mrs. George J. Bellew (*Janet Elizabeth Pomainville*) '25, Milwaukee ('78)

Philip Hilmor Person '25, Tucson (9/80)

Edmund Joseph Pschorr '25, Madison (9/80)

E. Harrison Thwaits '25, Denver (12/80)

Rev. Archibald Renwick Henry '26, Barronett, Wis. (11/80)

Glenn Jackson Baker '27, Calabasas, Cal. (8/80)

Marcellus Paul Kloser '27, Albany, N.Y. ('77)

Paul Thomas Cody '28, Randolph, Wis. (5/80)

Mrs. Clement C. Clay (*Esther Alice Deppe Shellman*) '29, Durham, N.C. ('79)

Mrs. Dorothy Reineke (*Dorothy Elizabeth Thier*) '29, Beaverton, Ore. (10/80)

Harry James Plous '30, Milwaukee (12/80)

Harold Louis Severson '30, St. Charles Ill. (11/80)

Isabel Elizabeth Stiles '30, Clarksville, Tex.*

Vernon Charles Goldsworthy '31, Eagle River (11/80)

Clarence V. Olson '31, Ashland (12/80)

Mrs. Ernst Witzel (*Gertrude Petrine Scholtz*) '32, Prescott, Ariz. (11/80)

Mrs. William D. Russell (*Doris May Kingsbury*) '33, Apple Valley, Cal. (10/80)

Mrs. George L. Thomas (*Elinor Hull Chapman*) '33, Delavan (12/76)

Leon Feingold '35, Janesville (12/80)

Harold Charles Trester '35, Oshkosh (12/80)

Kenneth Gordon Anderson '36, Auburndale, Fla. (7/80)

Victor Norman Jorgensen '36, Rockton, Ill. (6/80)

Russell James Moeser '36, Stoughton (12/80)

Carl Andreas Turmo '36, Stoughton/Cocoa Beach, Fla. (12/80)

Harold Howe '37, Manhattan, Kan. (12/80)

Joseph Rosa '37, Washington, D.C. (12/80)

Gordon Bernard Lemke '38, Wausau (10/80)

Mrs. Mary-Jane Riemer (*Mary-Jane Irene Joachim*) '38, Ft. Lauderdale (12/80)

John Carl Sylvester '39, Cape Coral, Fla. (11/80)

Eleanor May Johnson '41, Princeton, Ill. (10/80)

Mrs. John C. Sylvester (*Helen Edwina McKnight*) '41, Cape Coral, Fla. (10/80)

Thomas Harold Flinn '42, Madison/Palm Desert, Cal. (*)

Mrs. Barney Walsh (*Doris Ann Hussey*) '47, Madison (11/80)

Charles Alexander Boyd '48, Port Matilda, Pa. (11/80)

Mrs. Wallace Grau (*Dorothy Helen Slivka*) '49, Racine (2/80)

Walter Arthur Laev Jr. '52, Milwaukee (11/79)

Frank Conrad Lisher '52, Milwaukee (12/80)

Chester Joseph Przybylski '53, Mosinee (8/80)

Vernon Herbert Schultz '53, Verona ('80)

Charles Patrick Whittlinger '53, Madison (12/80)

Elizabeth Ann Bogert '54, Lisbon, N.H. (11/80)

Richard H. Jann '55, Eau Claire (1/81)

Harry Douglas Jameson '54, MD'58, Lexington, Ky. (12/80)

Carleton James Olson '54, Madison (6/79)

Mrs. Gwenald L. Ritter '54, Crandon, Wis. (6/80)

Alfred Joseph D'Onofrio '57, Middleton (12/80)

Stanley Fred Bankert '65, Idaho Falls (11/80)

Robert Allan Gregory '78, Madison (12/80)

Faculty and Other

Gordon Hass, 53, the blind man stationed at the Information desk in the Peterson Building, thus probably in contact with more fee-paying students than anyone else on campus. He'd held the job since 1973, and before that was a draft counselor for the Counseling Center. He had bachelor's and master's degrees in history from Marquette ('56). (12/80)

Emer. Prof. Lyndon Harries, 72, Chilton. An Episcopal priest with long years of service in Africa, Harries joined the faculty of our African languages and literature department in 1964, remaining until retirement in 1979. (11/80)

Emer. Prof. Ruth Adele Henderson, 90, Madison, who held a joint appointment in Home Economics and Education from 1923 to retirement in 1958. She had co-authored texts on foods and nutrition, and was a consultant to the International Teacher Development Program, spending time in Greece and Iraq guiding teachers. (11/80)

Emer. Prof. Preston M. McNall Ph.D. '23, Verona, on the agriculture faculty from 1920 until retirement in 1956. A specialist in farm management, he helped the University obtain donations for the Cyrus H. McCormick Library, which features the history of farm machinery; and a 600-acre experimental dairy farm near Lake Mills (1/81)

Emer. Prof. M. Starr Nichols, 93, Batesville, Ind., who came here in 1912 to study chemistry as a special student and, a year later, joined the faculty of the laboratory of hygiene. Beginning in 1923 he taught water and sewage analysis to civil engineering students, one of the first in the nation to do so. After taking emeritus status in sanitary chemistry in 1957, he began a study of algae growth in Lake Mendota, and came up with the then-controversial finding that it was due to great amounts of carbon dioxide in the water. (12/80)

Henry I. Okagaki MD, 67, on our medical faculty since 1949. One of the first in Wisconsin to practice children's orthopedics, he established special screening programs and clinics which have helped thousands of children, afflicted with bone and muscle diseases, to walk normally again. For nearly thirty years he was the one-man staff of the Children's Orthopedic section of University Hospitals. He was also widely recognized for his expertise with amputees. Memorials to the Henry I. Okagaki Scholarship Fund, Room 758, WARF Building, 610 Walnut St., Madison 53706. (12/80)

Prof. John Rankin MD'47, chairman of the preventive medicine department. He joined the faculty in 1953 and was a recognized authority on environmental health hazards. (1/81)

Elmer L. Severinghaus '16, '19MD, Seattle, an endocrinologist and nutritionist, on our medical faculty from 1921 to 1946. As a specialist in diabetes and endocrine diseases, he participated in the development of the drug Isoniazid for tuberculosis patients. In 1940 he represented the U.S. in Uruguay at an international medical conference, earning the title of the nation's first goodwill ambassador to Latin America. (12/80)

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**These distinguished
alumni
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Saturday, May 9,
in Great Hall.**



Ira and Ineva Baldwin

After receiving a B.S. and M.S. in bacteriology from Purdue, Ira L. Baldwin earned a Ph.D. in 1926 from the University of Wisconsin. The next year the bacteriology department named him an assistant professor. For nearly forty years he served the campus as associate professor; professor, assistant dean of the College of Agriculture; chairman of the department of bacteriology; dean of the Graduate School; dean of the College of Agriculture and director of the Agriculture Experimental Station and Extension Services; as vice-president of academic affairs; as special assistant to the President. When he retired in 1966 the regents bestowed the titles of Vice-President Emeritus and Emeritus Professor of Bacteriology on him.

He has written many scientific publications and the number of alliances with educational and governmental entities is impressive. He served in W.W. I and W.W. II. During the latter he was prominent in the group of scientists exploring the frontiers of biological warfare. During the sixties he directed significant energy towards helping educational and research institutions of developing countries through his affiliations with the Agency for International Development.

Ineva Reilly received a B.A. from the University of Colorado in 1926, then came to the University of Wisconsin to earn an M.A. in 1928 and to do botanical research. During a hiatus from Wisconsin she was on the staff at the universities of Colorado and Northwestern. She returned to Madison in 1941 as a freshman adviser. During W.W. II she was in the USCGR and at time of discharge held the rank of Lt. Commander. After the war she became an assistant dean in the College of Letters and Science but resigned that position in 1954 after her marriage to Dr. Baldwin. She became a tireless civic worker and among the causes to which she devoted much time and energy are the Red Cross and nursing groups; senior citizens, League of Women Voters; and the Audubon Society.

Together the Baldwins support the Elvehjem Museum of Art and are members of the Bascom Hill Society.



P. Goff Beach

In 1980, P. Goff Beach retired as chairman of the board and chief executive officer from Oscar Mayer, where he had been since 1936. He began at the Chicago plant and was named superintendent in 1941. After W.W. II, in which he served with the Navy as a P.T. boat commander in the South Pacific, he returned to Chicago as the company's production superintendent. In 1948 he transferred to the Madison operation in the same capacity. He was elected CEO in 1972 and board chairman in 1973.

Mr. Beach attended the University of Illinois, completing his degree at Northwestern. While retaining ties to both schools, he has become a loyal adopted Badger. Included in his UW affiliations are memberships on our School of Business advisory board and the Bascom Hill Society. The Wisconsin Singers have always found him to be one their most enthusiastic benefactors.

Some of Mr. Beach's present responsibilities include serving as a member of the Advisory Council on Japan-U.S. Economic Relations; as a trustee for Northwestern and as a director of the First Wisconsin National Bank of Madison, the First Wisconsin Corp., and A.O. Smith Corp. He is on the executive committee of the Grocery Manufacturers of America and a past chairman of the board of the American Meat Institute.

Other professional and civic groups have been the recipients of Mr. Beach's expertise. In 1977 his efforts were acknowledged by the American Jewish Committee with its Institute of Human Relations Award, and by the American Meat Institute's Community Relations Award.



Diane Ford Johnson

Wisconsin has always been home to Diane Ford Johnson, assistant to the director of athletics. In 1946, she became Milwaukee's first black high school valedictorian. She graduated with honors in medical microbiology from the University of Wisconsin in 1954. The following year she became a project assistant at our Institute for Enzyme Research, a position she held for eleven years. For the next ten she was assistant dean in the College of Letters and Science. In 1978 she joined the athletic department.

In 1971 she earned a Ph.D. from our history of science department for which her dissertation was an oral biography of UW President E. B. Fred, published by University Press in 1974. She has co-authored ten additional scientific papers.

One of her most outstanding achievements at the athletic department is the special study program she developed with the School of Education. It was designed to help student athletes manage the stresses of their double commitment to studies and athletics. In addition to counseling them academically and personally, she coordinates all aspects of the program including tutoring, study and reading schedules.

Among her community activities she has served as chairman of the Wisconsin Drug Quality Council and as a member of the Madison Zoning Board of Appeals. She belongs to five professional organizations, is a member of four University committees and is a guest lecturer in four departments. In addition she has participated as panelist and speaker in various conferences, workshops and radio series.

Mrs. Johnson was cited by the Madison Metropolitan School District in 1979 with its Human Relations Award and by Delta Sigma Theta and Alpha Phi Alpha with their 1973-74 Outstanding Service Award.



Max H. Karl

Among the members of the class of 1931 celebrating their 50th reunion this spring is Milwaukee's Max H. Karl. After receiving a J.D. in 1933 he specialized in real estate law for twenty-four years with the firm of Frank, Karl, Bessman, Hiller. In 1957 he innovated private mortgage insurance by establishing the Mortgage Guaranty Insurance Corporation, now the largest private insurer of mortgage loans in the U.S. He has been chairman of the board, chief executive officer and director of MGIC and subsidiary companies since its inception.

His civic, religious and educational contributions are legion. The Milwaukee arts have benefitted greatly by his participation on numerous boards and committees.

His education commitments include: trustee positions for Mt. Sinai Medical Center and the Milwaukee Academy of Medicine; membership on advisory councils for Alverno College, UW-Milwaukee School of Business Administration and the American School of Business and Economic Sciences of Bar-Ilan University; chairmanship of the Board of Touro College in New York; membership in our Bascom Hill Society.

The local and national Jewish communities have recognized his many years of leadership roles with a State of Israel-Golda Meir Award in 1973 and, last year, with a State of Israel-Jabotinsky Award.

Other honors he received in 1980 are the Wisconsin Alumni Club of Milwaukee's Distinguished Service Award and Alpha Epsilon Pi's Gitelson Medallion.



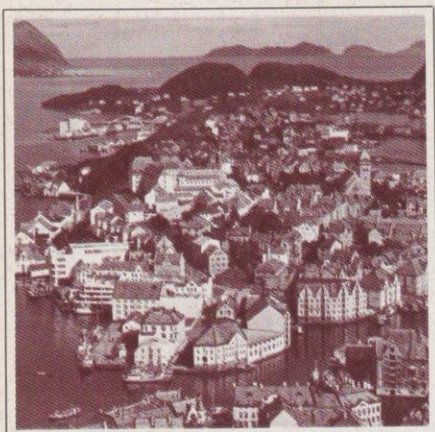
Glenn S. Pound

Arkansas native Glenn S. Pound never fulfilled his boyhood ambition of owning a big Texas farm. However, his impact on the agricultural world far surpassed his dream. After a brief stint as a sharecropper, he graduated cum laude from the University of Arkansas in 1940. He came to Wisconsin on a WARF grant to study with J. C. Walker and received his Ph.D. in plant pathology in 1943. After three years as an associate pathologist with the USDA, he returned to Madison in 1946 to accept an assistant professorship. After advancing to associate professor and then professor, he spent ten years as chairman of the plant pathology department. He remained on our campus until his retirement in 1979.

In 1964 he was appointed dean and director of our School of Agriculture. During his fifteen-year term many important changes took place—new buildings, new programs and a new name. The Animal Science Building, the Steenbock Library and the Muscle Biology Building were completed. The departments of microbiology & food toxicology and nutritional sciences were added; the School of Natural Resources was formed; and the Food Research Institute was transferred here from the University of Chicago. To reflect the importance of ongoing agricultural research the name was changed from College of Agriculture to College of Agricultural and Life Sciences.

Glenn Pound has been involved in numerous research and professional organizations on national and international levels. From 1964-75 he directed institutional building programs in Brazil and Nigeria and led a project feasibility study of university-level education in Nigeria.

COME ♦ ALONG ♦ WITH ♦ US!



NORTH CAPE
JULY 2-18, 1981

This trip affords us the unique opportunity to visit the "top of the world" amid luxurious surroundings. We'll view the magnificent Scandinavian scenery from Norwegian American's VISTAFJORD. The most striking characteristic of this ship is expansiveness—plenty of room to lounge in our staterooms or dally at the casino, library, health club or first-run movie theater. Delectable cuisine is served to us in the continental fashion by a European staff. There are plenty of opportunities to dance to a full orchestra, small ensembles or at a disco. We can swim in the indoor and outdoor pools, practice golf and skeet or play bridge.

Our cruise, which begins and ends in Hamburg, Germany, takes us through the North Sea, up the coast of Norway, past the Arctic Circle and into the Norwegian Sea. Fjords, picturesque villages and the Pack Ice Flow are imposing sights along our way. Fascinating ports, such as *Aandalsnes*, *Tjeldsund*, *Magdalena Bay*, *Longyear City* and *North Cape* are among the stops we'll make along the way.

A deluxe air/land package is available with low-cost guaranteed air fare supplement via KLM to Amsterdam and return from Hamburg. We'll spend one night at the Amsterdam Hilton Hotel with American breakfast and take a scheduled flight to Hamburg the next day where we board our ship.

Three meals a day, a midnight buffet and cocktail parties are provided on board ship. Airport, hotel and pier transfers, baggage handling and an experienced cruise director are also included.

\$2370-\$4740 per person, based on double occupancy; \$785 air supplement from Chicago; \$700 from New York; \$20 single supplement.



**CLASSICAL ITALY
AND THE SWISS ALPS**
JULY 7-20, 1981

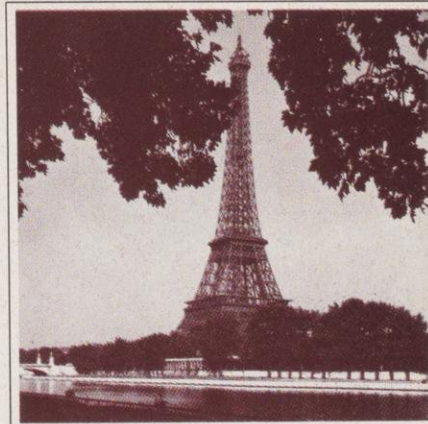
We start in Rome, seat of western civilization. This panorama of the ages offers us ancient ruins, medieval remnants, Renaissance structures, the Vatican and modern city life. We'll spend four nights at the Hotel Excelsior located on the Via Veneto. Here the rooms are large and plush; its sidewalk cafe, lavish lobby, superb restaurant and friendly bar add to the pleasure of staying at this world-renowned hotel.

Next we journey to Florence for four nights at Hotel Excelsior-Florence. Once the home of a fifteenth century aristocrat family, this stately building is the epitome of taste and elegance. Florence is famous for beautiful art, so we can go to the world's first public gallery, the *Uffizi*, or we can visit the *Accademia de Belle Arti* to see Michelangelo's *David*. On the Ponte Vecchio we can shop for fine jewelry crafted by goldsmiths whose tradition dates back to the Medici.

Then to Interlaken, Switzerland, a city tucked between two crystalline Alpine lakes at the foot of the 13,000-foot Jungfrau Mountain. It is one of Europe's favorite resorts and has lakes, mountains, a casino, and an eighteen-hole golf course for us to enjoy. We'll spend four nights here at the Grand Hotel Victoria Jungfrau where the hospitality and conveniences are tendered in an ambience of an exclusive club.

We fly wide-bodied scheduled Swissair jets to and from Zurich and Swissair jet to Rome; we travel by deluxe motorcoach from Rome to Florence and from Florence to Milan where we take first class European train service to Interlaken. Included in the tour fare are American breakfasts daily, welcome and farewell parties, hotel and transportation taxes, baggage handling and experienced travel directors. Exclusive optional excursions are offered in each city.

\$2345 per person, based on double occupancy, from Chicago.



**EUROPE'S ROMANTIC WATERWAYS
AND PARIS/LUCERNE ESCAPE**
AUGUST 24-SEPTEMBER 5, 1981

This tour offers excitement on both land and water. First we fly to Paris where we'll spend four nights at the Inter-Continental Hotel. Overlooking Tuileries Gardens, it offers both the charm of a nineteenth century palace and modern conveniences.

Next we travel by train to Germany's oldest town, Trier. Here we board the M. S. FRANCE for four days and nights on the Moselle and Rhine Rivers. Especially built for river navigation, the ship's cabins are all first-class and outside, and it has all the luxuries of ocean liners. We anchor each night in order not to miss any of the spectacular array of medieval villages and castles, mountains and vineyards along the scenic banks. Our first stop is Bernkastel where we may participate in a Wine and Folklore Party (optional). Other ports are *Cochem* with its ancient market place; *Rüdesheim*, home of the famous fun-loving street *Drosselgasse*; *Gernsheim* where an optional tour of Heidelberg is offered; and *Mannheim* for our last night on board.

Then by private coach we motor to Lucerne, a storybook Swiss city. Here we stay at the Palace Lucerne, a landmark hotel located right on Lake Lucerne. Its vista of the Swiss Alps is exquisite.

Air travel is on wide-bodied, scheduled Air France and Swissair jets. Aboard ship three full meals, snacks and German wine at dinner are served, along with American breakfasts in Paris and Lucerne. Also included are arrival and farewell parties; all transfers, baggage handling and experienced travel directors. Exciting optional excursions are available.

\$2395/\$2445 per person, based on double occupancy, from Chicago.

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650 N. LAKE ST., MADISON, 53706

Please rush brochures on:

- ____ North Cape
____ Classical Italy and the Swiss Alps
____ Europe's Romantic Waterways
 & Paris/Lucerne Escape

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