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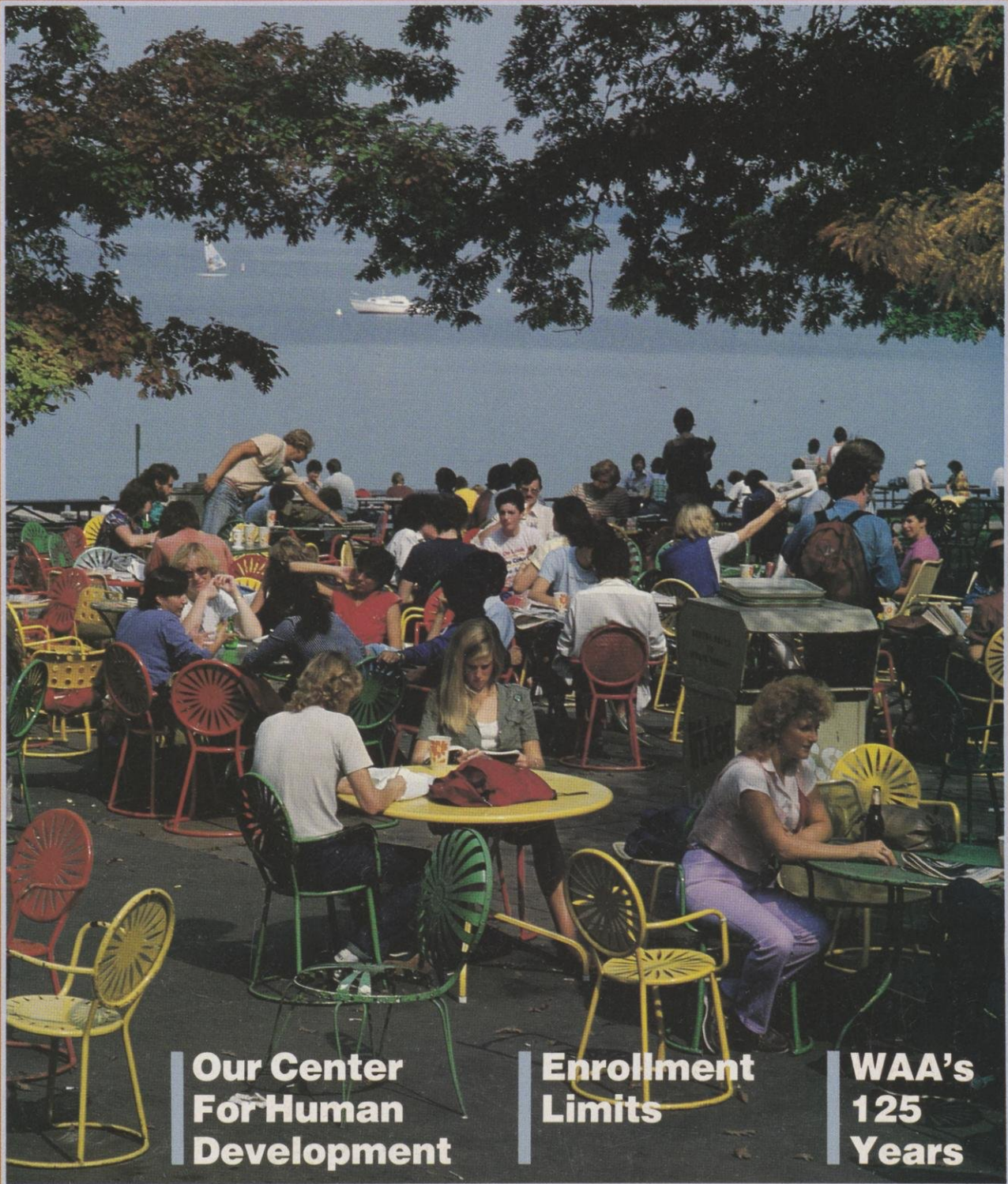
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WISCONSIN

ALUMNUS

September/October 1986



**Our Center
For Human
Development**

**Enrollment
Limits**

**WAA's
125
Years**

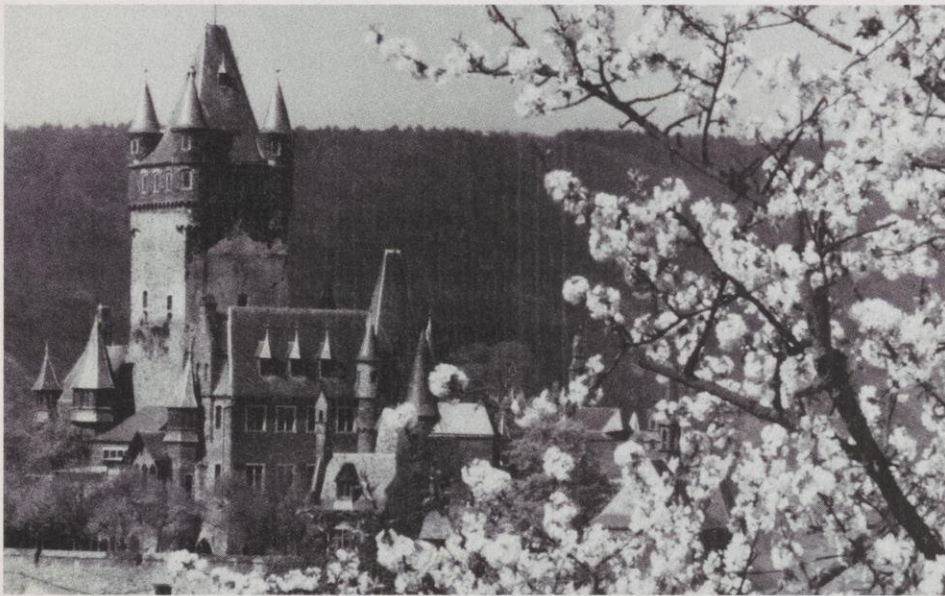
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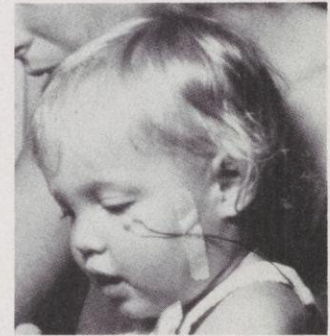
WISCONSIN

The magazine for alumni and friends
of the UW-Madison

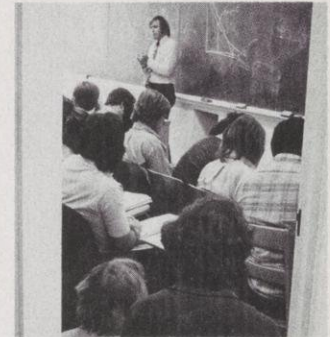
ALUMNUS

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DEPARTMENTS

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On the cover: The Union Terrace, of course, on any nice fall day. An expansion project is transforming the lower terrace. However, this old favorite gathering place will remain unchanged. Photo by Gary E. Smith.

WAA WISCONSIN
ALUMNI ASSOCIATION

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One of the interests of behavioral scientists at the Waisman Center is the interaction between mothers and their infants.

A WALK

BY ELLEN RULSEH
Assistant Editor

Through the Waisman Center

There is a cluster of health- and research-related buildings on the west end of campus. Among them is the Waisman Center on Mental Retardation and Human Development, an interdisciplinary facility for evaluation, research and personnel training.

My tour through the building with Director Terrance Dolan began in the Biomedical Research Unit on the seventh and sixth floors. "This area is devoted to the biological sciences," he says. "It includes study of the development of the central nervous system."

On the next two floors the focus is behavioral development such as the study of speech skills. "There is, for example, an interest in language skill development in children. That is not a simple and linear process—it arrives at a plateau, and is followed by a rapid increase. Scientists don't yet know why, but now, with computers, they can do an assessment to learn if a child is delayed in his development or not.

"The project to create a new hearing aid (WA/Sept. '85) shows how very basic research can lead to useful applications. The center is very high-technology oriented. The most unique application of that

is the X-ray microbeam designed by the engineering school, built by the physical sciences laboratory and installed here. This is the only one of its kind in the world. How speech is generated by humans can be directly observed in real time for many minutes, and the microbeam generates less radiation than you'd get in the dentist's chair. It is being installed right now, and will be an international resource; speech scientists from all over the world will come here for two or three weeks on grants from the National Institutes for Health. One example of the application of the microbeam is in Parkinson's disease, where there is a deterioration of human speech capabilities. This machine will be used in the study of why that deterioration occurs."

The Clinical Services Unit is on floors three through one. "A person is referred here by an outside agency or by a physician, or comes in on his or her own. We provide only tertiary care and treatment. After initial referral, information about the client is accumulated that is used in an evaluation visit that may be done in less than two days. Fifteen different disciplines are involved in evaluation activities. Six to eight disciplines may work on any one case.

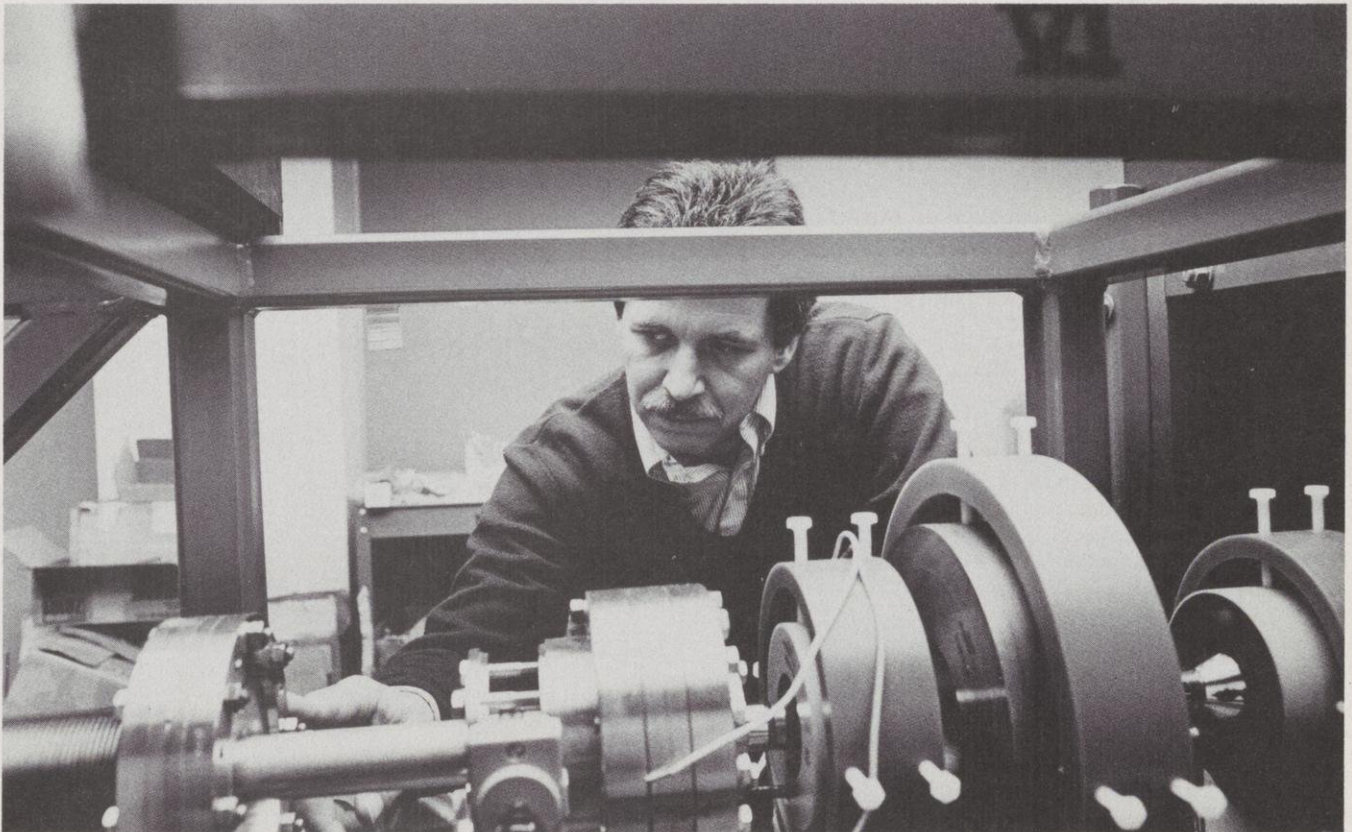
Those disciplines would recommend a program of treatment. Last year over 2,000 received services. Our waiting list is about five months long at the present time."

In an observation room, through a one-way mirror, we watch a six-year-old child with delayed responses interact with her mother and an occupational therapy intern. They are observed by an occupational therapist. "Some come for two weeks," Dolan says, "others for long periods of time."

Halfway down the hall we meet a young woman in a wheelchair in the company of two other women. The woman has cerebral palsy and is unable to use her voice for communication. Dolan asks the woman in the chair how she is. She smiles and presses symbols and letters on a board with a stick she holds in her mouth. Dolan looks at the board and reads, "I'm fine. Have a nice day." He tells me, "That's a microprocessor board which combines signs and words."

The ground floor annex has a school with forty-five children. One-third of them have developmental disabilities. "This is one of the best extended day care and early education programs in Madison," says

— *It's internationally recognized for its work on human development.* —



The X-ray microbeam is the only speech research tool of its kind in the country. James H. Abbs, professor of neurology and neurophysiology, oversees its use.

Dolan as we look in on a kindergarten-type room where there are more than a dozen busy pupils. The aim of the program is to provide early educational stimulation and other programming that will enhance the child's developmental processes.

"Our goal is to move people from the institutions into the community," says Assistant Director Mariellen Laucht Kuehn '76, '77, '84. "Our staff recently worked with the Madison Area Technical Center to create the Community Developmental Disabilities associate degree program. It trains para-professionals to work with the developmentally disabled in a variety of settings. One example is the residential care workers who manage homes for the handicapped; there is a tremendous shortage of trained people.

"The concept of least restrictive environment is now incorporated into education legislation. This is the consensus of publications in the field. That's the direction we're moving in for both children and adults. It's also important to educate society—on the effects of alcohol on the fetus, for example. We train fifteen professional disciplines, including physicians, social workers, nurses. Study can extend from ten to thousands of hours. Many social work students put in twenty hours per week for two semesters. We provide technical assistance and consultation to the state centers and to organizations. We consulted more than three hundred last year, and the federal Health Care Financing Administration contracted with us to provide specialized training to administrators and surveyors of intermediate care facilities for the mentally retarded."

Kuehn has been at the Waisman Center less than a year. "One thing that struck me is the comprehensiveness of the research done here—the quality of the work. Another thing is the commitment. The burn-out rate in social work is about three years. Here people stay longer in spite of the difficulties. That commitment is there from the secretarial staff on through."

Not only are more of the mentally retarded and developmentally disabled living outside institutions, many of them who have multiple disabilities or are severely retarded are living in supervised settings. During the past year, Orv Karan '68, '70, '74, acting coordinator of the center's Education, Rehabilitation, Augmentative Communications Unit, has helped six profoundly and multiply handicapped people with IQs of ten or twelve—some deaf, some deaf-blind—to live outside institutions. In the ERAC unit, the staff has daily contact with between eighty to ninety adults who are mentally retarded.

"Most people would say the profoundly retarded or multiply handicapped should live in institutions," says Karan. "That's because we often look at the handicaps of individuals rather than the handicaps of a society about what people can do. Of

course, these individuals have to be supervised at all times, but they are capable of little things: having their own room, going to the refrigerator for a snack. None of that freedom is possible in an institution. The transition to independence is a very difficult thing now, because many of those children were babies when their parents were told to put them in institutions. In Wisconsin that can cost between \$30,000 to \$40,000 per person each year.



Here, a pediatric exam by Christina Iyama MD.

"What we do is bring those we work with to a level where they can care for themselves with some supervision; secondly, we teach the community. I've seen some major shifts in the last ten years about what retarded individuals can do. Now those who've only worked in a sheltered environment are being placed in competitive jobs. More options are available. One beneficial sidelight is that we've become more creative—a sheltered workshop averages \$5000 a year; however, to train a person on the job is less than \$3500 a year."

He has seen these kinds of results in working directly with patients at the center but, "I know that our waiting list is upwards of two hundred. That's scary."

Federal support of research, training and services for those with mental retarda-

tion and developmental disabilities expanded during the 1960s based on the recommendations of a presidential panel appointed by John F. Kennedy. Its recommendations resulted in enabling legislation for federal funds that have supported the growth of the center, which opened in 1973. It was named for Harry A. Waisman MD, who pioneered research in Phenylketonuria (PKU), the early diagnosis of which can prevent mental retardation. (Testing for it at birth is now required by law in Wisconsin.) The service of the center extends beyond the state. Said Dolan, "Of those served last year, 80 to 83 percent came from Wisconsin, the rest from around the country and world."

The result of the center's efforts he's seen during his four years as director has been greater participation with other components of the University: L & S, the School of Consumer Science and Family Resources, Nursing, Medicine, Education, and Social Work. "Clinical programs have grown significantly and we've increased our interaction with state and community-based agencies.

"Seventy percent of our research programs have to do with some aspect of communication. In addition to hearing, this includes research on vision, perception, and mother-infant interactions.

"Our number-one problem for the delivery of services to persons with developmental disabilities is the lack of sufficient resources. Most of the current strategies to contain health care costs exclude adequate support. A child with a developmental disability may require treatment his or her whole life."

Dolan feels Wisconsin is hampered by insufficient maternal and childhood health resources. "At least forty-five states in the U.S. augment federal Maternal and Childhood Health programs with state resources. It surprises me that Wisconsin, which takes pride in its liberal tradition does not appropriate funds for such efforts." □



A communications board is a vehicle for interaction between clinician Donna De Pape and a non-vocal adult.

The Reason For Enrollment Limits

Bigger isn't always better.



BY PROF. TED FINMAN
Law School

Late this spring, our Faculty Senate adopted a new policy on undergraduate enrollment. As a consequence, some students who would have come here in the past will now be turned away, and that's a matter of great concern to all of us. Not the least concerned are you alumni whose children and grandchildren have planned to follow in your footsteps. Quite understandably, you wonder why any restrictions are needed; what it will take to gain admission under the new policy; how applications will be handled.

As you probably know, the long-standing policy at UW-Madison was that all students in the upper half of their high school class were eligible for admission. In the late '70s and early '80s, however, unprecedented and unexpected growth in the size of our student body made us wonder whether that policy could long continue, and in the spring of 1984 Chancellor Shain asked me to chair a task force to study enrollment and make recommendations for the future.

Although we found the problem immensely complicated, by late 1985 one point had become quite clear: growth in our undergraduate enrollment had far outstripped increases in our budget for hiring new instructional staff. This had already affected the quality of undergraduate education and, unless something was done to correct the situation, could seriously damage our program in the years ahead. A few figures will give you a better idea of the problem we faced.

Between 1975 and 1985, undergraduate enrollment went from 25,507 to just short of 31,000—a jump of 21 percent. At the same time, however, state funding per full-time student (adjusted for inflation), actually *declined* by 14 percent. This made it impossible to hire additional instructional

staff in the numbers needed to serve our growing student body. Indeed, the number of faculty engaged in undergraduate instruction *dropped* by about 3 percent during this period. And even when you count the new teaching assistants and academic staff we were able to hire, our 21-percent growth in enrollment was accompanied by an increase of only 9.4 percent in total instructional staff.

The final report of our task force notes some of the consequences of all this: *Where classes have increased in size, interactions between students and teachers have decreased. Grading takes more and more time, and research and public service are put in jeopardy. To cope with this dilemma, teachers sometimes assign fewer papers and turn from essay exams to multiple choice tests. Courses close and students are turned away because there is not enough money to hire the TAs who would be needed to teach additional discussion sections. As a result, some students are delayed in graduating.*

This is what the events of the past decade had brought us to. Moreover, our experts warned us that unless enrollment is controlled, it could reach 38,000 by the year 2000. Finally, we had to face the fact, made clear by recent actions on the state budget front, that substantial increases in instructional funding simply weren't in the cards.

As you can see, we had no alternative. Unless we did something, we were going to have more students and relatively less funding. Consequently, if we were going to protect the quality of undergraduate education, our only choice was to limit enrollment. To that end, we have set a limit of 5,500 annually on new freshmen (that's a reduction of 400); we've eliminated transfers at the freshman level; and we've put a cap of 2,250 on total sophomore-junior-senior transfers (that, too, is a 400 reduction).

Over the next five years, this plan should reduce undergraduate enrollment by 2,000 to a total of 29,000. This should prevent further slippage in the quality of undergraduate instruction and, we hope, allow us to recapture whatever quality we lost during the past decade.

Since we had decided that UW-Madison could no longer accept everyone who sought admission, we had to select the criteria that would be used to determine whether applicants would or would not be admitted. We believe that students who ultimately earn a degree benefit more from having been admitted—and produce more benefits for society in general—than do those who drop out somewhere along the line. Consequently, we wanted to admit those who stood the best chance of graduating. Fortunately, an appropriate criterion was readily at hand.

Long years of tracking students here has shown that an individual's likelihood of graduation is closely related to his or her standing in the high school class. For example, 77 percent of those who come from the top 10 percent of their high school class earn degrees here, but those below the top third have less than a fifty-fifty chance of graduating. Thus we decided that rank in high school class should be a key determinant of admission, though other factors related to likelihood of graduation will also be considered. (For transfer applicants, their college GPA will be the key.) (As in the past, in order to increase the educational opportunities available to minority/disadvantaged students, we will make exceptions to the rank-in-high-school-class criterion. This is quite consistent with the principle of likelihood-of-graduation, since the connection between high school rank and college graduation is not particularly strong for these students.)

So as we estimate it, the net result will be that students who rank in the upper 40 percent of their high school class are likely to be admitted as new freshmen. Those seeking to transfer here from other institutions will need about a 2.4 GPA.

Some applicants—those who rank quite high in their high school class and thus are quite likely to graduate from here—will be automatically admitted. Others in the upper half of their class will be placed on a waiting list. The line between automatic admission and the waiting list will be set by the admission office and may vary from year to year as enrollment pressures change.

Everyone I know here on the campus wishes we didn't have to restrict enrollment. Moreover, we know that problems are bound to arise as the system is implemented. We will be doing our best to make things run equitably and smoothly. And we look forward to the day when additional funding for instruction or fewer applications for admission will make it possible to lift those limits. □

1 2 5 Y

of the Wisconsin Alumni Association

The young University graduated its first class—a class of two people—in 1854. One of them, Charles Wakeley, helped found the Wisconsin Alumni Association seven years later, on commencement day, June 26, 1861. There were then just forty alumni. The Civil War had begun, and even apart from that the University was undergoing financial and administrative difficulty. So it was to answer a need that this handful of alumni banded together. Their purpose was that of “keeping alive, amidst other excitements, the spirit of loyalty to their tottering alma mater.”



The first Alumni Dinner was held in June of 1862 at the Capitol House, a block or two east of Capital Square, said to be one of the best hotels in the state.

Women, who’d been enrolled since 1863 but were virtually quarantined, were finally permitted to take part in graduation ceremonies in 1874. To honor them the Alumni Association held its first public reception “to which all friends of co-education were invited.”



Imogene Hand was a member of Phi Beta Kappa when she graduated in 1887. Two years later she married Charles Carpenter of Racine. (Their four sons and thirteen grandchildren would all attend the UW.) In 1911, she was elected president of the Wisconsin Alumni Association, the first woman in the nation to hold such an office in a co-ed institution.

COLLEGE HUMOR: They put a stuffed bear in a prof’s chair; they hung a brewery sign on the chapel door, they stole the wooden sidewalk from South Hall. Underclassmen hid the seniors’ desks. They put a cow in the bell tower and tied a rope from her horn to the bell so that it rang every time she moved her head. Once someone substituted a dictionary for the Bible that normally stayed on the podium in the chapel. When the prof appeared he opened the book, recited two chapters of the Bible from memory, closed the book and stepped down.



“Every state university is especially dependant upon public opinion. We have had abundant evidence of a generous and appreciative spirit, but we have also often had lamentable indications of inadequate knowledge of what the University is really doing. It often happens that a legislator comes to Madison with a vigorous determination to lessen the appropriations to the University. He rightly thinks the sums expended very large, and he has a praiseworthy ambition to do what he can in the interests of economy. He is almost always wise enough to visit the University before the time comes for definite action. The consequence can always be predicted. As the vastness of the work opens before him, he begins to hesitate, and he soon follows hesitation with conversion.”

Wisconsin Alumnus Magazine,
Vol. 1, No. 1, October 1899

On an evening in June a few friends gathered for a birthday party . . .

1. Ten past presidents of the Wisconsin Alumni Association. Bob Brennan, Jonathan Pellegrin, Al DeSimone, Walter Frautschi, Fred Stender, Betty Erickson Vaughn, Charlie Newlin, Larry Fitzpatrick, Truman Torgerson and former UW Boxing Coach John Walsh.
2. Mr. and Mrs. Oscar Damman and Mr. and Mrs. Arlie Mucks.
3. Associate Athletic Director Otto Breitenbach, ArthaJean Petrie Towell, WAA rep to the athletic board, and Athletic Director Elroy Hirsch.
4. For the cutting of the cake, assisted by Bucky, Arlie Mucks, Wisconsin Governor Anthony Earl, Bob Brennan, Vice Chancellor Bernard Cohen, and UW System President Kenneth Shaw.

E A R S



Today there are more than 100 alumni clubs across the nation and in Europe, the far East and the Orient. If you want to be a Badger, there's a club nearby!

The alumni association established the first annual Homecoming in 1911 at the Minnesota-Wisconsin game. The magazine called it "an unqualified success," and noted that "never before in the history of Wisconsin athletics was such a throng of alumni and former students seen at Camp Randall."

And still the alumni association had no home. It wasn't until 1912 that it moved into its first permanent headquarters at 821 State Street. Then, when the Memorial Union opened in 1928, the association moved in on the fourth floor. The dream of an alumni house began to take shape in the 1950s when Washburn Observatory was proposed as a good site. But the graceful old building wasn't up to all the remodeling that would be needed, and the Board of Regents wouldn't allow the addition of a new wing.

One summer day, University President Conrad Elvehjem and alumni leader Thomas E. Brittingham Jr. were taking a boat ride on Lake Mendota. As they passed the old boat house and the Red Gym, Brittingham remarked, "That's where the Alumni House should be built." A few years later, in 1962, the University bought the Sigma



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continued 4.

Wrote Charles R. Van Hise: "In 1894 the alumni first recognized the importance of the graduate department by establishing one fellowship . . . It was unanimously concluded by the executive committee that the most effective way in which alumni could celebrate the semi-centennial of the University is to establish local alumni fellowships and scholarships."

We can't be sure how quickly Van Hise's idea spread, but in the modern era the record is proud indeed: Just since the UW Foundation began its matching-dollar program in 1967, through fund-raising efforts of local alumni clubs over \$1,100,000 in scholarships has been awarded to more than 2,000 deserving students.

1908: "An effort will be made by alumni during the present summer months to organize active local associations in the larger cities of the state. Here is a large field in which to cultivate the spirit of getting together. In Wisconsin there are over fifty cities in which there are twelve or more alumni, while there are only four local (clubs).

"Here then is an opportunity for those alumni who are interested in their Alma Mater and their Alumni Association to throw the weight of their personalities and influence into a movement which, if successful, will mark a new epoch in the history of both."

Chi fraternity house; on Homecoming, 1965 they held the groundbreaking ceremonies, and in the spring of '67—with Arlie Mucks Jr. in his fifth year as executive director—Alumni House opened. It is dedicated to the “thousands of alumni and friends whose generous support made this home for Wisconsin spirit possible.” Alumni House was built entirely from contributions, and was presented by the association to the University upon its completion.

In 1916 the association secretary urged local alumni clubs to observe the University’s “Foundation Day” early the next February with “fitting celebrations.” We’re still celebrating them, of course! The heyday era was in the late '30s, when celebrities took part in the observance and there were coast-to-coast radio broadcasts.



Beginning about the turn of the century, the association put out an alumni directory every ten years or so. In 1921 there were apparently problems with compiling and editing, and the complaints poured in. Robert S. Crawford, the association secretary, answered them with this: “Do not swear about the directory as it is. Thank Providence and patience that it is as good as it is and let us all do our best to make the next one better than the other.” WAA now publishes a directory of its members every five years.

In 1936 the association gave a “Certificate of Achievement” to alumnus Walter Alexander. This began our tradition of honoring alumni, faculty and students through our Recognition and Awards program. Each spring on Alumni Weekend, we present our Distinguished Service Awards to several alumni and special scholarship awards to equally outstanding juniors and seniors. Two faculty members, voted by their colleagues and students as outstanding teachers, are presented with \$2500 checks. In the fall, the “Sparkplugs” of local clubs are honored, and our Loyalty Award goes to a volunteer for dedication to the association and the University.

In 1924 the association established the Alumni Records office with John Dollard '22 and Porter Butts '24 in charge. At that time there were some 60,000 former students to keep track of. Whether or not the individual actually earned a degree, the name and various addresses were maintained on

three-by-five-inch cards. Today there are about 300,000 degree-holders, and the cards are no more. The project is under the direction of the Registrar’s office. It’s all on computers and microfilm these days.



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*... and
among
those
present
were . . .*

5. Deans James Hickman (business); Vivian Littlefield (nursing); Leo Walsh (agriculture); Arnold Brown (medicine); John Palmer (education) and Hamilton McCubbin (family resources).

6. Past presidents of the University, Edwin Young and Fred Harvey Harrington, with Mrs. Conrad Elvehjem.

7. Andy Wojdula, (l) this year's president of the Wisconsin Alumni Association, and George Simkowski (r) told Rose Bowl stories for students Ellie Ross, manager of the Wisconsin Singers, Heinie Lund, cheerleader captain, and Debbie Osborn, chairman of Homecoming '86.

8. From the Madison Alumni Club, Chuck Gibbons, Connie Beth Tenhaken Brachman, Christine Lutze, Wisconsin Singers Director Scott Foss, Lynne Parish Gibbons, and the club's immediate past president, Dick Brachman.



In the early '20s, Prof. Harry Steenbock '08 had been working on a method to combat such diseases as rickets. His discovery, the irradiation of Vitamin D, was a landmark in modern food chemistry. Spurred by the possibilities of his invention, a group of alumni—Brittingham, Timothy Brown, Louis M. Hanks, William Kies and George Haight—founded the Wisconsin Alumni Research Foundation. To get it started, Steenbock assigned his invention and applications for patents to WARF. The stated purpose of WARF is "to promote, encourage, and aid scientific investigation and research at the University and to assist in providing means and machinery by which scientific discoveries of the faculty, staff, alumni and students may be applied and patented." Today, WARF's portfolio of patent income is capable of providing more than \$8.5 million a year in support of UW-Madison research.

During World War II, *Wisconsin Alumnus Magazine* was sent free to all state men and women in the service.

The UW Foundation was started in 1945 on the action of WAA's Gifts and Bequests Council. Its primary function was, "to encourage the growing practice of making gifts to the University." In the forty-one years since, alumni and friends have given more than \$187 million to the University for scholarships, endowed chairs, and physical improvements to the campus. Robert B. Rennebohm '48 has headed the foundation since 1955.

The association has sponsored two annual day-long seminars since 1961. It began as "Women's Day," but is now dechauvinized as "Day On Campus." About 400 attend to hear lectures by outstanding faculty members.

The Wisconsin Alumni Student Board was organized in 1980. This group of about forty students serves the University by sponsoring programs which range from career advising to campus tours to the distribution of Survival Kits of goodies at exam-cramming time.



The Wisconsin Singers began under WAA sponsorship in 1967. They perform an average of fifty concerts during each school year, primarily to aid local clubs in fund raising. They get no scholastic credit, they arrive on campus two weeks before fall registration each year to put in twelve-hour days learning the new show. And they are invariably rated as one of the best college performing groups in the nation. □



We Need To Speak Their Language

BY FRED M. HAYWARD
Associate Dean, L&S

Sixty foreign languages are taught here, for a very good reason.

A friend of mine who worked for the American Council on Education once described the United States as “the land of the free and the home of the monolingual.”

My own observations lead me to agree with that assessment. Historically, immigrants to the United States have been encouraged to cast aside their native languages in order to become “proper” Americans—that is, they have been encouraged to learn English and speak only English. One consequence of this view of the melting pot is that we have forgotten, and in some cases have hidden, our own linguistic backgrounds, languages, and cultures. Another consequence is that we have become handicapped in our ability to understand and communicate with the rest of the world.

There are some people, as I found when listening to testimony before the President’s Commission on Foreign Languages and International Studies a few years ago, who believe we should stop wasting money teaching foreign languages in American schools and concentrate instead on teaching English to the rest of the world. But if we think for a moment about the dilemmas we as a nation face every day, the importance of foreign language study becomes startlingly apparent. One only has to read

the newspaper or watch the news on television to become aware of some new crisis starting in a formerly obscure corner of the globe.

Before the Falkland Islands crisis, how many Americans could have found them on a map or would have imagined the important role they were to play? Before the Vietnam War, how many of us could have located that country? Or how about Angola, Afghanistan, El Salvador or Namibia?

In order to respond intelligently to international or foreign crises, the United States must have people who speak the languages and understand the cultures of the rest of the world—specialists who are familiar with these areas, their politics, economics, social structures and traditions. It is shocking to realize that when we first became involved in Vietnam, only five people in the United States were specialists on that region and spoke the languages of the area. When we became part of a covert operation in Angola, not a single person in the United States spoke an indigenous Angolan language. Despite this lack of expertise, the United States government recruited people to start guerrilla warfare in that African country.

To give but a few more examples: Congressman Paul Simon of Illinois once missed an important appointment with President Anwar Sadat in Egypt because the American Embassy car that was taking him to the meeting place got lost, and not one among the staff members in the car

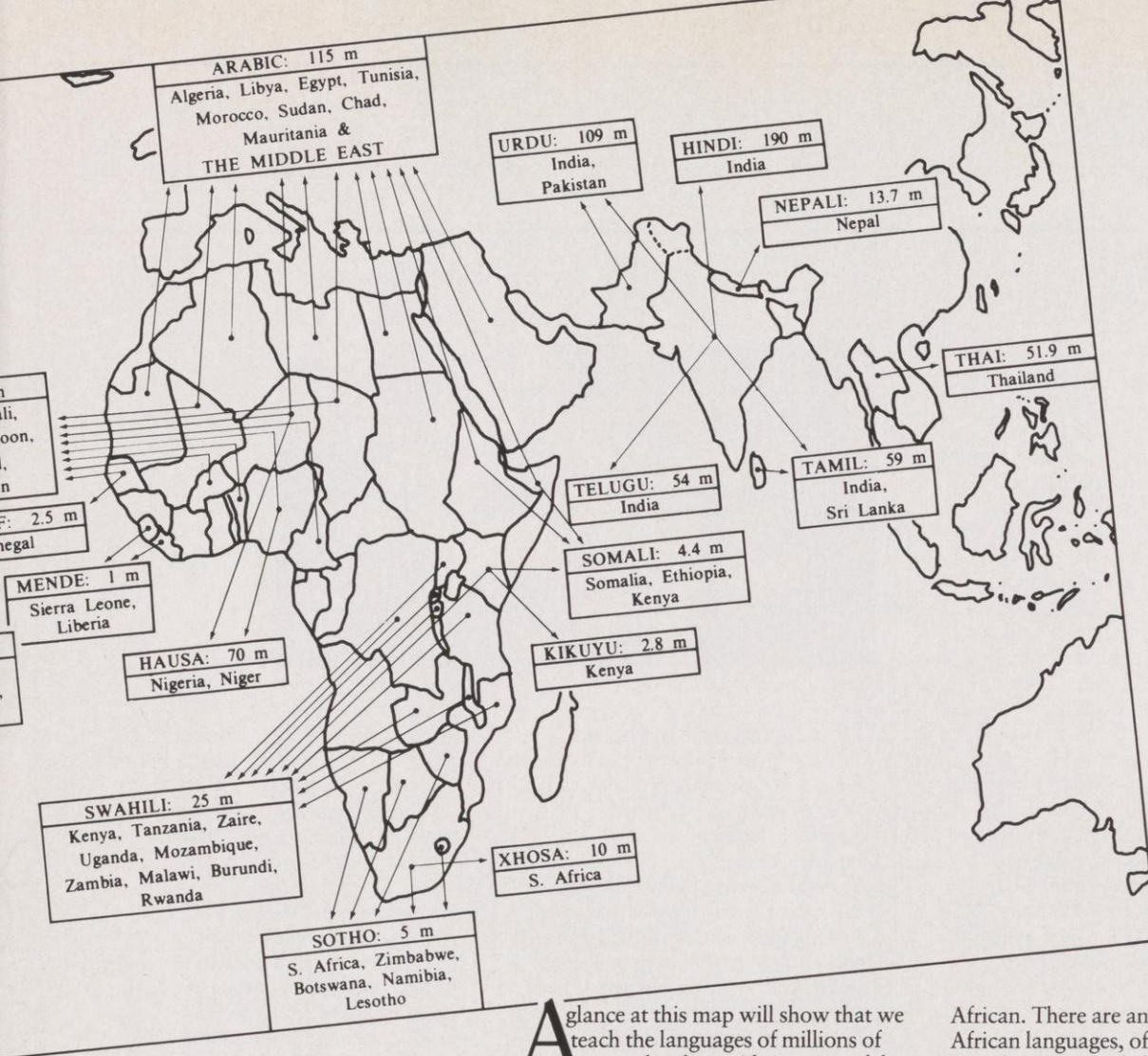
spoke Arabic. Three years ago, when I visited Central America, I was surprised to find that a shockingly high percentage of American advisors, officials, and embassy personnel in the region did not even speak Spanish. A more recent poll of the staff of the American Embassy in India showed that not a single one spoke Hindi or any other Indian language. The political consequences of such a situation could be very serious.

Of course there are economic concerns as well. The United States is faced with a serious trade deficit. We talk about the need to export, yet very few American companies have sales people, technicians or managers who can speak the languages of their potential markets. We are competing with nations in which business people take the trouble to learn other languages. The French, Italians, Germans, and Japanese learn Hausa to sell to the Nigerians. We do poorly even in our major markets. Less than 1,000 American employees of U.S. corporations speak Japanese. In contrast, there are 10,000 Japanese salesmen in New York City alone who are fluent in English and engaged in selling Japanese products here.

In spite of the very real and urgent need for more foreign language and area instruction, programs providing that instruction are losing ground in many places. President Reagan’s federal budgets continue to cut out the millions of dollars that previously



Prof. Hayward's field is political science. This feature is based on a talk he gave to the Bascom Hill Society and a subsequent article which appeared in L&S Magazine.



Some of the languages . . . and the numbers of people they represent . . . which are taught on the campus here.

covered about 10 percent of the cost of language and area training at the college level. High schools are cutting down on or eliminating language teaching.

A hundred years ago, more than 50 percent of our high school students studied a foreign language; today, only 18 percent do. One-fifth of the two-year colleges in the United States do not even offer foreign languages as part of their curricula. An increasing number of universities have cut language offerings, and many have eliminated the language requirement of the traditional liberal arts degree altogether.

Such is not the case here at UW-Madison. We have one of the best programs in language and area studies in the country, including eight foreign area study programs: African, East Asian, South Asian, Southeast Asian, Ibero-American, Middle East, Russian and Western Europe. We teach approximately sixty different languages, forty in any one semester. Some of them—not only the “major” ones such as Spanish and French—are taught in multiple years (for example, first-, second-, and third-year Hindi and Swahili). Any of them can be used to fulfill the L&S language requirement.

A glance at this map will show that we teach the languages of millions of people who reside in areas of the world outside the United States and Europe. Not long ago a senior cabinet official from Zaire, visiting Madison because he knew of our top-ranked African Studies Program, was surprised to learn that we offer instructions in more of his country’s African languages than he himself could speak!

The eight faculty members in our department of African languages and literature—the first such in the nation, incidentally—can teach twenty-three of the approximately two thousand African languages. Five to eight of these are taught each year, some at introductory to advanced levels. To give some perspective on their importance, Hausa, for example, is spoken by more people than the population of either Italy or France.

Teaching many of these languages is expensive. It costs approximately four times as much to offer the less-common ones as it does such as Spanish or French. But if we don’t offer the language of an area, we cannot adequately teach its politics, its economics, its history.

Sometimes the application of our scholarly knowledge is immediate and eminently practical. We received a long-distance phone call from the pet food division of Ralston Purina, asking how to say “cat” in

African. There are an enormous number of African languages, of course, so our answer must have astounded them; while they were on the phone, a list of over fifty ways was offered by faculty members who happened to be present.

On another occasion, someone who spoke only Swahili was arrested in northern Wisconsin. The sheriff called us, and we were able to translate over the telephone, to help them deal with the problem. We receive calls from the U.S. State Department. They may want an assessment of the implications of a coup, or information about the economy, or help with a language. Not long ago, when a foreign president came to Washington, the department called to ask us about the political and cultural etiquette of his country, his preferences and his probable diet.

American universities have a responsibility to offer programs that make intellectual sense without being constrained by what is in vogue at the moment. When supply-side economics came into fashion in Washington, we did not fire all the non-supply-side economists in the College of Letters and Science. Among students, there is currently a marked drop in the popularity of the Russian language and area studies. We have not, however, stopped teaching Russian or studying the Soviet Union and Eastern Europe. Our language and area programs are vital national resources.

Enrollment Probably Up, But Dropping According to Plan

In the last weeks before fall registration, enrollment was projected at between 45,200 and 45,600. This would equal or only slightly surpass last fall's record, and that fact led Vice Chancellor Bernard Cohen to comment that "our new policies to reduce freshmen and transfer enrollments are beginning to work." (See p. 7) Without the new constraints, upwards of 46,000 would have been expected.

Admissions Director David Vinson said his office enforced application priority dates this spring and turned away about 600 freshmen and transfer students who didn't make the deadline. In addition, those freshmen accepted were required to notify the University in July if they intended to enroll. As a result, there would be no last-minute surprises like the 800 who showed up unexpectedly last fall. The new-freshmen count will be down about 5 percent from last fall—to 5,400—and transfers should decrease by 10-12 percent to about 2,000.

Still, there is that possibility of a slight increase in total figures. As Vice Chancellor Cohen pointed out, it is difficult to predict numbers of special and grad students, and there is what Associate Vice Chancellor Joseph Corry called the "pipeline effect." He refers to the large increases in undergrad enrollment in the last few years. It will take several semesters before the number of those leaving the University begins to exceed the number entering.

A Bargain For Badgers

Our nine-month tuition and required fees of \$1,578 for a resident undergraduate rank second lowest among Big Ten schools, according to a recent survey by David Stoeffler, education reporter for the Wisconsin State Journal. Northwestern's fees are highest at \$11,031, followed by Michigan with \$2,528 for fresh.-soph., and \$2,796 for jr.-sr. Costs at Michigan State, Minnesota, and Illinois are next. Iowa's tuition is lowest.

Graduate students here pay the sixth-highest rate in the Big Ten, and a graduate

News items are based on releases from the UW News Service and other campus departments.

Archaeologist Finds Mayan City



Photo: Robert Queen

MacKinnon in his campus lab.

The ruins of a small, previously unknown city have been found in the jungles of Central America by campus archaeologist J. Jefferson MacKinnon. There are undisturbed temples, palaces and small pyramids buried for centuries beneath what is now an overgrown corner of a banana plantation not far inland from the Atlantic coast of Belize. The site dates back to the classic period of Maya civilization, abandoned when that civilization experienced a mysterious collapse in 900 A.D.

MacKinnon, who is a doctoral candidate in anthropology, will begin excavating there in December. He said a preliminary survey leads him to believe his crew will find intact tombs, three palaces, two ball courts and a pyramid that covers more area than a football field but is only twenty-five feet high.

His first project will be the ball courts where the sacred game of pok-ta-pok was played. From early times it was associated with rituals of sacrifice. Captive warriors or chiefs were often made to play, and losers were sometimes decapitated or sacrificed in other ways. "The architecture of one of the courts is unique," MacKinnon said. "I think it's restorable, so that will be the first thing we'll excavate."

He found the city on a hunch. For three years he's been excavating numerous small Mayan salt- and lime-making sites on the coast and cays of Belize to learn more about its sea traders. What he unearthed in these studies—or rather what he failed to uncover—led him to believe

that a larger Maya center must be nearby. "These smaller sites didn't seem to have the range of artifacts that would indicate people were living there year-round," MacKinnon said. "We found very little associated with women. We didn't find any burials. We found almost no religious paraphernalia or items of any kind of symbolic nature. These were work areas, we realized, not permanent habitations."

By combing the files of the Belizean Department of Archaeology and measuring the average distances between known Mayan centers, MacKinnon was able to piece together enough clues to give him a good idea of where to look.

The city may have had a population of about 3,000. Together with the satellite areas he discovered earlier, it will give archaeologists a rare look at an entire polity on the fringe of the Mayan empire.

"We want to figure out how this site links into the coastal trade network," MacKinnon said. "Prior to my discoveries of the salt-making sites on the coast, it was suggested that the Maya's salt all came from northern Yucatan, northeast of Cancun and Cozumel. But it seems they weren't as dependent on long-distance trade for subsistence items as some people think."

So his discovery of the city is simply icing on the cake, in MacKinnon's opinion. "It should have the tombs and all that stuff, but our work on the coast is probably more significant in coming to a broader understanding of Maya society.

Terry Devitt

student from out of state faces the third-highest rate. A UW undergraduate from outside Wisconsin (except Minnesota, with which we have reciprocity) will pay the seventh-highest overall fees. Tuition and student fees will be increased nearly 13 percent for a resident undergraduate this fall. The average Big Ten increase was about 6 percent.

Five Million For Space Research

The National Aeronautics and Space Administration recently announced that our College of Engineering has been awarded \$5 million over the next five years to develop and operate a center in space automation and robotics. The award was one of four in the nation announced by NASA for activities related to the commercial development of space.

Engineering Dean John G. Bollinger, who will direct the new center, said "This is one of the largest grants our college has ever received. It is also important because it puts us in the forefront of space technology."

The center will develop technology for a "space monkey" robot, a food-producing greenhouse in orbit, and a system to mine the moon for a rare form of helium that could produce a vast supply of electric power on earth.

Bollinger said NASA received twenty-five proposals of this type. "Ours was successful because it draws on long-standing expertise our faculty has in robotics, automation, computing, fusion technology, and agriculture, and because it has outstanding support from industry and the State of Wisconsin."

Verner E. Soumi, director of the UW-Madison Space Science and Engineering Center, will be associate director and chief scientist of the new program. Joining in the work will be a group of eleven companies, most in Wisconsin. The companies have pledged more than \$410,000 in equipment and funding for the first year to help match the federal money, and this company support could grow substantially over the period of work.

Bollinger said the college has been making plans for building additional space on campus to house activities for new centers like this one.

Phillip Certain is Vice Chancellor

Professor Phillip R. Certain, chairman of the chemistry department, has been named associate vice chancellor for academic affairs.

Certain, 42, received his PhD here in 1969 and joined the faculty in 1970. He replaces MaryAnn Yodelis Smith, who left in July to become director of the

School of Journalism and Mass Communication at the University of Minnesota.

In addition to heading the chemistry department, Certain has taught eight different chemistry courses on the undergraduate and graduate level, published more than fifty articles in his field and held a number of fellowships, including a Fulbright and a Guggenheim. He also has been director of the Theoretical Chemistry Institute and served on a dozen faculty committees.

The academic affairs associate vice chancellor oversees all personnel functions, including academic and classified personnel, affirmative action and compliance and personnel support services, for the vice chancellor of academic affairs.

Voices Of Our History

Like a talking time capsule, the Oral History Project here is preserving the history of UW System through the voices and recollections of people who helped make that history.

Since 1972, project personnel have been tape recording discussions with current or retired members of the University community. During the interviews, which range in length from a half-hour to fourteen hours, the subjects describe in their own words their experience, including important events involving the University.

The project's goal is to provide material for people interested in the campus's history or the research done by faculty members. The tapes offer an impressionistic glimpse of the people and politics that have shaped the institution from early in this century to the present.

Laura Smail, director of the University Archives project, said that the collection now includes nearly 300 taped interviews.

"Right now, we're collecting material that provides background on issues of current importance. As with other tapes in the archives, these contain frank discussions that will continue to be of interest in the future.

"Some of the interviews are 'sealed' for a few years at the request of the subject because they contain candid accounts of sensitive issues—oral history is of little use if people don't speak frankly."

A glance at the recently published guide to the Oral History Project reads like an index to history. It ranges from memories of the Experimental College started by Alexander Meiklejohn in the late 1920s through discussions of student life during the Great Depression, to the bombing of Sterling Hall, student protests during the late 1960s and views on

continued on page 18

The Way We Were—29



The way we were was dressy. This wasn't a special occasion, it was a just another day in 1937. Coats and ties were what men had traditionally worn to class and would continue to wear until World War II vets brought the first changes. The two women standing in the archway at right have on dresses and high heels, but by and large women students led the way to more casual clothes, with flats and sweaters-and-skirts by the early '40s. This picture was taken for a Journalism assignment by Fannie Turnbull (Taylor) '38.

Photo/Regina Flanagan



New Art In New Spaces

When you come back for your next tour of the campus, look for the new artwork. There's more of it visible since 1983.

That's when the first works from the Percent for Art program were installed. Created by the legislature, the program provides funds through the Wisconsin Arts Board to purchase or commission original works for buildings constructed by the state. Five works installed since the program began were identified for us by the program's coordinator, Regina Flanagan '75, '77.

A satin brocade tapestry, *Backwaters* was created especially for the remodeled lobby of Birge Hall—home of biology and zoology—by Boyceville artist Jane Lowell-La Roque.

The Measure and Mystery of Soil, a wood mosaic floor of wenge, mulberry,

brown and white maple, cherry, ebony, pernum buco and red elm, designed and fabricated by Peter Flanary of Madison, is located at Soils Science Hall.

A stainless steel sculpture entitled *Inter-spirit*, was fabricated by James Russell of Redondo Beach, Cal. It stands in front of the Southeast Recreational Facility on East Dayton Street. The arch-shaped design, measuring twelve-by-six feet, engages viewers to walk through the space and interact with it.

Universal Health Through Nutrition, a work in stained glass by Brookfield artist Robert Danner, is located in the lobby of the Nutritional Sciences Building.

Should you venture off campus in the direction of Arlington, you will find *Wind-catcher*, by John Mishler of Goshen, Indiana at the entrance plaza of the Swine Teaching and Research Facility. E.R.

Above: James Russell's reflective surfaces of stainless steel shine in front of the Southeast Recreational Facility.

Right: Centered in the staircase at Birge Hall are images of plants and animals of Wisconsin lakes and backwaters. The tapestry by Jane Lowell-La Roque.

Far right top: Ten varieties of wood in a floor inspired by soils and executed by Peter Flanary can be seen at Soils Science Hall.

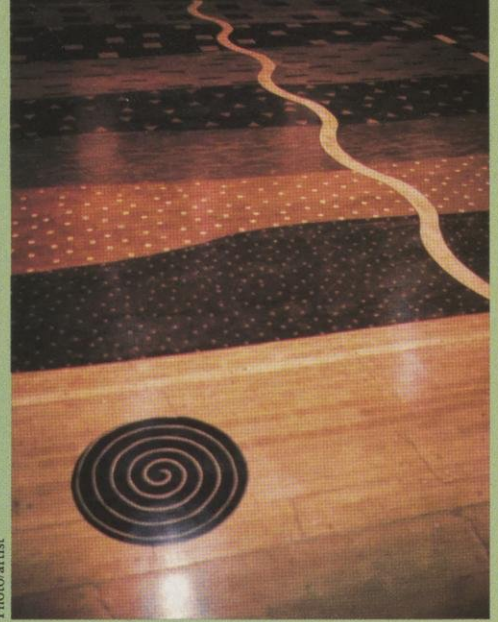
Far right middle: John Mishler's painted steel sculpture at Arlington is reminiscent of plowshare or fence shapes.

Far right bottom: Images of health in stained glass by Robert Danner in the Nutritional Sciences Building.

Photo/artist



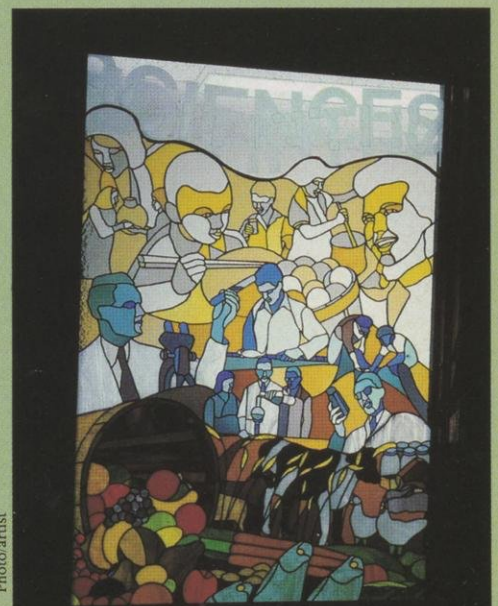
The campus as gallery.



Photo/artist



Photo/Regina Flanagan



Photo/artist

the role of women in the University's administration. Speakers touch on the history of efforts to help state farmers, the impact of state politics on the University and the 1971 merging into the University of Wisconsin System.

Smail said many of the interviews also contain unexpected bits of historical information. "Some now-retired faculty were born into poor, rural-Wisconsin communities at the turn of the century. What brought them to the University as students and why they stayed as faculty is an example of the fascinating information to be found in the collection."

The project's original emphasis was on emeritus faculty and their recollections. Now, tapes also focus on issues such as the development of research in the life sciences, the role of humanities in

the curriculum and the reasons behind the Teaching Assistant Association strikes.

The project is located in a building rich with a history of its own, the Old Red Gym. The turret rooms which house it formerly held the ROTC offices.

The collection supplements written records and provides background to people interested in the historical context of certain events. "Holdings in the written archives are huge. But oral history interviews can point to particular events and developments that you might not know about beforehand," says Laura Smail. "If we had to go through forty boxes of material without a focus, we might have more trouble discovering what was truly significant.

"Moreover, written archival records

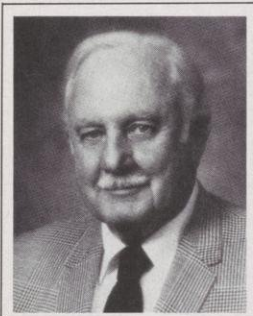
do not contain the personal information helpful in interpreting historical policy decisions. We can see what happened, see that a decision was made, but we don't see who was influential, or what outside political considerations were important."

The Oral History Project also provides a record of scholarship and research since many faculty members talked about the inspiration for their studies and the methods. Researchers often fail to include such information in their personal records or published findings because they may not think of it or because they can't take the time to do it.

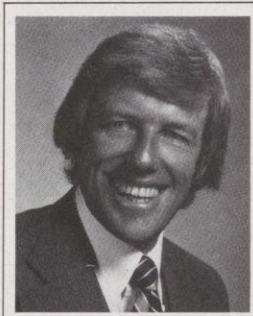
Smail expects the Oral History Project to become increasingly valuable over time, because the people with first hand experience of the University's earlier days will no longer be here.

Jennifer Riddle

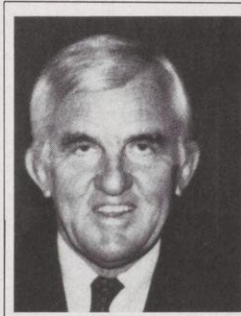
Spark Plug Award Winners



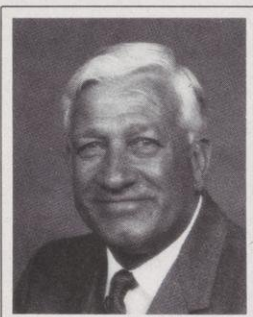
Otto A. Andrae '38



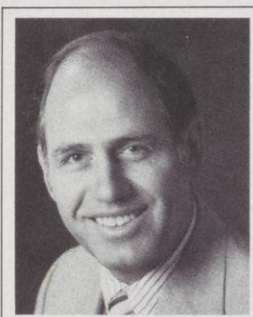
Charles E. Claflin '53



Paul L. Poble '43



Harry A. Stangby '40



Richard K. Wendt '54



George R. Affeldt '43

This year's Sparkplug Award winners will be honored for their leadership and enthusiasm on the local club level at the November Leadership Conference. Winners are: Otto A. Andrae '38, Sturgeon Bay; Charles E. Claflin '53, Rockford; Paul L. Poble '43, Excelsior, Minn.; Harry A. Stangby '40, Fond du Lac; Richard K. Wendt '54, Columbus, Ohio. Past WAA president George R. Affeldt '43 of Wauwatosa will receive the Wisconsin Loyalty Award for sustained loyalty and service to the University.

Club Programs

Here is a list of events scheduled for mid-September and later, as announced by clubs at our printing deadline. Clubs send detailed announcements to all alumni in their area.

INDIANAPOLIS: *October 4*, UW vs. Mich. football game on big screen TV, Bavarian Village Apartment Clubhouse. Info: Laurie Hurst, 773-8816. *November 1*, UW vs. Ind. postgame social hour and dinner hosted by Kokomo Badgers, Ramada Inn, Bloomington. Social hour open to all, but reservations necessary for dinner. Info: Art Revolinski, (317) 452-3012. *December 7*, open house at Rob Estka's. Info: Laurie Hurst.

PHOENIX: *November 15*, UW vs. OSU telecast at Max's. Info: Gary Kjelstad, 992-9413.

SAN DIEGO: *September 20*, Las Vegas weekend package (UW vs. UNLV football). Info: John Schroeder, 486-1226; or Ted Grassl, 451-1968.

SARASOTA: *October 31*, Renew acquaintances luncheon, Copperfield Inn. *December 6*, annual picnic, Coquina Beach. Info: Judy Skornicka, 366-6121.

SHEBOYGAN: Social events: *October 10* at Elkhart Inn. *November 14* at George Michaels. *December 12* at The Horse and Plow. Info: Tom Manning, 458-2184.

WILMINGTON: *October 18*, football tailgate party, Del. vs. Wm. & Mary; northeast end of stadium. Info: J. B. Borden, 655-9274.

The Job Mart

Research physician seeks investigative and/or management position in Madison area. Would consider position involving part-time clinical work. Extensive experience in clinical and experimental microsurgery. Also familiar with organic chemistry, instrumental chemical methods, experimental radiology, developmental neurobiology, microscopic and creative photography. Native Madisonian. C.V., etc. upon request. Reply to member #8206.

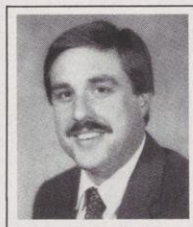
Wisconsin Alumni Association members are invited to submit their availability notice, in fifty words or less, for a one-time publication at no charge.

PROSPECTIVE EMPLOYERS:
Your reply to job seekers will be forwarded unopened from our offices. Address it to the member number shown, c/o Job Mart, Wisconsin Alumnus Magazine, 650 N. Lake Street, Madison 53706.

New on Our Staff



Wilk '79



Blakeslee

Brian J. Wilk '79 is now WAA's director of alumni clubs and student relations. He has most recently been an administrative assistant and research clerk for the State Assembly. Brian, who is working toward a masters degree in public administration, was an assistant director of the Marching Band while a UW student.

Mark Blakeslee is our new director of accounting. He attended the UW-Platteville and the Madison Area Technical College, and for the past seven years was chief accountant for the Decar Corporation in Middleton.

Back To Basics

The 1986 Senior Class has taken a cue from the film "Back to School" in coming up with a class gift. As you read this, they are having "University of Wisconsin-Madison" inscribed on the campus footbridge that served as the entryway to the mythical "Grand Lakes University" in the film, which became one of this past summer's biggest box office hits.

The bridge, which connects Bascom Hill with the Humanities Building, had a "Grand Lakes University" sign on it during last fall's filming. In the movie, Dangerfield passes under the bridge in a black limousine in making his grand arrival at his son's college. The scene invariably brought cheers of recognition from Madison audiences.

The Wisconsin sign will be a little more elaborate than the wooden film prop; letters will be about twelve inches high, inscribed in the concrete, and highlighted with a lithochrome treatment in a charcoal brown color. The lettering will be on the south side of the bridge. The project will cost more than \$2,000, officers said.

Breast Cancer Inhibitor Found Effective

A drug that blocks the action of estrogen may help prevent cancer from recurring in women who have had a cancerous breast removed, according to studies at our Clinical Cancer Center.

Dr. Douglass Tormey, UW Medical School professor of human oncology and medicine, has been conducting long-term trials with the drug, tamoxifen, since 1977. He says that 75 percent of patients receiving the drug as part of chemotherapy treatment at UW Hospital and Clinics have remained free of cancer, compared to 35 percent of those receiving only standard chemotherapy. The National Cancer Institute supports Tormey's conclusion and now recommends routine tamoxifen therapy for postmenopausal women who have had a mastectomy.

Tormey, whose eight-year study is the longest yet conducted on tamoxifen, says that the drug appears to suppress tumor growth by blocking the action of estrogen. In healthy women, estrogen regulates the menstrual cycle. But when tumor cells form in a woman's breast, estrogen can contribute to their growth as well.

"In a postmenopausal woman, estrogen isn't really necessary, so it can be blocked without causing any particular

problem," says V. Craig Jordan, Medical School professor of human oncology and pharmacology. Jordan conducts animal studies of tamoxifen. Some tumor cells contain a protein, called an estrogen receptor, that grabs estrogen molecules out of the blood, stimulating further growth of the tumor. Tamoxifen blocks up this receptor.

But tamoxifen has no effect on cancer cells that lack these receptors, so Jordan says that the drug should be used as an adjunct to standard chemotherapy. Tamoxifen only controls growth in a select population of tumor cells containing estrogen receptors.

Because tamoxifen only inhibits the growth of cancer cells but does not kill them, Tormey says that tamoxifen therapy should be carried out on a long-term, indefinite basis. Long-term use is possible because it has no known serious side effects.

Skornicka Leaves Foundation

Joel Skornicka '59, '64, former senior vice president of the UW Foundation, became the new director of development at the University of California, Davis, on Sept. 1.

He was Madison's mayor for a four-year term ending in 1983. With the Foundation he has been involved with the planning for annual-and-deferred-giving programs as well as special fund-raising campaigns.

CAMPUS WATCHES



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Researchers Reexamine "A Nation At Risk"

Did permissive schools, poor teaching and watered-down courses cause the massive drops in standardized test scores in the nation's schools during the 1960s and early '70s?

That is the popular notion, but not an accurate one say Lawrence Stedman and Professor Carl F. Kaestle of Educational Policy Studies. Education critics have exaggerated the significance of falling scores on standardized tests, they say. And the declines probably were caused in

large part by changes in students taking the tests, not the quality of the school system.

In addition, by the time the National Commission on Excellence in Education issued "A Nation at Risk," warning of a "rising tide of mediocrity" in the schools, the test score decline had been over for five years. "We believe that some scapegoating has gone on and that the causes of test score decline are still in doubt," Stedman and Kaestle argued in an article in Phi Delta Kappan, an educational journal.

Critics placed the blame for lower scores on permissive educational experimentation and social unrest of the 1960s,

which led in turn to a loss of respect for authority in the schools. But Stedman and Kaestle point out that innovations such as open classrooms were tried in only a few schools. And since scores on many of the tests did not start to fall until the 1970s, students taking the tests then were too young to be affected by the social movements of the 1960s.

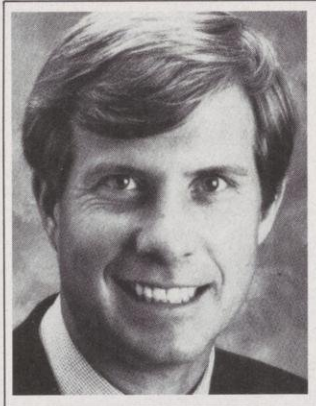
Test score declines were never as massive and general as some critics indicated, the authors contend. Scores did not go down on all the tests, and standardized tests are constructed so that "small shifts in test performance produce large changes in percentile and grade equivalent rankings." That means a decline can sound ominous when the actual performance drop is small.

While they admit they cannot pinpoint the reasons why scores went down—and now are rising again—the

New In Office



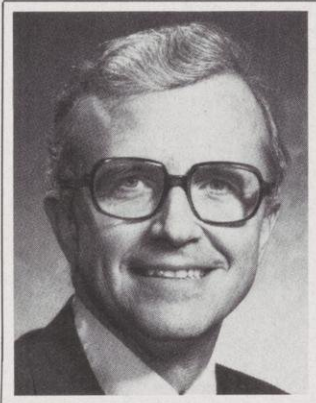
Robert L. Cattoi '50



Thomas J. Kalinski '66



Maureen C. Riedy '77



Thomas Prosser '58

Five new directors-at-large joined the Wisconsin Alumni Association's board in July. They are: Robert L. Cattoi '50, Dallas; Paula E. (Tubbs) Fink '86, Green Bay; Thomas J. Kalinski '66, Playa Del Rey, Cal.; Maureen C. Riedy '77, Milwaukee; and Carrie J. Saloutos '86, St. Louis. Thomas Prosser '58, Neenah, will serve a four-year term as alumni representative on the Athletic Board; Scott Spangler '74, Madison, will perform the same term of service on the Memorial Union Council.

Badger Huddles

Before each football game in an alien town, loyal Badgers assemble for positive thinking. There is laughter and music, reminiscence and rah-rah, with such celebrities as Bucky himself, and Arlie and often Elroy, cheerleaders and pompon charmers. A cash bar. All they need is you.

Las Vegas. SEPTEMBER 20.
Silverbowl Stadium; north parking lot off Tropicana Blvd.
5 p.m.

Iowa City. OCTOBER 11.
Ironmen Inn; Exit #242 [Coralville] on I-80.
11 a.m.

Bloomington, Ind. NOVEMBER 1.
Ramada Inn; 1710 Kinser Pike
11 a.m.

Lansing. NOVEMBER 22.
Hilton Inn; 7501 W. Saginaw Hwy.
11 a.m.

And before home games, come to the Copper Hearth in the Union South for WAA's Hometown Huddle. They start at 10:30 a.m. (EXCEPT for the Michigan game, October 4, now changed to a 6:05 p.m. kickoff for televising by WTBS. Pregame huddle at 3:30.) There's complimentary cranberry punch, coffee, Wisconsin cheese, and a cash bar. Bucky, too, and cheerleaders and your friends.

authors believe much of the change resulted from differences in the pool of students taking the tests. During the 1970s, more students from traditionally lower-scoring groups were taking college entrance tests. Non-school factors—television, drugs, extracurricular activities and the rise in unemployment and divorce—also may have affected students scores.

The critics said scores have improved because schools are concentrating on basic skills. But Kaestle and Stedman worry that, in some cases, schools really are narrowing their curricula to emphasize material that will appear on the standardized tests.

Another factor that Stedman and Kaestle believe has contributed to higher scores is that families are smaller, so more test takers are first- or second-born children who tend to earn higher scores on such tests. The increasing high school drop-out rate also has eliminated some potentially low-scoring test takers. The authors say renewed emphasis on basic skills is valuable, but warn that some school systems have used the “back to the basics” movement to justify eliminating other important lessons such as “sharing, learning to make decisions, developing self-esteem, and acquiring higher-level thinking skills and aesthetic sensitivities.”

A Healthy Hit For Endangered Hearts

A new drug that can stop heart attacks in progress was used for the first time recently at UW Hospital and Clinics, one of thirteen major U.S. medical centers participating in a national study.

Condon VanderArk, Medical School associate professor of medicine and cardiologist, is directing the study of the new drug—tissue plasminogen activator (TPA)—which activates the body’s own system for dissolving blood clots in coronary arteries. “TPA has the potential to help thousands of Americans who suffer from heart attacks each year,” says VanderArk. “Other TPA studies which directly compared TPA to streptokinase, the most commonly used clot-dissolving drug at the present time, have shown TPA is expected to be twice as effective in opening closed arteries and to have fewer side effects. Our role will be to determine the most effective dose of TPA with the lowest risk for the victim of a heart attack as part of the process leading to final approval by the Food and Drug Administration for general use.

“We are especially pleased with this study because we can offer this more effective therapy to all heart attack victims who qualify,” VanderArk said. “No patient in this study will get an inactive placebo, and all additional proven thera-

pies such as emergency balloon angioplasty can be used if needed.”

More than 90 percent of all heart attacks are caused when a blood clot forms in one of three small but vital arteries that supply blood to heart muscles. Deprived of oxygen-rich blood, muscle tissue in the heart begins to die, impairing or destroying the heart’s ability to function. About 1.5 million Americans each year suffer heart attacks. One-third of them die.

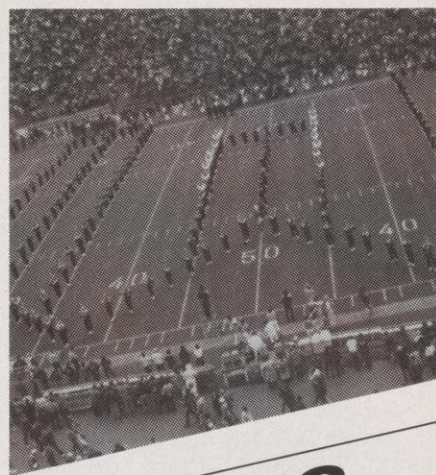
“Drugs such as TPA will help us stop heart attacks in their tracks and minimize lasting damage,” says VanderArk. “Our main problem is time. Fifty percent of the tissue destroyed by a heart attack ordinarily dies in the first two or three hours. We aim to get TPA into the victim as soon as possible, and no later than six hours after the onset of chest pain.”

During the past two years, select researchers around the country have participated in National Institutes of Health-sponsored clinical trials which evaluated the effectiveness of TPA for patients experiencing a heart attack. Results showed the drug was 60 percent effective in dissolving blood clots in coronary arteries in patients during the first few hours of a heart attack. This is significantly more effective than streptokinase, which is 35 percent as effective.

Because TPA is normally present in the body, it does not have the side effects, such as allergic reactions and fever, produced by streptokinase. The substance works directly on the clot in an artery. Participants in the UW trial will receive one of five doses of TPA, which will be administered during a heart attack. The patient will be taken immediately to the cardiac catheterization laboratory to determine the location and severity of the blockage in the narrowed artery.

If it remains closed ninety minutes after administration of TPA, the patient will receive further treatment. Options include: 1) streptokinase, which is administered through the catheter; 2) balloon angioplasty, a procedure in which a tiny balloon is inflated inside the narrowed artery to expand its walls; or 3) ordinary heart attack treatment, which includes bed rest and drugs that help stabilize the heartbeat.

UW Hospitals was selected as the site of the trials due to its expertise in heart-related drug research, according to James Liedtke, chief of cardiology and professor of medicine at the Medical School. “We have had extensive experience in managing large amounts of complex data in national studies. We also have dedicated staff experienced in structuring and conducting large research studies to obtain the most meaningful results.” UWHC will treat a minimum of twenty patients with TPA during the early course of the trials.



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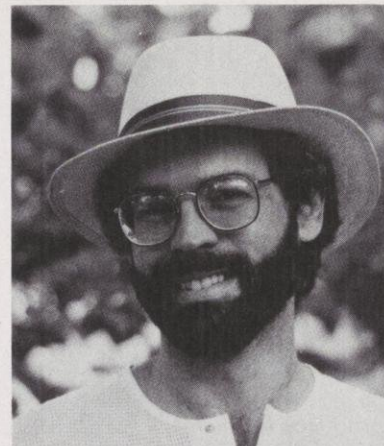
Member News



Aubey '49



Zechal '54



Robock '70

The Assn. of Governing Boards, a national organization that advises collegiate governing boards on issues in higher education, recently honored SAMUEL LENHER '24, of Hockessin, Del., for "outstanding service and dedication to higher education at the University of Delaware and beyond." A special certificate in trusteeship was presented to him at their recent semiannual meeting.

Exeter, the alumni magazine of Phillips Exeter (N.H.) Academy, has devoted both a spring and summer issue to track at Exeter. They featured the story of RALPH LOVSHIN '33, '48 and his contribution as coach from the time he joined the faculty in 1934 to his retirement in 1976. Dedication of the Ralph J. Lovshin Track will take place in October.

The 1986 Public Service Award of the Wisconsin Institute of CPAs was presented to JOHN W. ULRICH '37 recently. The award recognized his many years of civic and professional service in the Wausau area.

MILTON D. SPEIZMAN '39, '41, '55 retired this year from Bryn Mawr where he had been professor of social work and social research. He now resides in Ardmore, Pa.

The National Association of Electrical Distributors named LEONARD H. SIEGEL '46, Mequon, chairman-elect at its 78th annual meeting in Montreal. He is chairman and president of Standard Electric Supply Co.

The USAF Test Pilot School has honored RICHARD C. LATHROP '48, '50, '51 with the Distinguished Alumnus Award. He is a consulting engineer in Palmdale, Cal.

ROLLAND A. AUBEY '49 of Port Edwards was elected chairman of the American Society for Testing and Materials' sixty-six-member standards-writing committee on business copy products.

WALTER J. HANNA '49, '51 of San Francisco has recently taken on the presidency of the Barbary Coast Savings Bank.

JOHN E. LENEHAN '49, for the past ten years a resident of St. Croix, USVI, where he was attorney general prior to entering private practice, has been sworn in as U.S. Magistrate there. It's a four-year appointment.

Madison food scientist Prof. ELMER H. MARTH '50, '52, '54 received the 1986 Borden Award of the American Dairy Science Association.

ROBERT GEORGE LINDSAY '53, '54 has become professor emeritus of mass communication and international relations at the University of Minnesota. He lives in St. Paul.

UW's sports information director JIM MOTT '54, '56 received the "Arch Ward Award" in July during the Chevrolet Awards Brunch at the annual meeting of the College Sports Information Directors of America. Past president of CoSIDA and a member of its Hall of Fame, Mott has been a member of the sports information staff since 1954.

DORIS ZECHEL KLING '54 was appointed dean of the career education division of Illinois Central College in July by their board of trustees. She lives in Peoria.

Honored for "outstanding contributions to hydrologic research and inspiration to younger scientists and students," Tucson resident DAVID A. WOOLHISER '55, PhD '62 has been elected to a fellowship in the American Geophysical Union. He's a hydraulic engineer with the USDA.

HARLEY SYBERS '56, MD '63, PhD '69, professor of pathology and laboratory medicine at the University of Texas Medical School at Houston, is the recipient of its 1986 faculty teaching award.

Lake Forest resident J. STEVEN COLE '57 joined A. H. Robins Company as senior vice president and general manager of the International Division.

MARTIN E. BURKHARDT '60, '64 has been promoted to loss control manager for the Wausau region of the Wausau Insurance Companies.

Battelle's Columbus Division has appointed LESLIE ARTHUR '62 of Columbus, Ohio, director of human resources.

Sunstrand Corporation promoted CHARLES T. ANDERSON '67, of Roscoe, Ill., to director, field service engineering for the advanced technology group.

GEORGE ANTONELLI MA '68 is the new

associate vice president of student services and special programs for the University of North Carolina. He lives in Chapel Hill.

ANNETE VAN DAIGLE '69, Chicago, was recently honored for her "contributions and dedicated service" in promoting quality standards in medicine by the Administrators in Medicine Society. She is a business analyst for the AMA.

Meteorology Prof. ALAN ROBOCK '70, of the University of Maryland, College Park, has been awarded a Congressional Science Fellowship by the American Association for the Advancement of Science. He will work on such issues as the danger of nuclear holocaust.

GREG and SHARON (ARGILE '73) SCHULTZ '70 and their son have moved their residence and his celebrity and financial services company to Williamsburg, Va.

Oscar Mayer Foods named PAT RICHTER '64, '71 director of personnel. He will move from Wilton, Conn. back to Madison.

The *Miami Herald* recently featured RUFUS FERGUSON '73 who, after completing Ford Motor Co.'s eighteen-month minority dealer training program, is now a manager at Metro Ford in North Miami. He is part of Ford's push to increase minority-owned dealerships.

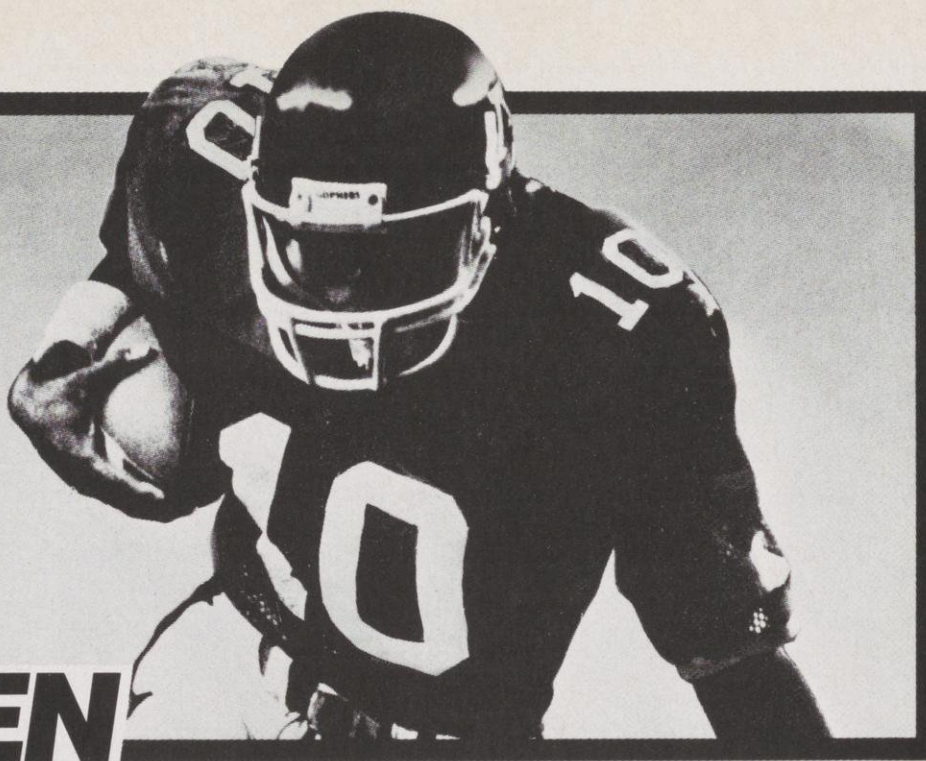
The Faculty Excellence Award at Western Illinois University will be presented to STEVEN DALE RITTENMEYER '74, of Macomb.

American Pharmaseal Company has named MATTHEW A. BAER '80 of Valencia, Cal. director of marketing for nursing services.

The Milwaukee office of Arthur Young, the international accounting, tax and management consulting firm, promoted JAMES D. BRANDENBURG '81 to manager in the tax department.

The public relations firm of Padilla and Speer, Inc., recognized COLEEN TURNOCK Southwell '82 with a Byliner Award for her work in developing a newsletter for the Minnesota office of software technology. Southwell lives in St. Paul.

THOMAS K. MALLMANN '83 of Rockford has been honored for outstanding technical achievement by Allegheny International, Inc.



BIG TEN GLORY DAYS

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FINE TUNING OUR ATHLETES

BY PATRICK DORN

It's the standard answer to the standard preseason question. (Q). How will the team do this year?

(A). That depends on whether we can avoid injuries, upon how healthy we can stay.

Of course. We should have known.

Many consider this common line to be the coach's cop out, but at least twenty-eight people around here know it isn't.

They make up the training staff. Six are full-time, two are grad assistants and twenty are student interns. Under coordinator Dennis Helwig '74, they tend to the daily good health of 900 athletes in twenty-five sports. On an average day, about 200 will pass among them, requiring anything from a tape job or treatment of Turf Toe to a planned therapy program for a debilitating injury.

Trainers attend or check in for all practice sessions. They work out of five sites, the main training room being in the stadium, with satellite facilities at the Field House, the Dane County Coliseum, the Natatorium and the Red Gym.

Team physician duties are divided among four who are affiliated with the Sports Medicine Clinic at UW Hospitals. Two others from its Teenage and Adult Clinic are on an essentially an on-call basis.

The demands on the physicians' time can get heavy, Helwig said. For example, William Clancy, who is director of the Sports Medicine Clinic, is head physician for the football team. He makes daily rounds of training rooms once the season starts and is there at least weekly in off-seasons. Not many patients out in the cruel world get that kind of attention unless

Patrick Dorn is a former newspaper reporter, now a senior in music education. He is on the staff of the UW News and Information Service.

they're flat in a hospital bed. Helwig sees it as the reason our rehabilitation programs are so finely tuned, our athletes' recovery periods often so short they rate wide-eyed press coverage. But not too short. Recovery programs here are planned as a series of levels to be attained before the young man or woman is allowed to get into full workouts and/or competition.

"Our goal is *not* to return someone as soon as possible. We won't let them get out there until they are what we call 'fully sport functional,'" says Helwig. Today's specialized diagnostic equipment helps by enabling the physician "to be very specific about where an athlete's strength is. There's no guessing game anymore." Some of the newer surgical techniques help, too, doing less damage to muscle tissue. One such is arthroscopic surgery, in which they might remove bits of chipped kneecap through a small tube in a tiny incision. It is often done on an outpatient basis under local anesthetic, and it's now the rule rather than the exception for repair of serious joint injuries.

Attention is paid to the whole body—particularly to the maintenance of cardiovascular fitness—during recovery. For example, for one getting over a leg injury, there's an exercise bike that can be pedaled with the arms. "The idea is to get them doing as much as they safely can," Helwig says.

And this year, along with the care and the counselling, there is mandatory drug testing. Trainers have been assigned the responsibility of securing test areas and ensuring that urine sample collections are valid. (While this is the first year the tests are mandatory here, the University has operated a non-punitive drug education program for its athletes since 1981. [WA/Jan. '84]).

Many young athletes come to our col-

leges with injuries from high school. A new report from the National Athletic Trainers' Association says that 800,000 of the nation's 5.6-million high school athletes miss one game or practice each year due to injuries, and another 100,000 are hurt badly enough to be sidelined for at least three weeks. Twenty-eight sustained catastrophic injuries—a few of them fatal—during the 1984–85 school year.

There simply aren't enough trainers at the high school level, Helwig points out. He cites the NATA count of one for every twenty-five athletic *programs* compared with the pro and college average of one trainer for every twenty-five participants. All of which means, he says, that on the college level the trainer is also a teacher of the proper methods that the young athletic didn't learn in high school.

And If We Do Stay Healthy?

Head Football Coach Jim Hilles is looking to field a very competitive team, with seven offensive and nine defensive starters back from last year's squad. "I think it's realistic to believe we can do better than last year," he says; that was 2-6 in the conference.

Doing better has much to do with attitude, as we all know, and Hilles wants to see some drastic improvement along those lines, he told the Madison Pen and Mike Club in mid-August. His late boss and mentor Dave McClain brought the Badgers through five winning seasons and three bowl trips in eight years, but there hasn't been a Big Ten championship since 1962. That's because too often "we let it slip through our fingers," Hilles believes. By way of example, "In 1984 we had the greatest personnel in the Big Ten but those

guys didn't believe in themselves. They had to lose three games before they began to believe they could win. We went through the rest of the season like a blitzkrieg. Towards the end of the schedule we kicked the stuffing out of everybody. This year the coaches are putting their energy into trying to prevent that."

Other Sports

Cross-Country: Peter Tegen, coach of the two-time defending NCAA women's team, said his squad should again be

among the nation's best. The team returns six of its top seven runners from last year. "We'll focus on defending the title," Tegen said. Four-time All-American Stephanie Herbst is expected to lead the way after finishing in seventh place at nationals as the team's top runner a year ago. (Stephanie, a junior from Chaska, Minnesota, was selected Wisconsin Athlete of the Year by the athletic department.)

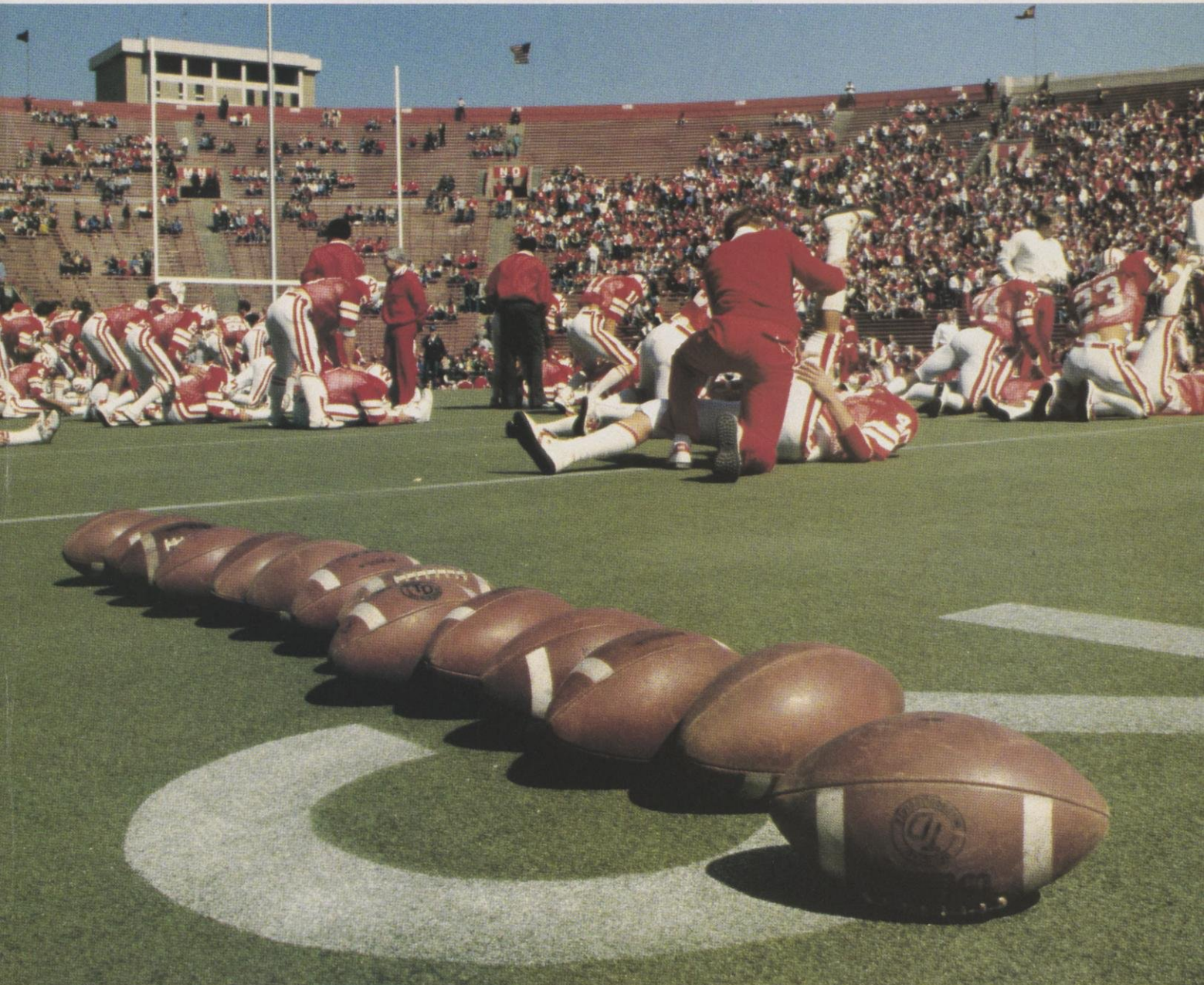
For the men, defense of their national crown could be more difficult. The team graduated four All-Americans including the nation's number-one collegiate distance runner, Tim Hacker.

Briefly: Big Ten officials have announced that the conference's annual coaching award for football will be named for the late Dave McClain.

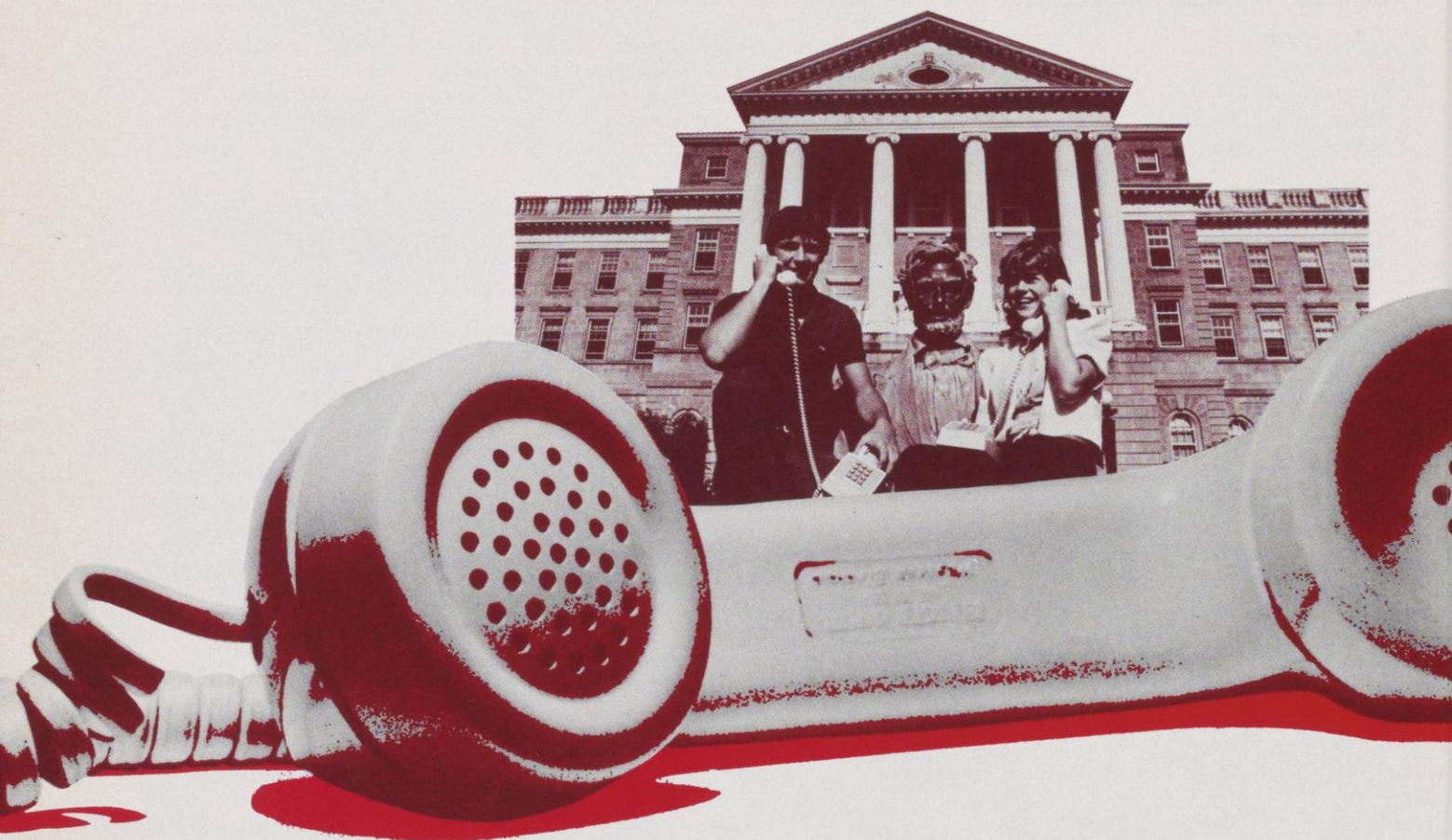
- Mary Ellen Murphy, a former assistant woman's basketball coach at Notre Dame, will head the sport here. She replaces Edwina Qualls, whose contract was not renewed.

- Assistant wrestling coach Dave Schultz won a gold medal at the Goodwill Games in Moscow at 163 pounds. He decided on Adlan Varalev of the Soviet Union. □

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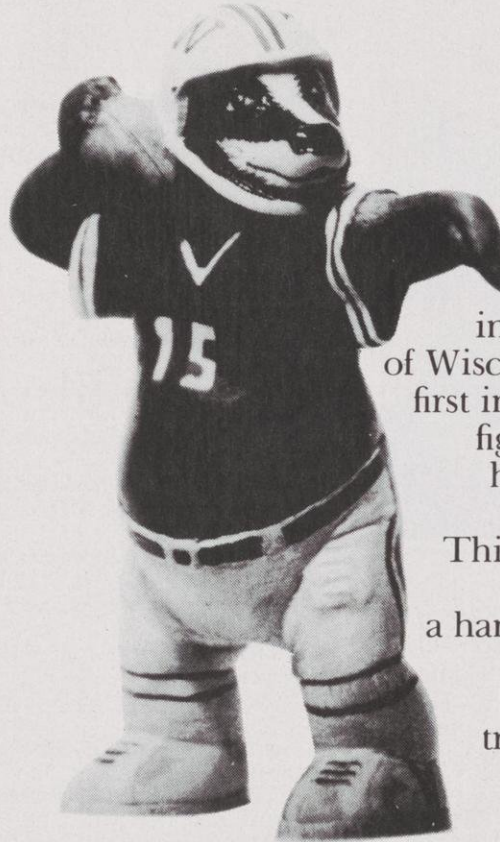
Deaths

The name in capital letters is that on the student record. Women's married names appear in parentheses.

The Early Years

McKEE, MARY ROSE '10, Madison, in June.
 BRERETON, RUTH VIRGINIA (Bayles) '12, Lodi, in June.
 YORGEY, JOHN DAVID '13, Ft. Myers, Fla., in 1985.
 PENFOUND, MONA '14, '28, Superior, in June.
 BUELOW, EARL FRANCIS '15, '21, '22, Racine, in June.
 McCANN, RAY THOMAS '17, '22, Milwaukee, in May.
 LITTIG, ESTHER EUGENIA (Butchart) '18, '19, Hibbing, in 1985.
 SPRING, MARION SHERWOOD (Fifield) '19, Montgomery, Ala., last November.
 TIMLIN, VIOLET LORAIN (Schneiders) '19, Mequon, in June.
 WILLIAMS, CLARA BASSETT (Mather) '19, Richmond, Ill., in July.
 COON, GEORGE WAYLAND '20, MD, Corona Del Mar, Calif., in May.
 DANA, MARGUERITE CONRAD (Pinther) '20, Winter Haven, Fla., in June.
 ZAHORIK, PETER ANTON '20, Madison, in June.
 BURNHAM, LOIS FRANCES (MacIver) '21, Milwaukee, in May.
 CRAGWALL, SARAH ELIZABETH '21, Jackson, Miss., in January.
 GIBSON, PERCY DEWITT '21, Washington, D.C., in March.
 MCBRIDE, DOROTHA JEAN '21, West Branch, Mich., in 1985.
 ROBERTS, ROB ROY x'21, MD, Onalaska, in May.
 OHLSON, GUY EDWARD '22, MD, Camp Hill, Pa., in January.
 SILJAN, PEARL MARIE '22, Milwaukee, in July.
 McCLYMONT, JESSIE CLAY (Pollock) '23, '55, Mobile, Ala., in May.
 DICKINSON, PAULINE DOROTHY (Grant) '24, Edgerton, in May.
 KOHL, JOHN B. '24, Green Bay, in May.
 SCHMITZ, CATHERINE HENRIETTA (Polivka) '24, Massillon, Ohio, in March.
 FARRINGTON, ISABEL (Richards) '25, Tucson, in March.
 SLY, KEITH CHESTER '25, Dallas, in June.
 DOBSON, DELOS IRVING MS'26, Waukesha, last December.
 HARDY, CORA W. '26, Madison, in June.
 KEYS, DONNABEL M. (Vossler) '26, Battle Creek, last October.
 TOMLINSON, GEORGE H. x'26, Appleton, in May.
 ECKHARDT, LEVI HALL '27, Baraboo, in May.
 HOWDLE, JOHN CLAYTON '27, '37, Madison, in July.
 SOUTHCOTT, ELEANOR MARGARET (Erickson) '27, Whitewater, in June.
 DRIESSEN, SHERBURN MOORE '28, Milwaukee, in June.

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October 24-25

Homecoming '86



Badgers vs Illinois

Friday: Float judging. Parade. Pep Rally. Cookout on Union Terrace. *Saturday:* Football. Homecoming Ball in Great Hall. Reunion concert of the Doc DeHaven family and combo in Memorial Union cafeteria.

Reunion for Class of '61 includes dinner Friday night; lunch Saturday; game seating block. *(Detailed information has been sent to all class members for whom the University has an address.)*

Meeting of WAA directors.

Constituent alumni group events:

Ag & Life Sciences: WALSA seating block at game. Info: Rick DaLuge, 116 Ag Hall, 1450 Linden Drive, 262-3127.

Cheerleaders: Game seating block, halftime participation. Info: Kathy Peterson Holt, 1524 Fargo Ct., Middleton 53562, phone (608) 831-4319.

School of Business: Friday night dinner, Saturday morning Bash, seating block. Reservations required. Info: Pam Benjamin, School of Business, 1155 Observatory Drive, 262-7426.

School of Medicine: Annual fall meeting, luncheon, seating block at game. Info: Med Alumni Assoc., 1300 University Ave., 263-4914.

(Campus zip code is 53706; Madison A.C. is 608)

Stop by at WAA's Hometown Huddle on Saturday morning at Union South. Free cheese, coffee, juice; cash bar.

Deaths

continued

DOYLE, JEAN REGINA (Beeman) '29, River Forest, Ill., in June.

30s

KRONCKE, HARRIET HERMINE (Cappelen) '30, '33, San Diego, in May.

LAUBENSTEIN, HAROLD JOHN '30, Neenah, in May.

McCLEOD, ELIZABETH ANABEL (Norris) '30, Janesville, in 1985.

NOTH, RUBY ETHEL (Strandt) '30, Hales Corners, in March.

ROSHOLT, VERNON LAMAR '30, Minocqua, in May.

STAUFFACHER, C. GORDON '30, MD, Seditia, Mo., in May.

CAMPBELL, ROBERT WM. '31, Salem, Ohio, last November.

GRAETZ, JOHN BERTSCHY '31, Oconomowoc, in April.

LOVE, JOHN CHARLES '31, Waukesha, in May.

MICHALEK, BARBARA JANE '31, Crete, Ill., in June.

STECKLER, NORBERT '31, Lexington, Ky., in March.

ULLSTRUPP, ARNOLD JOHN '31, '32, '34, West Lafayette, in 1985.

KOMMERS, ROBERT EDWARD '32, '35, Bloomington, Ill., in July.

STOCK, WALTER LINCOLN '32, Cudahy, in April.

DIX, CHRISTOPHER ROBERT '33, MD '35, Elm Grove, in July.

GUENTZEL, E. RALPH '33, Milwaukee, in June.

ZWOLANEK, DOROTHY ELIZABETH (DeForce) '33, Santa Clara, in May.

BOLLINGER, RUSSELL VERNON '34, '39, N. Manchester, Ind., in December.

McBEATH, IVOR CHARLES '34, Madison, in July.

McEACHRON, ELEANOR A. x'34, De Pere, in June.

NICKLES, MERLE EMELIA (Pierson) '34, Beloit, in June.

VOLK, GARTH WILLIAM '34, '35, '36, Corvallis, Ore., in June.

BARTZ, ALMOR ALVIN '35, Hobart, Ind., in May.

CONWAY, KENNETH H. '35, '41, Baraboo, in May.

GRECO, JENNIE EUGENIA '35, '46, Kenosha, in May.

DEIHL, RALPH HUNTER '36, Racine, in June.

JANICKI, CLEMENCE MARTIN '37, Elm Grove, last October.

JOHNSON, GEORGE CURTIS '38, Oconomowoc, in June.

VOLK, NATHAN NORTON '38, '40, Sherman Oaks, Calif., last October.

WATKINS, WAYNE MORTIMER '38, Dodgeville, in June.

CULHAM, MURIEL KATHLEEN (Boyd) '39, Charleston, Ill., in July.

BRODHAGEN, EUGENE NORMAN '39, '46, Stevens Point, in June.

HUGHES, LLOYD J. '39, Vero Beach, Fla., in June.

MATHES, STUART WARNER '39, Harwinton, Conn., last November.

40s

PURDY, ROBERT BRADLEY '40, '41, Flint, Mich., in 1985.

STANGEL, CLARENCE ADOLPH '40, Manitowoc, in May.

BLAKE, WILLIAM HOWARD '42, Indianapolis, in 1985.

HALMSTAD, ROBERT NORMAN '42, Chipewaga Falls, in June.

WIEGAN, FLOYD EVERETT MPh '42, Madison, in June.

FLOETER, C. IRENE (Quinn) MS '44, Westfield, in May.

HARTUNG, KENNETH BERNARD '44, DeForest, in June.

MUSSER, CAROLYN RUTH MA '46, Independence, Kan., in January.

REUTNER, TOM FRANKLIN MS '46, DVM, Ann Arbor, in 1985.

RUKA, MARY LOUISE (Calkins) '46, '48, '49, Cincinnati, in June.

STRUCK, STUART HANSON '47, '48, Sun City, in June.

VISGAR, GLENN ERNEST '47, Beloit, in May.

McHUGH, THOMAS CANNELL '48, '50, '55, Los Angeles, director of Disney's Academy Award winner, *The Vanishing Prairie*; in June.

WISE, ALICE ANNE (Aten) '48, Madison, in May.

BASCOM, DEANE RIETBROCK '49, Wauwatosa, in June.

MELO, ANTHONY JOHN '49, Milwaukee, in May.

SHOEMAKER, EVERETT THOMAS '49, Black River Falls, in 1985.

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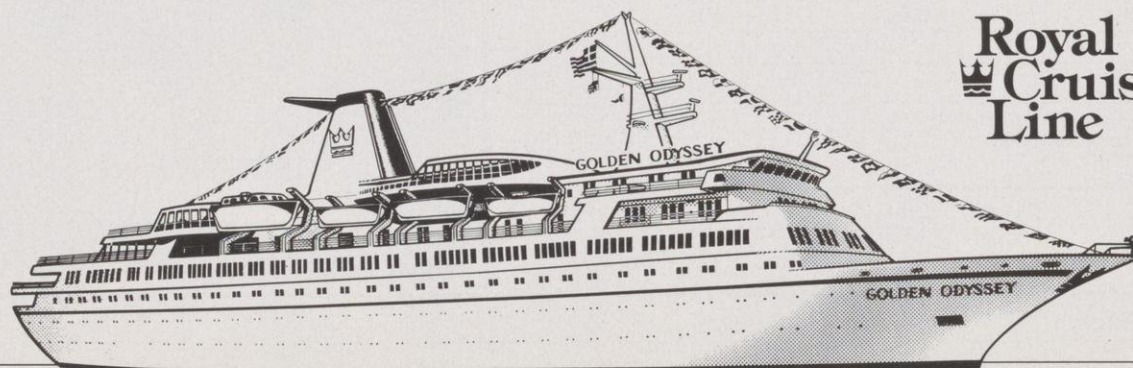
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Deaths

continued

50s

JOHNSON, URBAN R. '50, Oregon, Wis., in June.
 MARES, NEIL PATRICK '50, Appleton, in June.
 NELSON, NORBERT JAMES MS'50, PhD'56, West Lafayette, in March.
 WILLIAMS, JULIAN EARL MS'50, Charlotte, N.C., last October.
 DIBLE, SARA (Mrs. Wm.) '51, Sioux City, last November.
 GUSTAFSON, RICHARD SAMUEL '51, Bettendorf, Iowa, in May.
 HANDSCHKE, HARLAND HARVEY '51, Wauwatosa, in 1985.
 RUTH, DUANE KENNETH '51, '52, Wausau, in June.
 SCHMELING, ROBERT GORDON '52, Green Bay, last October.
 SREENAN, JOHN PETER '52, Rockford, last November.
 HUSER, ROY CASPER '53, Rhinelander, in May.
 MEREDITH, MARJORIE JANE (Dennis) '53, Flint, Mich., in 1985.
 POST, GERALD GEORGE '53, '57, '59, Kenosha, in June.
 HAWES, JOSEPH BYRON '55, Madison, in June.
 BRANDEL, ROBERT FARNSWORTH '56, '60, Manhattan, Kan., in March.
 SCHUCHARDT, FLORENCE ANN (Huffer) '56, Madison, in June.

FLOOD, FABIAN FRANCIS MS'59, Rockton, Ill., in January.
 MACCREADY, JEAN ETHEL '59, '64, Waukegan, in May.

60s

HOMZIE, MARVIN JEROME '61, Charlottesville, Va., in May.
 LOTT, JAMES ROBERT '61, Missoula, in June.
 NEUENSCHWANDER (Mrs.) DOROTHY MS'61, Darlington, in January.
 ROOD, LEMAN JERROLD MA'61, Milwaukie, Ore., in April.
 CHAFFIN, ROGER JAMES '63, '64, '67, Albuquerque, in May.
 WADE, DONALD JEROME '63, Wautoma, in May.
 LANSDOWNE, JAMES EDWARD MA'64, Wichita, in June.
 ATWELL, GWEN MARIE (Gionis) '65, Kingston, R.I., in May.
 COX, LINDA J. (Grow) '66, Athens, Ohio, in 1985.
 DROPPERS, GARRETT PhD'66, Alfred, N.Y., in March.
 KOVAN, GEORGIA (Gammons) MA'66, Highland, Ind., in May.
 KLEIN, LESLIE C. (Skinner) '67, Crested Butte, Colo., in May.
 PRIDE, RUTH ANN (Downs) '67, Kenosha, in May.
 FRANKS, KENNETH CLARK MA'68, Mason City, last October.
 GELKE, DONALD EDDIE MA'68, Indianapolis, in May.

BELL, VIRGINIA (Newman) MS'72, Madison/Nekoosa, in March.

70s-80s

DAUGHERTY, KRISTIN ANN (Wright) '72, Madison, in May.
 GETCHELL, PHILIP STEVEN '73, Rockford, in July.
 FERGUSON, SONDRAY JAYNE (Hiller) MS'75, Plymouth, Wis., in June.
 BLEIER, KATHY (Eisenberg) '77, Philadelphia, in 1985.
 WARNER, FREDERIC KENT MS'80, Lafayette, La., in a helicopter crash in March, 1985.
 GOSETTI, GREGORY JOHN MA'81, Seattle, in April.

Faculty

Chemical engineering Prof. RICHARD R. HUGHES, 65, in June, while teaching a short course in Bombay, India. He came to the University in 1968, and held such positions as assistant vice chancellor and coordinator of campus computing activities, in addition to teaching.

NORM SONJU, 84, crew coach here from 1947 through 1968, winning national championships in '51, '59 and '66; in Poulsbo, Washington, in August. Memorials to UW Crew, c/o UW Foundation, 702 Langdon St., 53706.

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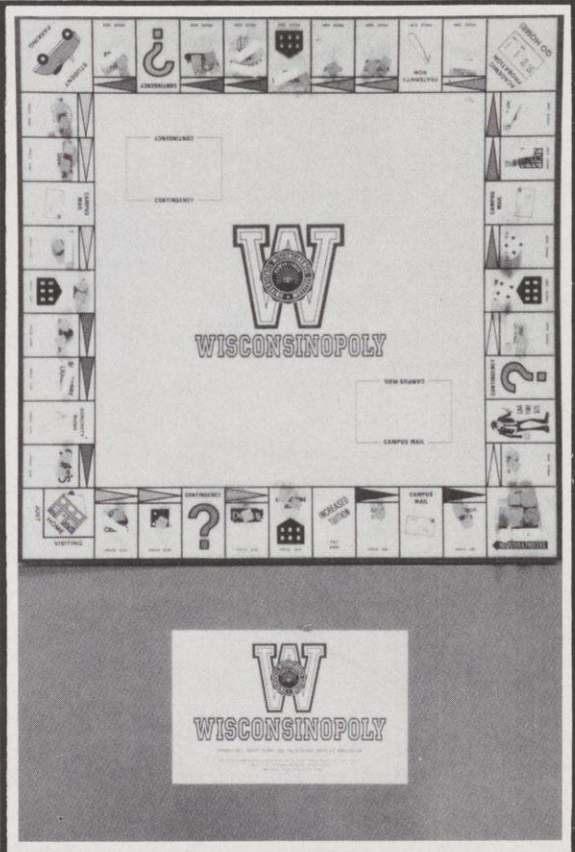
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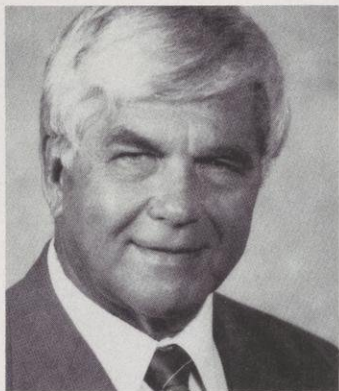
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On Wisconsin



BY ARLIE M. MUCKS, JR. '43
Executive Director

Excellence. The ties we have to our alma mater give us a common relationship to its pursuit. The University of Wisconsin is a clearing where excellence shows up. What being excellent looks like includes: desire, dedication, discipline and perseverance. In order to bring forth a commitment to excellence we make promises and requests which engage opportunity, common intention, leadership and teamwork.

The authenticity of our University's commitment to excellence shows up in results. Some recent ones we're pleased to share with you in this month's *Alumnus* are also discoveries: from the finding of an unknown city in the jungles of Central America, to better treatment for disabled people at our research center for human development, to a re-discovery of our own history as an Association which now celebrates its 125th year.

Students have just arrived on campus. You may recall your own first weeks here, with goals for excellence in academics, perhaps in athletics and certainly in the process of maturing. In striving toward those ends you made many discoveries. And while maybe the results weren't all excellent, it was that goal that got you going on to the discoveries that contributed to you then, and still contribute to you and to others now.

Looking back over our 125 years as an Association there have been many discoveries along that path of excellence. And it has been *your* commitment, one that brought you to the University to begin with, which keeps you participating with us, and holds our Association to that path.

We didn't find a Maya ruin (or even a local Indian mound) when we broke ground for our Alumni House in 1965, but what we did create was a building to stand as visible testimony to the greatness of our members and their commitment to the excellence of their University and its important on-going discoveries.

The first cool fall days are upon us; the trees along lovely Lake Mendota turn from green to amber; but as we celebrate the changing season and our 125th year, we'll think warm thoughts of our alumni who love this place so well.

As we start another academic year we are grateful for the tremendous support from you and the hundreds of volunteers who have served us. A special thanks to our officers for their dedication and wise leadership.

Because you are a part of this Association know that you make possible a strengthened relationship between the University and its alumni, students and others who are essential resources to our University and its on-going discoveries in pursuit of excellence. □

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