



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Vol. 71, Number 10 Aug. 1970

[s.l.]: [s.n.], Aug. 1970

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

ON WISCONSIN

In this issue we have a strange and sad combination of two articles. The first is one borrowed from the *Milwaukee Journal's* Bill Stokes (page 10) in which he articulately describes the loveliness of the campus in summer and in peace, remarking that it is hard to believe that it has seen turmoil. The second (page 14) is a summary of the tragic bombing here in the early hours of August 24th, which took the life of a dedicated young husband and father (Robert Earl Fassnacht '60), did millions of dollars worth of damage, and shocked and frightened the campus and the community.

When this shattering event took place, our first impulse was to remove the Stokes article, because now its use seemed a mockery of our campus memories. But then we thought better of it.

For as horrible as the bombing is, and despite the dire predictions of a bad year ahead, we felt that there is still much truth in a description of what is good about our University. In the first terrors of the bombing and in subsequent nationwide news coverage, it is natural to see only the tragedy and to overlook the sound, underlying structure of our school.

I don't mean simply that "the campus is still pretty, and isn't that nice." I mean that the people who make up this University remain, by and large, *good* people. Students, faculty, staff, and the people of Madison on whom we depend for so much, remain honest and dedicated to the laws of this nation and state.

In short, the University of Wisconsin remains, as we have said before, a microcosm of contemporary society. Like Chicago or Los Angeles or your town, it faces serious problems. And like you and your fellow citizens, most of the

University population is anxious to find effective but peaceful solutions to those problems. But also, as everywhere else, our 40,000-population campus has its share who apparently turn to the law of the jungle to gain their ends.

And what do we do about them? In that area we share the same attitudes that your fellow citizens do. There are some of us who advocate that anyone who disagrees with our viewpoint be silenced. There are others of us, who, like the people in your town faced with civic disruption, simply shrug their shoulders and assume that someone else will do whatever has to be done.

Neither of these attitudes has ever done much for nation, community, or campus.

Fortunately, again as in your community, there is a majority here who, while incensed and frightened at what might befall us, and anxious to find and remove those bent on violence, will demand that the methods to this end be legal and logical. They are the ones who echo the sentiments of the brave father of the young man who was murdered by the unknown bomber. "I'd like to wipe up the street with (the perpetrator). But I'm trying to be a Christian, and if I'm a Christian, I shouldn't want to do that."

None of us at this University is a victim to the degree that the dead man's loved ones are, yet certainly we have all been victimized to a great extent. So have you. So has American society. In our grief and anger we can take a fine lesson from the words of Mr. Fassnacht's father: we will not let our hurt rule our hearts. The criminals must and will be brought to justice in the proper way. That is how this University stands strong; it is how our nation stands strong. It is how you and you and I and all of us must stand together.



Arlie M. Mucks, Jr. /

Executive Director

Letters

Half a Loaf—

The July issue arrived yesterday. Now I feel like I was at Alumni Weekend, May 15-17. Splendid issue! *Late*, but splendid . . .

Vern Carrier '21
Summit, N.J.

—and None

. . . Football is probably the most important catalyst in holding Wisconsin alumni together.

. . . I have been searching in recent issues of *Wisconsin Alumnus* for some word about the spring football game, some word about the new sophomores and something about the high school boys who have declared for Wisconsin. Not a single word have I seen . . .

Whoever is responsible for the content of the magazine is, to my mind, not in tune with alumni interests. Let's have some worthwhile information about football.

Miller Munson '14
Oceanside, Calif.

● *We are running a football preview on p. 21, abridged from the very fine football factbook published annually, for all Badger football fans.*

Flag Etiquette

Do my eyes deceive me? On page 9 of the July issue is a picture of the flag-raising ceremony at the dedication of the Class of 1917 plaza. The uniformed member is giving the military salute, but alumni not in uniform witnessing the ceremony are not showing proper respect for the flag. No one is standing at civilian salute.

The Flag Code . . . states that at the ceremony of hoisting or lowering the flag, all persons present should face the flag, stand at attention and salute . . .

If Wisconsin alumni fail to show proper respect for the flag, small wonder many of the youth of today show lack of respect.

Bertha Kneer Elwood '22
Pasadena, Calif.

WHAT?!

YOU'RE STILL

NOT A

LIFE MEMBER?

wisconsin alumnus

Volume 71 Aug.-Sept., 1970 Number 10

- 4 Pointers on Admissions
- 6 The Center System
- 10 There Are Peaceful Days
- 14 University News
- 22 How to Help Him Succeed

WISCONSIN ALUMNI ASSOCIATION

OFFICERS 1970-71

CHAIRMAN OF THE BOARD: Truman Torgerson '39, Lake to Lake Dairy, 2000 S. 10th Street, Manitowoc, Wisconsin 54220

PRESIDENT: Robert Draper '37, Sunbeam Corporation, 5400 W. Roosevelt Road, Chicago, Illinois 60650

FIRST VICE PRESIDENT: Robert Wilson '51, Westgate Bank, 670 S. Whitney Way, Madison, Wisconsin 53711

SECOND VICE PRESIDENT: Fred R. Rehm '43, Milwaukee County Air Pollution Control Department, 9722 Watertown Plank Road, Milwaukee, Wisconsin 53266

SECRETARY: Mrs. Conrad Elvehjem '28, 656 Hilltop Drive, Madison, Wisconsin 53711

TREASURER: Harold Scales '49, Anchor Savings and Loan, 25 W. Main Street, Madison, Wisconsin 53703

Staff

Arlie M. Mucks, Jr. '43
Wayne L. Kuckkahn '61
Thomas H. Murphy '49

Gary D. Meyer '63
Mrs. Gayle Langer '59

Mrs. Elma Haas
Mrs. Jennette Poulik

Mrs. Janice Tresp
Owen L. Bartram

Executive Director
Club Promotion Director
Editor

Alumni Records Coordinator
Asst. to the Director

Alumnae and Reunion Coordinator
Membership Coordinator

Club Coordinator
Services Coordinator

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

Questions and
answers on
ADMISSIONS
and changing
admissions
policies

an interview with

Mr. Lee Wilcox

Director of Admissions

1. Where can the application for admission be obtained?

Application materials are available in all Wisconsin high schools or, of course, the student can write to the Office of Admissions, 140 Peterson Office Building, 750 University avenue, Madison, Wisconsin 53706. A brochure describing the Madison campus and complete housing information is included with the application form.

2. When should a student apply for admission?

Applications for the spring, summer and fall terms of 1971 will be accepted after October 1, 1970. Out-of-state freshmen must apply before March 1, 1971 for the fall 1971 semester; Wisconsin residents should apply before August 1.

3. Are entrance examinations required?

Yes. All new freshman applicants must submit official results from either the Scholastic Apti-

tude Test of the College Entrance Examination Board or the American College Test. Information on when the tests are given and how to register to take them can be obtained from a student's high school counselor. Students intending to apply for admission to the Madison campus should be sure to indicate it as one of the schools to receive test results when taking the examinations.

4. When should the tests be taken?

Either junior or senior year test results are acceptable for admission purposes. Most students take the tests early in the senior year. The later a test is taken, the later the scores arrive here, and the later the decision will be.

5. Should students take both tests or take a single test more than once?

For the majority of applicants, the results from a single test are sufficient. However, students may take either or both tests more than once if they desire to do so.

6. Are admission interviews required?

No, but we do invite students and parents to visit the campus and talk with us if they wish. Our interviews with students are strictly informational and have no bearing upon the admissions decision. Individuals wanting to visit the campus should contact us at least a week in advance so arrangements can be made for someone to meet with them.

7. When are students notified of admission?

Most students are notified on a rolling basis, that is, they are notified as soon as the decision is reached. However, the limitation on out-of-state enrollment forces us to hold some non-resident applications until April before notification.

8. How are applicants evaluated?

We spend months training our staff to evaluate applicants, thus it is almost impossible to give, in a short space, the policies and procedures we use. Of course, no action can be taken until an application becomes complete. For freshmen, this means submitting an application form, test scores, high school record, counselor or principal recommendation, application fee (for non-residents only) and possibly other items. Once complete, each applicant's file is individually reviewed by the admissions staff in view of the approved admission policies. If eligible for admission, a permit to register is mailed to the student. If there is a question of eligibility, the credentials are reviewed further before a decision is reached.

9. Is it possible to enter the University in the summer?

Certainly. All students have the choice of entering in June, September or February.

10. *Do children of alumni receive any preference in admission?*

Since the admission of state residents is not competitive—we can admit all qualified applicants—there is no need for any special consideration of alumni children. With the competitive nature of out-of-state admission, however, the alumni factor is taken into consideration. It should be emphasized that the alumni factor does not make an ineligible student admissible nor does it favor the lesser qualified alumni child over a more qualified non-alumni child. It does, though, give a preferred status to alumni children as compared with non-alumni students of the same academic qualifications.

11. *The Board of Regents has established a quota on out-of-state enrollments. Will you explain how that works?*

Actually, the regents didn't begin the plan. The state's Coordinating Council on Higher Education (CCHE) set it up in 1966, when they limited admission of new out-of-state students to 25% of the total enrollment. However, the regents have since lowered that on a graduated scale. We were to have the 25% in 1969; 20% for this fall semester; 15% in 1971 and thereafter. Since this is on new students, currently enrolled out-of-state students would not, of course, be asked to leave. But the overall effect will be that by 1975 and thereafter, out-of-state students in the undergraduate body will be limited to 15% of total enrollment.

12. *Is this now a standing rule?*

Yes. However, the regents have agreed to review the quota by next January before the reduction to 15% is finalized. I would think that this means they will be listening to all who care to make their wishes known, either for or against the plan.

13. *The most frequent comments on the quota, pro and con, have been that it will cut down on student unrest but that it is anti-Semitic. Would you care to comment?*

Yes, if the readers will understand that this is my own personal opinion. First, if the rule actually cuts down on the enrollment of Jewish students, it would be purely by geographical coincidence. There are no restrictions on students from any particular state, so that those states with a large population of Jewish students are not singled out. The quota is to be filled on a first-come-first-served basis of individuals.

As to the other comment, the state universities at Oshkosh and Whitewater were two campuses which saw violent student disruption this

year. Yet they have a very low proportion of out-of-state students.

14. *What are the admission policies governing transfer students?*

Wisconsin residents transferring to the Madison campus from colleges and universities outside of the University of Wisconsin system must present a "C" average on all college work attempted, including at least a "C" average the term or semester immediately preceding transfer. Out-of-state students must have at least a half "B", half "C" (2.5) average to qualify. Some programs or majors have admission requirements in excess of the minimum. For example, the school of music requires an audition; the school of business requires a 2.3 average, and so forth.

15. *Does the University provide housing for all new students entering the Madison campus?*

New students are encouraged to stay in University residence halls but are not required to do so. All single freshmen and sophomores under 20 years of age must live in "supervised" housing (residence halls) unless parental consent is given to live elsewhere. Detailed information regarding housing policies is sent when the student requests an application for admission.

16. *Is it necessary to be admitted before applying for housing?*

No. In fact, students are urged to apply for housing at the same time they apply for admission. Since dorm assignments are generally made according to the date of the housing application, it is to a student's advantage to apply fairly early.

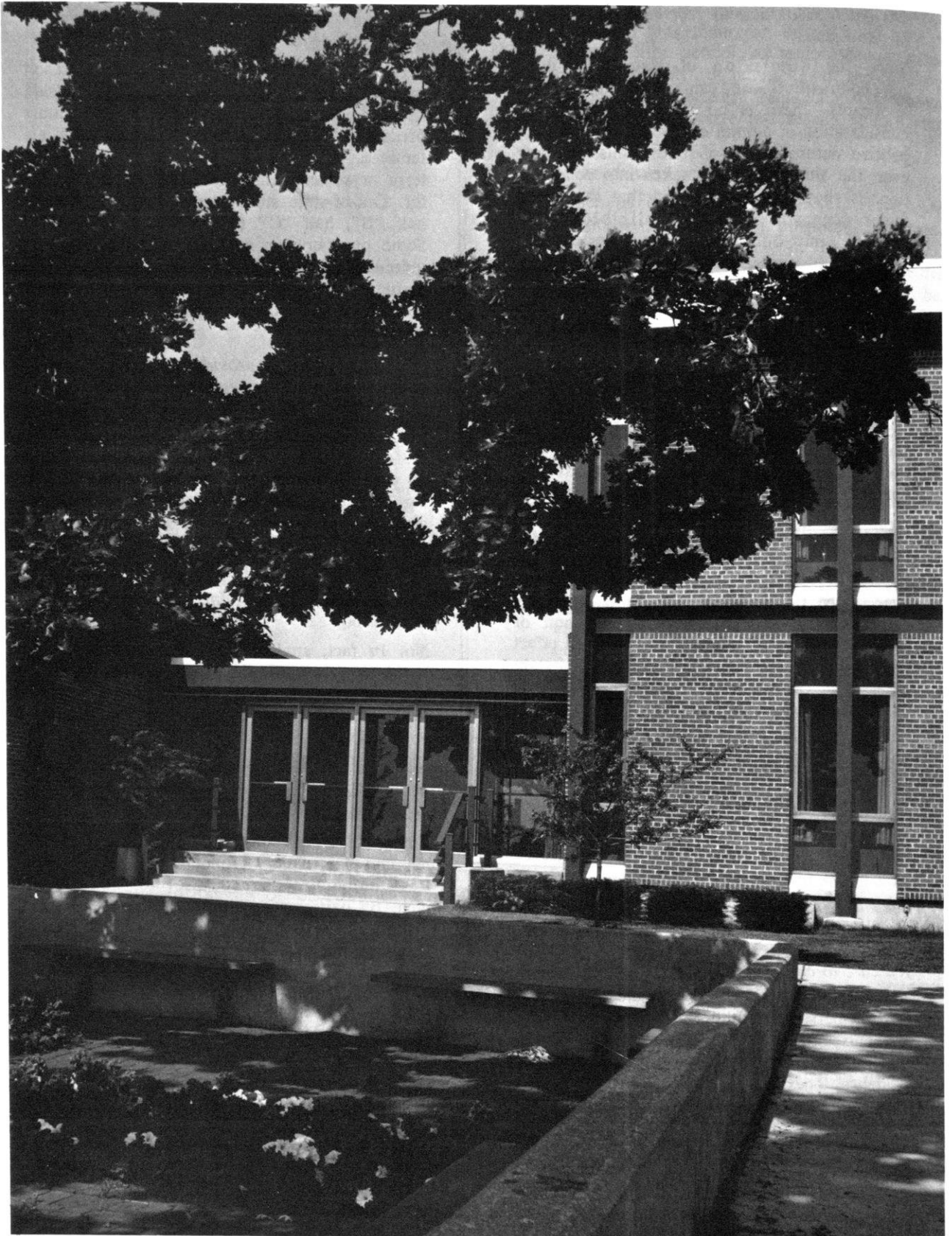
17. *Do you have a summer registration program for new freshmen?*

For quite a few years the Madison campus has had the Summer Orientation, Advising and Registration Program (SOAR) for new freshmen. By participating in this program, the student can completely register for fall classes and eliminate the confusion of mass registration in September. The program is staffed with some of the best faculty advisers on the campus and has been very helpful for new freshmen. Each year approximately 85% of new freshmen take advantage of the program.

18. *Is it true that the University fails a large number of students in the freshman year?*

Not at all. Some students do, of course, encounter academic difficulty but typically over 95% are academically eligible to return for the sophomore year. We admit students expecting they will succeed; not expecting they will fail. ●

The Rock County campus near Janesville.



THE CENTER SYSTEM

by Lorena Akioka

The University of Wisconsin is indeed a multiversity, although most people tend to think of it solely in terms of the sprawling Madison campus. Here is a look at a lesser known, vital part of the University—the two-year campuses that compose the Center System.

* * *

Many Wisconsin area students are fortunate enough to find a University practically in their backyards, although they may live miles from Madison. However, people in Baraboo, West Bend, Janesville and four other smaller cities are proud of the UW center in their area. To them, it represents a part of the main campus in Madison. But not a mini-Madison or Milwaukee, because each of the seven UW center campuses has its own personality, reflecting the area in which it's located.

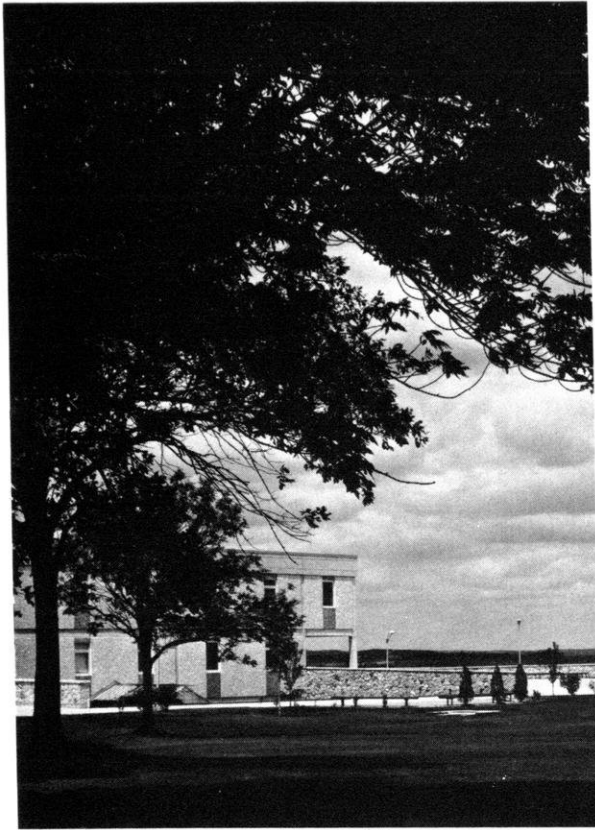
The center system consists of seven freshman-sophomore campuses located throughout the state. Operating on the principle of "something for everyone," the entire system has been successful—total enrollment topped 3,800 students for the recent academic year. All of the campuses—at Baraboo, West Bend, Janesville, Wausau, Marshfield, Waukesha and Sheboygan—offer two full years of instruction in virtually every major except engineering. Credits are transferable anywhere, including to Madison and Milwaukee. Former centers at Marinette, Manitowoc, Green Bay and Fox Valley have shifted to the new UW-Green Bay complex while the Racine and Kenosha sites are part of the UW-Parkside campus.

According to center system Chancellor Lorentz Adolphson, the campuses became a separate system in 1965, following the reorganization of University Extension. At one time all centers were located in vocational schools or rented facilities in the communities they served. Now all have their own physical plant—a three building complex consisting of an instructional building, a library or learning resources center and a student union which includes a theatre. Baraboo, one of the two newest, is the "most experimental in the system," Adolphson noted. This center houses one of the state's most sophisticated electronic teaching systems.

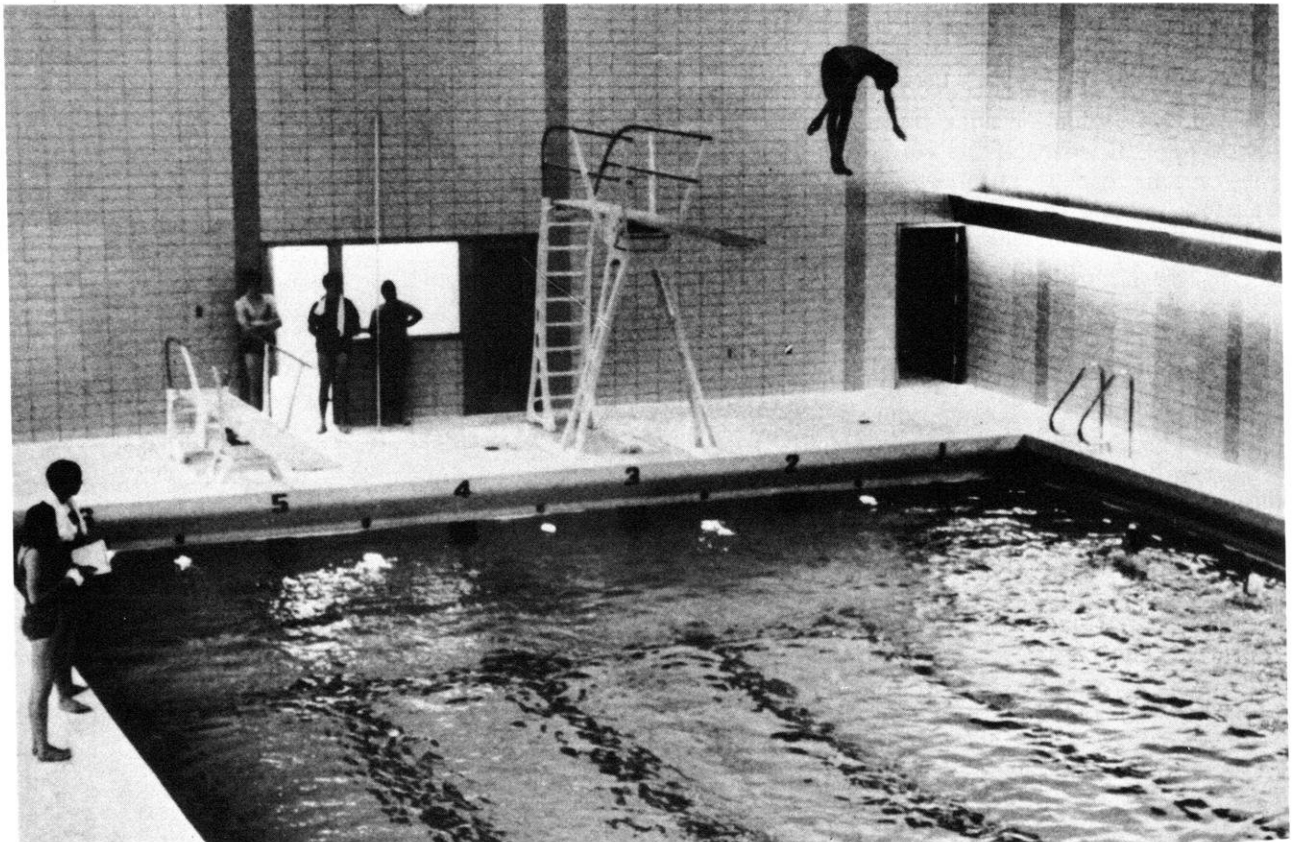
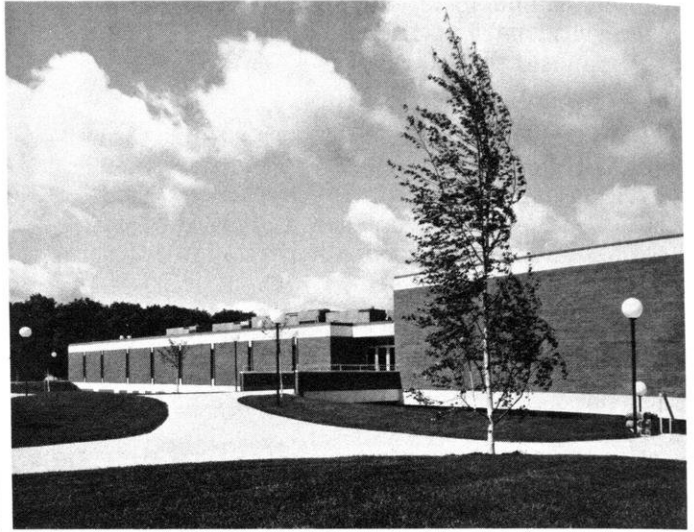
The all-important ingredient at any campus, of course, is the student. Here the centers

Library moving day at Sheboygan center.





Left: Waukesha County campus has 1343 enrollment.
Below: Washington County campus in West Bend, near Kettle Moraine State Forest.



Olympic-size pool at Marathon, oldest campus in the system.



The Baraboo-Sauk County campus on 64 acres high in the bluffs.

excel over the larger campuses, since the student-faculty ratio is small enough (16:1) to allow for more personal contact. The small classes permit individual attention and a student finds that he is known by name rather than by number. Instruction is very high quality, too, agreed Adolphson, thanks to increased individual student-instructor contact. There are no teaching assistants at the centers, although many faculty members either teach part-time or are shared by more than one campus. Another plus in this area are the four UW professors—two each semester for the academic year—who are scholars-in-residence at the centers, providing added intellectual stimulus.

The relatively small campuses, however, have their drawbacks. Some students feel the centers are isolated from the University as a whole, others think the centers are extensions of high school, and many think the campuses should be “second Madisons.” In spite of small classes, new gadgetry and a homogeneous atmosphere, the development of student interest is seen as one of the system’s basic problems.

One of the reasons is that the centers tend to draw from a relatively small geographic area, so the students are quite alike in their attitudes and interests. “Like most ‘commuter colleges’, these interests are relatively limited,”

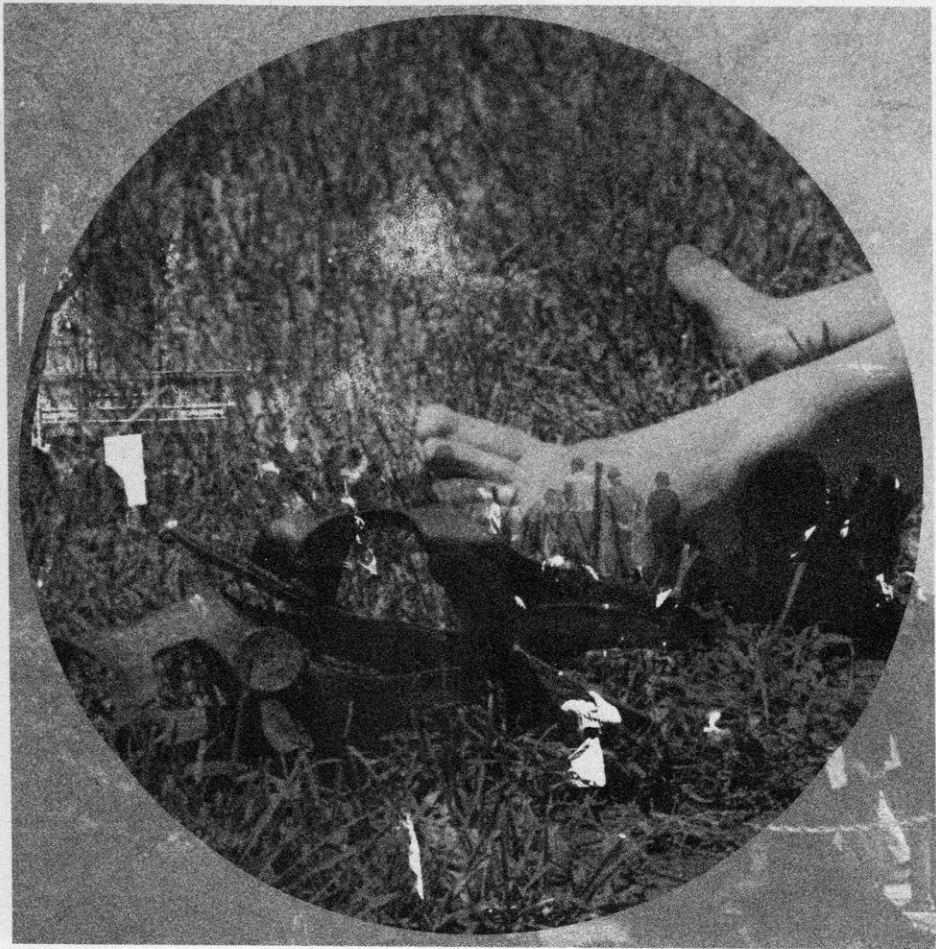
the chancellor explained, “both by the student’s background and by the fact that a large percentage of them hold part-time jobs. They simply don’t have much time for extra-curricular participation,” he said.

To help combat this, centers schedule activities during the noon hour to assure that all students will have the opportunity to participate. Community support is also encouraged through system-wide cooperative programming which brings nationally known artists to the center stages. Student services include clubs, intramural athletics, and conference competition in basketball, golf and tennis.

Why do these students choose a center rather than Madison or Milwaukee? Reasons are obvious: size, proximity to home and job, and cost—\$1,400 a year on the average. Some use their center education as preparation for transfer to a larger campus, others use it as an academic proving ground.

Unfortunately, the attrition rate is high. Adolphson points out that about 40 per cent of the students are lost by the end of the freshman year—some flunk out and others transfer.

In spite of drawbacks however, the system is still necessary, as it provides area students with the same high quality undergraduate education that is found on the Madison campus. ●



Photos/Gary Schulz

IT ISN'T ALWAYS PEACEFUL ON THE CAMPUS, BUT FOR NOW, ANYWAY
EVERYTHING'S GREEN AND SERENE

by Bill Stokes*

The campus status these sunny summer days is green and serene.

On the slopes of Bascom Hill, where the University of Wisconsin grazes its herd of higher learning, the sparrows are chirping and the robins are singing, and the tranquility is enough to put a sheep to sleep.

Sailboats are bobbing on Lake Mendota like white butterflies. Sunshine is sifting down through the elm trees on Langdon St. and kissing the brown skinned girls. And the secretaries in the bright offices are sitting in front of their typewriters and staring out the windows because the bosses are away on vacation.

Tear gas here? Platoons of men with bayonets and guns on the green grass? Mobs of young people smashing windows and throwing rocks and rolling up and down the streets in tidal waves of emotion?

Hey, man, not here.

This is a churchyard on a Sunday afternoon. Recess time at the big old school. A dog-walking, handholding, book-looking park for the people.

Take a look at it. Start down on the west end of the campus where the university cows have been kicked out of the pasture so the boys and girls will have room to play games. Take a left and stroll out onto the end of Picnic Point for a long range look at the campus.

Scenery! It's postcard quality and if you've got a camera along, you aim it through the branches of the oak trees and you get a panoramic record of how the university and the city embrace each others like lovers.

A half dozen red faced men, panting like sled dogs and drenched with sweat, jog past on the cinder trail, and a pretty coed in a bikini takes the sun and solitude of the Point.

The joggers pant and puff along the blacktop of Willow Dr., past the flat, green fields where there is a game of touch football and where big stone body building structures sprawl like barns.

The real barns, where the university cows do their cow college thing, are just ahead. Big,

tall new buildings are sticking their brick elbows into the sides of the cow barns, and more and more of the Ag college operation is moving north to the UW farms near Arlington. But there is still a tractor and trailer load of farmyard debris going past this day. Debris? Come on! That's manure.

In a corral, a young man rides a horse around in a circle, and a truck loaded high with sacks of grain creaks by. And at the side entry of Babcock Hall, the campus summer folk are going in after those creamy fat ice cream cones and they are coming out to sit on the grass and wrap their tongues around the sweet cool taste of a summer break.

The big boss is in his office today—President Fred Harvey Harrington is way up there on the 18th floor of Van Hise Hall. And if he wants to get any work done up there he'd better not look out the window because the view is enough to knock the wind out of a tackling dummy.

Van Hise stands on the back slope of Bascom Hill, like the world's biggest cereal box, and it is full of professors and graduate students and up toward the top are the administrators. It is an impressive structure, with lots of glass, except that at the ground level, stone throwers came shouting by in April and they busted things up in great shape. So now, the big box full of intellectual cornflakes has a plywood bottom.

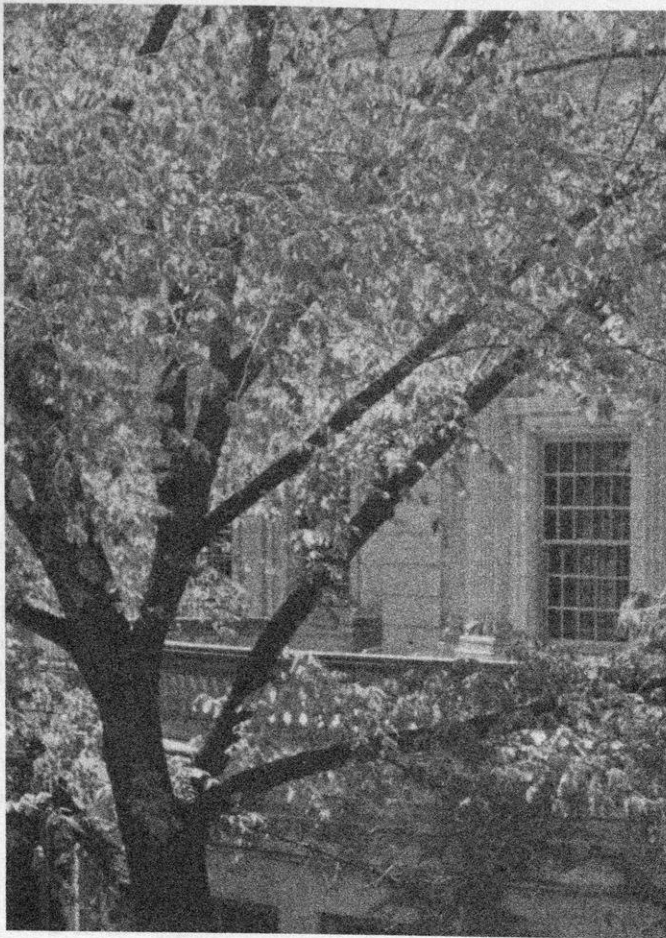
What? That kind of thing happened here? You're putting us on.

Up in Bascom Hall, where the floors have been creaking under the tread of students for a lot of decades, you can stand on the front steps and look over Abe Lincoln's green statue shoulder at the summer peace scene of the hill.

It is so quiet that the chatter of sparrows comes on like rock music. The branches of the elms hang out over the hill and shade the walks, and a student lies on his back beneath one of the trees and dozes.

In almost the same spot last spring, a uniformed man with a plastic shield over his face made the skipping step of an outfielder

*Reprinted from THE MILWAUKEE JOURNAL, July 28, 1970, with permission.



and threw a tear gas cannister at a mob of students. And the gas crept up the hill like a ghostly swarm of bees and stung the white faced onlookers.

Right here on this very green hill.

Out in back of Memorial Union now, with the lake licking its green lips and snuggling against the shore, the easy pace is even easier. Hair is playing on the terrace full of wrought iron furniture: Young men with hairy faces and hairy legs, girls with the rained-on hair styles, and an assortment of hairy dogs, wagging their tails at each other and hanging their tongues out in the sunshine to drool away the summer heat.

There are pretty girls down on the pier, and the boys are there too.

Status today is a tattered maroon sweatshirt with "Kent State" in white letters across the chest, and the young man who wears it saunters across the terrace and disappears into the Rathskeller where rock music is pounding and a man in gray work clothes is pushing a broom in and out between the wooden chairs and tables.

The lazy day wears itself out, and briefly

the streets around the campus hiss and roar as the Madison work force heads home.

And then it is a summer night on the green hill, and warm, yellow lights are glowing through the leaves, and it is as quiet as silent prayer.

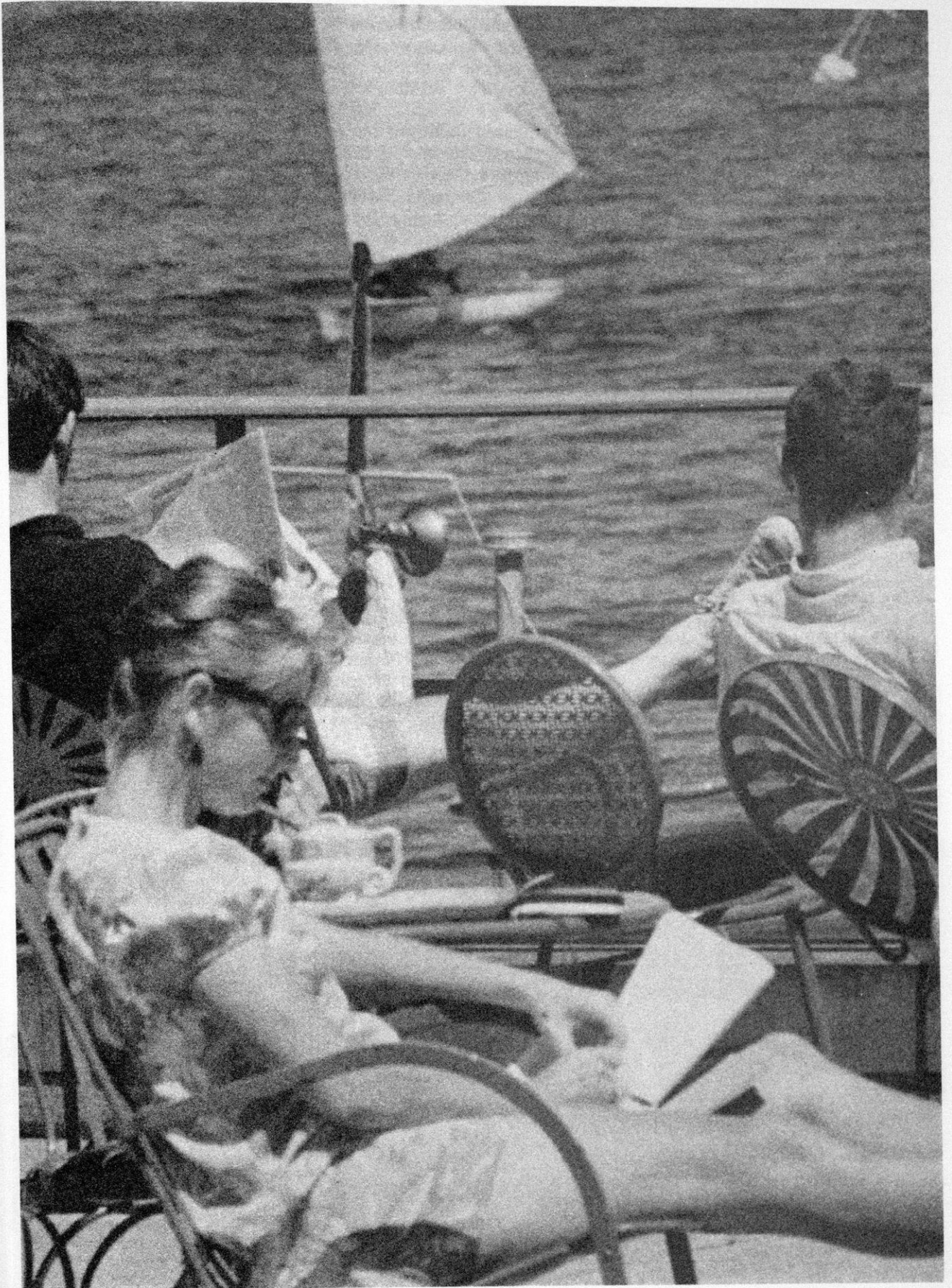
The clock in the musty old tower of Music Hall at the foot of the hill marks the time. The long pendulum swings back and forth in the entry to the dark auditorium, and if you sit briefly to listen to the ringing silence therein, a bat will flutter past your face and jar you out of your reverie.

So . . . jarred, it is down to a State St. tavern to listen to the talk and the pinball bells and the twang of guitar music, and to consider the beery scene and to wonder about the cool green campus.

Will it bust apart again?

Well, right here where brain power is stacked up like cordwood, and deep thinkers are a dime a dozen, nobody knows.

What everyone does know is that it is summer on the campus, and everything is going slow and easy, and if you can catch the bartender's eye, order up another beer and we'll drink to that. ●



The University

Sterling Hall Bomber Kills One, Injures Three

In tragic juxtaposition to the summer calm on the UW campus (see preceding feature) came the bombing of the Sterling Hall annex early in the morning of August 24. The act took the life of a 33-year-old postdoctorate researcher in physics, injured three, and did \$6 million damage to the building and surroundings.

FBI and army bomb squad investigators who arrived on the scene that same day believed that the bomb had placed in a small truck which was then driven to a loading dock at the annex. That section of the building, which was dedicated in 1959, housed the controversial Army Math Research Center, a frequent subject of campus turmoil (see *Wisconsin Alumnus*, July).

The research center is located at the east end of Sterling Hall, with Van Vleck Hall to the north, Birge Hall to the east, the old Chemistry Building to the south, and University Hospitals across Charter Street to the west.

Killed was Robert E. Fassnacht, father of three, who was working all night on a project so that he could take his family on a vacation before fall classes begin on September 21.

The explosion destroyed the interior of most of the six-story building and ripped through the rear portion of old Chemistry Building. A fire official said the explosive used had "unbelievable power". Pieces of the suspected truck were found atop an eight-story building three blocks away, he said.

The blast occurred at 3:42 a.m., two minutes after an anonymous caller told the Madison Police dispatcher: "Hey pig. There's a bomb in the Math Research Building on the University campus. Clear the building."

University police were on the way to the scene when the explosion ripped the building.

Investigators determined that the truck was one stolen from a University parking lot four days before the event.

The center houses electronic and other equipment used for research under contracts that the University has with the Army. The Physics department is housed in Sterling Hall and in the basement and first

floor of the addition. The Army Mathematics Center offices are located in the addition's second, third, and fourth floors. Two computers run by the UW Computing Center are also located on the third floor.

The Astronomy department is located on the fifth and sixth floors of the addition. The old Chemistry Building, at University avenue and Charter street, houses chemistry offices, labs, and classrooms, and the School of Pharmacy.

The three injured were a University watchman, and two graduate students.

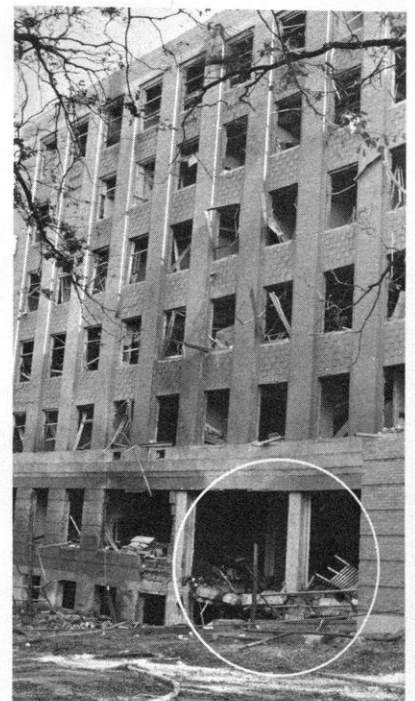
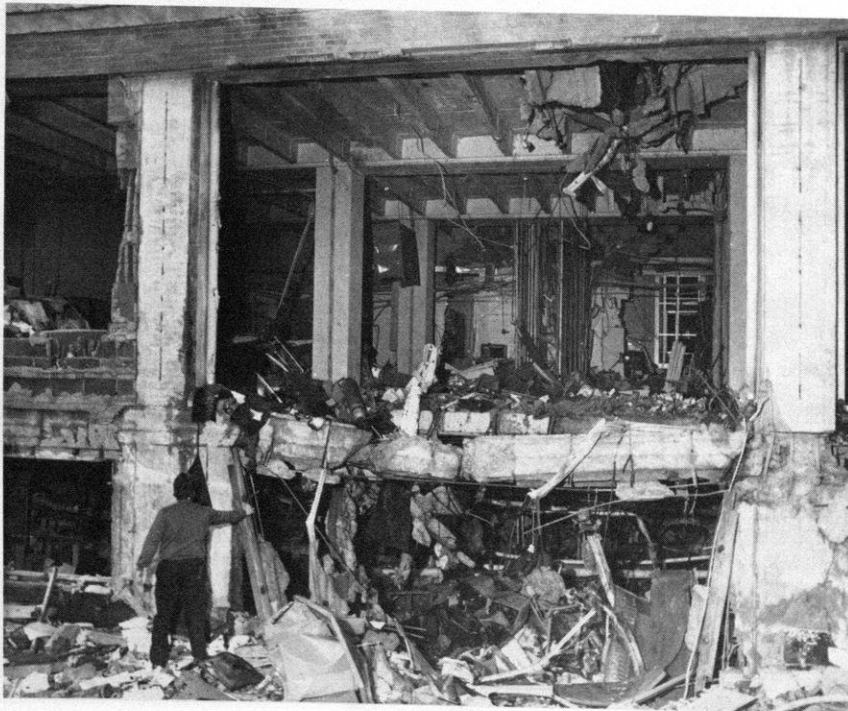
A friend of the dead man described him as "tall and lanky and soft-spoken, with a fine sense of humor. A most congenial sort of guy."

"He was a dedicated person. This is what killed him."

In a joint statement, UW President Harrington and Chancellor Edwin Young called the bombing a "vicious and cowardly act."

Wisconsin Governor Warren

Photos at left and in center show loading dock where explosive laden truck was parked at rear of Sterling Hall annex. At right, view looking northwest from rear of old Chemistry building, past Sterling and toward medical complex.



Knowles said "This insane act represents the twisted and distorted sense of values of a deranged mind and an utter contempt for the process of peaceful and orderly change."

"I think it is high time that the majority of students become aroused and that they become alerted to the fact that there is a very small minority of radicals who are the revolutionaries and the anarchists," he said.

He pointed out that state and local forces can be again called to the campus in an emergency, but that he did not plan to place the area under martial law.

"You have to recognize there is a limitation. You can't make every campus an armed camp. People don't like that kind of surveillance," he said.

"We'll do anything we can within the law to protect the lives and property of the citizens of Wisconsin," the Governor added.

Members of the Physics Department established a memorial fund for the victim's widow and children. Contributions can be made payable to the Robert Fassnacht Memorial Fund, % Madison Bank & Trust Co., Box 388, Madison, Wisconsin 53701.

New Medical Complex Plans Approved

The regents have approved a master development plan and authorized completion of plans for Phase I of a new UW medical center in Madison.

The complex will be constructed in four phases. Phase I building funds will be requested of the 1971-73 legislature to allow construction completion in early 1975.

Cost of Phase I construction, equipment, design and contingencies has been budgeted at \$45 million. It is estimated that \$23.7 million will be financed from federal grants or loans and \$21.3 million from state general obligation bonds. A prior bonding authorization for UW medical center construction amounting to \$11,197,050 is still available and can be applied to the state portion of this project.

The ratio of physicians in the state is 119 per 100,000, substantially below the national average of 143 per 100,000 people. In 1966, the state was short 800 nursing service personnel. Wisconsin hospitals have difficulty attracting interns and residents because there is limited

opportunity for post-graduate medical training.

A new medical center will permit each medical school class to expand from 104 to 165 students. The School of Nursing will increase its undergraduate enrollment 43 percent. Whereas about 2,300 health career people now train at the UW medical center yearly, the ultimate goal in the new Medical Center is 3,900.

The center will be constructed on 42.5 acres of land north of the Veterans Administration hospital on the west campus. Phase I will be physically linked to the VA hospital.

Space at the present medical center will be released to the University for other use as facilities are completed on the new site. Planning will allow both centers to operate simultaneously. By the time the new medical center is completed, the entire existing complex (1300 University ave.) will have been evacuated except for the State Laboratory of Hygiene.

Educational areas in Phase I will include a multidisciplinary teaching lab for second year medical students, central classrooms, lecture rooms and an instructional material resource center for medical and nursing students. Patient programs (inpatient and outpatient) will include care of children, circulatory and renal services, psychiatry, and family health service.

Some diagnostic and treatment programs will move to the new center as well as faculty offices and research space for the Medical School and School of Nursing. Phase I will provide approximately 220 hospital beds and a total of 400,000 assignable square feet of space.

Med Dean Resigns

Dr. Peter L. Eichman, dean of the medical school and medical center for the past five years, resigned at the end of the spring semester. When the 44-year-old doctor was named to the top post in May 1965, he was the youngest man ever to head the medical school. ●

continued



Photos/Del Brown & Gary Schulz

NOW! Get special class rates and/or handsome gifts with your Life Membership in UW Alumni Association!

CLASSES OF 1894-1921

Get this special Half-Century Club discount on Life Membership

Individual membership—\$30 Husband-and-wife membership—\$40
(Payable in single installment only)

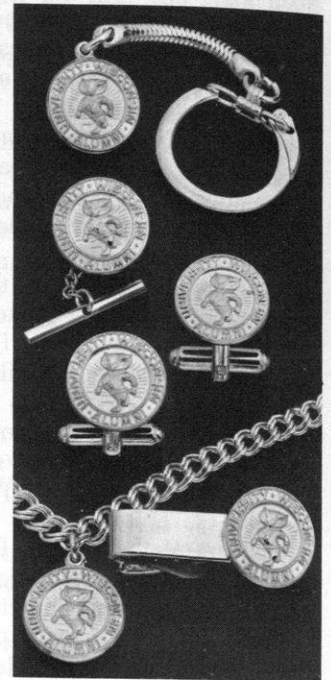
and as your gift

Choose a piece of ALUMNI JEWELRY in heavily-plated 22kt. gold!

Take your pick of

Key Chain (retails @ \$3.25) Tie Bar (retails @ \$3.00)
Tie Tac (retails @ \$3.00) Charm Bracelet (retails @ \$4.00)
Cuff Links (retails @ \$5.00)

Allow 15 days for shipment



CLASSES OF '22-'31

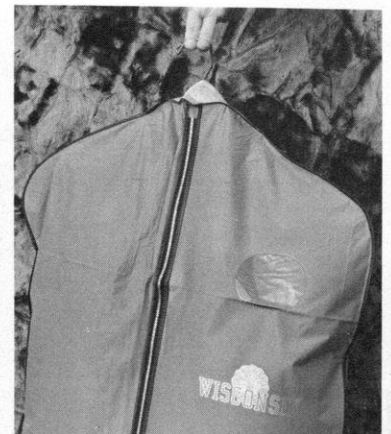
You get this special "Retirement Years" rate on Life Membership

Individual membership—\$75 Husband-and-wife membership—\$100
(Payable in single installment only)

and as your gift

Zippered vinyl VALET BAG in Badger red, highlighted with the word "WISCONSIN" and the UW Seal! Protects two or more suits or coats on hangers.

Allow three weeks for shipment



THIS OFFER IS LIMITED. USE THIS COUPON TODAY! 

CLASSES OF '32-'63

You pay these low standard Life Membership rates:

Individual membership—\$150

Husband-and-wife membership—\$175

and, when you pay them in a single installment, choose your gift of:



"W" STADIUM BLANKET

(White on Badger red) It's 5 x 6 feet big, in warmest pure wool. With zippered carrying case of tough transparent vinyl. (Retails at \$30)

Allow four weeks for delivery

OR

THE UNIVERSITY ROCKER

Authentic Boston rocker of fine northern hardwoods, in satin black with gold, and topped with the UW Seal! (Retails at \$35) Shipped express collect from Gardner, Mass.

Allow six weeks for delivery



If you prefer installment payments in this classification, they're low: Just \$30 annually (for five years) for the Individual Life membership; \$35 annually (for five years) for the Husband-and-Wife membership. If you choose the installment payment plan, your special gift is the 12" STEREO RECORD by the thrilling University Singers! Fifteen memorable numbers (including the UW medley) by this 35-voice singing group that sets every audience on its delighted ear! (Retails @ \$5)

CLASSES OF '64-'70

Special "Young Grad" rates for Life Membership:

Individual membership—\$100

Husband-and-wife membership—\$120

If paid in a single installment, your gift is a choice of eight "Wisconsin Badger" drinking glasses. Select 12½-oz. highball glass (photo) or the 7½-oz. double-loball. Whichever size you pick, you get sparkling clear glass with "Wisconsin Badger" and the UW Seal baked on in brilliant red-and-white, guaranteed for the life of the glass. Rims are chip-proof, bottoms are heavily weighted.

Allow three weeks for delivery

Can't swing the single payment? That's no reason to pass up these special rates for your age group. You can pay in installments (sorry, no gift on this method) of \$20 annually for five years for an Individual Life membership, or for six years for a Husband-and-Wife membership.



'94-'21

Check one in both categories:

- ___Individual life: \$30
- ___Husband-and-wife: \$40

for which send me:

- ___Key Chain
- ___Tie Tac
- ___Tie Bar
- ___Charm Bracelet
- ___Cuff Links

'22-'31

Check one:

- ___Individual life: \$75
 - ___Husband-and-wife: \$100
- And rush my VALET BAG!

'32-'63

Here is payment in full for:

- ___Individual life: \$150
- ___Husband-and-wife: \$175

for which I want as my special gift:

- ___"W" Blanket
- ___UW Rocker

or

Here is the first installment on:

- ___Individual life: \$30 annually
- ___Husband-and-wife: \$35 annually

for which send me my University Singers stereo record.

'64-'70

Here is full payment on:

- ___Individual life: \$100
- ___Husband-and-wife: \$120

for which I choose as a gift:

- ___8 UW highball glasses
- ___8 UW loball glasses

or

Here is my first payment on:

- ___Individual life: \$20/five years
- ___Husband-and-wife: \$24/five years

UW ALUMNI ASSOCIATION

650 N. Lake Street
Madison, Wis. 53706

Name ----- Class -----

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

Street -----

City -----

State ----- Zip -----

493 Teachers Lose Pay for Striking

Striking teachers on the Madison campus lost more than \$117,000 in salaries during the spring semester. This included teaching assistants and other faculty members who were absent without authorization during the May protests against the Indochina war and the Kent State slayings.

According to figures reported by the University to the assembly state affairs committee, 493 persons had portions of their salaries withheld—all but two of them at Madison—in amounts ranging from \$2.74 to \$1,086. The Teaching Assistants Association strike in March and April accounted for 269 cases of withheld salaries. Nearly all of them were in the college of letters and science, particularly in English (56), mathematics (51) and history (44).

Students Get No Time Off for Politics

Students on the Madison campus will not be given time off this fall for political campaign activity, according to President Fred Harrington.

Testifying before a House subcommittee considering federal aid to higher education, Harrington said that while "it's very good for students to show interest in elections, university work is important too, and should go on." He had been asked if the UW would permit a two-week recess prior to fall classes (which begin on September 21) in accord with the "Princeton plan" which gives students time to engage in active political campaigning.

Harrington also indicated that the University was ready to take a tougher stand against students and faculty who participated in protest activity. "We are quite prepared to use force against students and to move against faculty," he said. "This is a matter which we have not yet handled adequately, although a number of other universities are beginning to do so."

One of the steps the University should take concerns "screening

young faculty members before hiring them, and dismissing those who step over the bounds of legitimate dissent." Harrington told the committee that while the majority of the faculty was helpful in recent disturbances, there were some who encouraged students to resort to violence. "It's perfectly possible to discharge tenured people if you do it for cause," he continued. He warned that this discharge action must be handled carefully to avoid legal clashes. However, the UW is withholding pay from faculty members who struck during the May protest against the Cambodian invasion.

Grad School Dean Sees Decline in Enrolment

Dean Robert M. Bock of the Graduate School predicts a smaller enrolment in the school for the coming year.

Applications are down about 1,500 from last year's 14,500, and he expects to issue 3,539 permits to register compared to 4,117 last year.

Bock attributed the expected decline to higher tuition, scarcity of summer jobs and less federal scholarship.

Management Majors Now In Top Demand, Survey By Placement Office Shows

If the past decade of the 1960's was a time of the engineer and the scientist, will the 1970's be the decade when the financial and management expert moves into the limelight?

Increased demand for business leaders is the main conclusion drawn from a recent nationwide survey of recruiting on college and university campuses during the 1969-70 school year just ended. Besides

pointing out the needs of business and industry, the survey suggests that the declining job market continues to affect college graduates.

Prof. Emily M. Chervenik, coordinator of the University's Career Advising and Placement Service, announced the results of the College Placement Council study, which surveyed 141 institutions of the approximately 1,300 colleges and 2,100 employers served by the Council.

Engineers and scientists are still in demand and continue to command the top-dollar in beginning salaries. In the areas of business, the greatest demand is in accounting and for holders of the master of business administration, the M.B.A. degree.

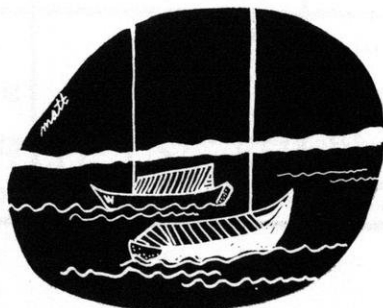
The survey, limited to male students, covers actual job offers made by business and industrial firms as submitted by 141 representative colleges and universities from coast to coast.

In releasing its data, the Council stressed that the decrease shown reflects a decrease in recruiting activity and is not necessarily related to a decrease in the number of jobs available for college graduates. There was a decline in recruiting throughout the past school year.

The "tight" economy is reflected by the fact that most employers found it necessary to make fewer offers in 1969-70, and students were reported to be accepting offers faster and earlier than in recent years.

Despite the slowdown in recruiting activity, actual salary offers continued to advance at a rate not far off recent years. Perhaps this reflects the inflationary spiral during the present period of growing unemployment.

Hardest hit was the volume of offers at the doctoral level which dropped 45% for the past year, following a 31% drop-off the year before. The bachelor degree level had 34% fewer job offers. Holders of master's degrees had only 14% less jobs but this area was bolstered by the great demand for employees with an M.B.A.



Beginning monthly salary offers for Ph.D. holders were highest to mechanical engineers at \$1,370, showing an increase of 4.7% over last year. The range was to \$1,236 in civil engineering, a monthly increase of only \$2.

The highest percentage increase in all categories studied was 8.3% to the M.B.A. with a technical undergraduate degree, which averaged \$1,112 per month.

Next highest beginning salary offers were for the M.B.A. with non-technical background at the rate of \$1,044 per month. Chemical engineers with master's degrees were offered an average of \$1,036.

At the bachelor's level, the non-technical areas, led by accounting, rose 7.5% to \$764 per month. Accounting has increased 21.3% in two years to \$836, an amount comparable to beginning salaries in all but the highest engineering disciplines.

In the technical areas on the bachelor degree level, chemical engineering continued to be the highest bidder with an average offer of \$902 per month. Metallurgical engineering showed the highest increase (7.6%) and mathematics the smallest (1.9%).

The study projects that engineers and scientists will continue to be in great demand in the coming decade, and that engineering enrollments will not match employer needs.

Two Dorms Won't Open This Month

Two Elm Drive dormitories on the Madison campus will be closed this fall because there aren't enough students to fill them.

Residence halls director Lawrence J. Halle said that applications

for dorm space are about 800 below last year. The dorms, Elm Drive units B and C, have a capacity of 550.

Halle said that the rest of the slack in applications would be taken care of by converting double rooms to singles in other dorms. What did he feel were some of the reasons for the decline? In his estimation, they were: the tight money situation in which tuition and room and board rates have increased while student financial aids are harder to get; campus riots which may have discouraged some students from attending the UW because of last semester's turmoil; higher out-of-state tuition that was increased by \$72 to \$1,798; and newly-imposed regulations concerning visitation rules and the reinstatement of curfews for freshmen women.

Halle also said that the two units were chosen for closing because

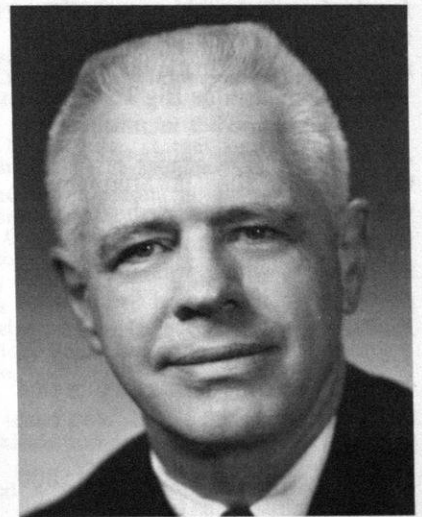
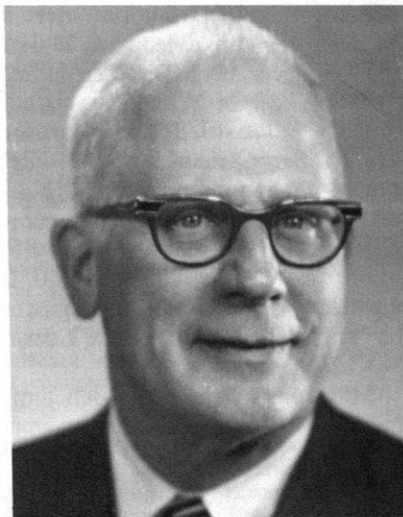
they are the farthest from the center of campus and are more expensive to maintain than other units. The closings will mean about \$362,000 in lost revenue for residence halls, which is a self-supporting unit of the University.

Bruhn, Marsh Reassigned Outside Athletic Dept.

New positions outside the athletic department have been assigned to former head football coach Milt Bruhn and former assistant coach Fred Marsh.

Bruhn becomes director of club sports activities and professor of athletics in the department of physical education for men.

Marsh will coordinate recreation for the Memorial Union and Memorial Union South, now under construction at W. Johnson street and Randall avenue. ●



UW FOUNDATION HONORED. Robert B. Rennebohm '48 (right), executive director of the Foundation for the past 15 years, has been elected chairman of the board of the American Alumni Council for the coming year. The council consists of more than 3,700 officials from 1,550 universities and colleges, junior colleges and secondary schools in the U.S. and Canada. This year the Foundation observes its 25th anniversary. Its current president is Milwaukee attorney Lester S. Clemens '26 (left). The primary function of the non-profit, fund-raising organization is to solicit, receive, and administer gifts for the benefit of education at the University, and in its quarter-century it has raised more than \$16 million for scholarships, loans, special professorships and several campus landmark buildings such as the Wisconsin Center, Alumni House, and the magnificent new Elvehjem Art Center. The importance for such an organization at major teaching institutions was pointed out at the turn of the century by the then president of Harvard university, Charles Eliot: "It is, of course, largely by the extent of the support accorded to a college by its own graduates the world judges of the right of that college to seek cooperation from others in planning the future. An institution that cannot rally to its finance the assistance of the men who have taken its degree and whose diploma is their passport to the world is in a poor position to ask assistance from others. It is not merely what the alumni give, it is the fact that they do give that is of supreme importance."

Stop for Coffee
as our guests
in
Alumni House Lounge
before
every home football game
9:00-11:30 a.m.
650 N. Lake St.

Sports

Two for The World

University track stars Mark Winzenried of Monroe and Pat Matzdorf, Sheboygan have been named to the 1970 All-American College Track and Field Team as picked by the United States Track Coaches association.

The team is on a barnstorming tour of Europe.

Winzenried won the NCAA half-mile run in 1:51.7 and Matzdorf was third in the high jump at 6-10 as the Badgers placed in a fifth place tie in the final meet standings.

The Monroe junior, who was Wisconsin's most valuable performer in 1970 and captain-elect for 1971, won the half-mile and mile events in leading the Badgers to the Big Ten Indoor championship for the fourth straight year, and won the 660 yard run in the outdoor meet. His half-mile time indoors of 1:49.8 is an all-time Big Ten record.

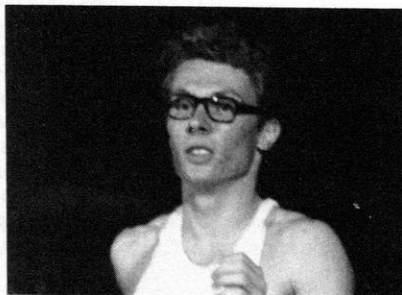
He was named a member of the AAU team which competed against Germany in July in Stuttgart. A week previously he finished second in the 800 meter run against France in an event which was the turning point of the meet. Ken Swenson of Kansas State won the event in 1:47.5 with Winzenried second in 1:47.6. The American sweep in that 800 enabled the U. S. to beat France.

Winzenried ran his fastest 800 meters against the Germans, with a clocking of 1:45.6. His previous best for the event was 1:46.5 as a freshman competing in the 1968 National AAU track and field championship meet.

Matzdorf



Winzenried



Jardine



Matzdorf, a sophomore, won his specialty indoors in Big Ten competition at 7 feet, a new conference mark, and while he did not place outdoors in the Big Ten meet, did finish third in the Drake Relays competition at 6-11. He was then selected as a member of the United States team competing in the World University Summer Games in Turin, Italy, August 26 to September 6, 1970.

Matzdorf, a sophomore from Sheboygan, was the only high jumper picked among the fifteen student-athletes to represent the United States. The athletes were selected on the basis of their scholastic aptitude as well as athletic ability.

He had an outstanding season this past year winning the NCAA high jump outdoors with a leap 7' 1, winning the Big Ten high jump title indoors with a leap of 7 feet and winning the AAU outdoor meet in Milwaukee with a leap of 7' 1¾, the best ever by a Big Ten athlete and the best in Wisconsin history.

Both Winzenried and Matzdorf are former Wisconsin State High school champions and record holders. Winzenried is the state record holder in both the 440 and 880 yard runs as he won the 440 in 1966 in 47.8 seconds, then moved up to the half-mile in 1967 for a 1:53.1 clocking.

Matzdorf set the state high jump mark at 6-11 in 1968.

Football

At the start of his first season and a hoped for climb back in the ranks of football respectability, new Head Coach Jardine has this to say:

ON STYLE OF FOOTBALL—"We will place the emphasis on speed and

quickness rather than weight. That's one thing we're bringing from UCLA. We will probably go overboard on speed as much as anything. After seeing Wisconsin films our coaches told me we have got to quicken up. We plan to put the ball in the air quite a bit, but I would love to find a running quarterback."

ON RAPPORT WITH PLAYERS—"I hope my athletes will confide in me with their non athletic problems as well as athletic problems. It's been that way everywhere I've been. I demand respect. I want to get to know my players' problems and I want them to know I'm interested in helping them solve them. I don't plan to make an issue over long hair, because that's the style today among youngsters. The only thing I've said is that the helmet should fit close to the head for safety."

ON ATTITUDE—"The most important thing in football is mental attitude. The team with the great mental attitude and concentration is going to win. We made the policy that nothing will interfere with the football program." Coach Jardine indicated he will be a disciplinarian on the field but the players will be given more latitude off the field. "We hope it is such that the kids have pride and live like athletes. As long as they don't do anything to bring disgrace on the University and football team, they can do anything they want."

ON RECRUITING—"We feel there are fine football players in the State of Wisconsin and these are the boys we are going after. Naturally we are interested in the so-called blue chip athlete wherever he is in the United States, but we aren't going to spin our wheels waiting for him to make up his mind about coming to Wisconsin. Our plans are not to talk about any other school, but to talk about our own University. I think it's taken for granted that it's a fine academic institution. Our only thought in selling a boy on coming here is that this is going to be an exciting era at Wisconsin and we want them to be part of it. We believe we are going to be a winning football team and we'd like them to be a part of something new and exciting. I think this appeals to young men, to be in on the ground-work, so to speak, of a rejuvenation."

WISCONSIN FOOTBALL OUTLOOK FOR 1970

The Badgers returned to the win column in 1969 on a 17-yard scoring pass from **Neil Graff** to **Randy Marks** with 2:08 left to play in gaining a 23-17 decision over Iowa here on October 11.

The play capped a 23-point fourth period rally and ended frustrations that had built up over a string of 23 straight games without victory since the start of the 1967 season.

The overall record in 1969 turned out to be 3-7 and the Badgers tied for fifth place in the final Big Ten standings, achieving their highest finish in the league since a similar record (3-4) in 1963.

Departures by graduation took seven offensive and three defensive starters among the sixteen lettermen who have played their final game for Wisconsin.

The rebuilding material available to Coach **John Jardine** and his staff is present in the form of 27 returning "W" men plus some outstanding sophomores that figure highly in **Jardine's** overall concept for success in 1970.

There were numerous changes of personnel assignments—both veteran and sophomore—to wit:

Roger Jaeger, who had started 1969 as a linebacker and concluded the year as the regular right tackle on offense, was switched to strong guard while **Dennis Stephenson**, a linebacker who saw enough action to win a major "W" as a junior college transfer, was moved to weak guard in the offensive line.

Other offensive switches saw **Terry Whittaker**—he played at three positions in 1969—claim the regular split end assignment and **Darrel Logterman** and **Terry Scheid** gain back-up positions at weak guard and strong tackle, respectively, after being defenders in 1969.

Defensively, **Bill Gregory** moved to left end from his right tackle position and his response to playing end freed **Gary Buss**, another two year veteran for duty as the left linebacker in Wisconsin's 4-3-4 alignment.

Reserve tackles **Ted Jefferson** and **Bill Poindexter** moved in readily at right end and enabled the coaching staff to switch sophomore **Bob Storck** from linebacker and senior **James Johnson** from end to defensive tackle positions.

The deep secondary was strengthened by moving **Danny Crooks** to left cornerback from offensive halfback where he performed brilliantly in the spring. Other changes saw **Dick Hyland** move from safety to left corner (behind **Crooks**); **Lee Wilder** and **Bill Yarborough** move to safety from right corner and linebacker, respectively; and **Tom Shinnick** from cornerback to safety.

Wisconsin's 1969 offensive attack ranked 53rd among the major colleges last year producing 337.7 yards per game—considerably improved over 1968's 239.0 yards per game which ranked the Badgers 110th—and the two big reasons for last year's improvement—**Alan "A-Train" Thompson** a 6-1, 210 fullback, and **Neil Graff**, 6-3, 187 quarterback—return for their junior year of competition.

Thompson's 907 yards rushing represented 48 per cent of the Badger's ground attack of 1895 yards last year—the 1968 rushing attack gained just 1262 yards—while **Graff's** passing netted 1086 yards on 91 completions in 191 attempts good for seven touchdowns.

Both **Graff** and **Thompson** started every game a year ago as sophomores with **Graff's** return for play this year marking the first time since 1961 that the Badgers have had their regular quarterback of the previous season (**Ron Miller**) back to start another season. The Sioux Falls, S.D. native enters 1970 as the top returning passer in the Big Ten (4th) from last season.

Jardine is especially high on **Thompson** and flatly predicts, "Barring injury, he'll be one of the finest in the country."

Thompson rushed for 220 yards in his first collegiate outing—against Oklahoma and Heisman trophy winner **Steve Owens**—outgaining the Sooner by 31 yards—and threatened **Alan "The Horse" Ameche's** school mark of 946 yards set in 1952, also as a sophomore.

In the offensive line only junior **Elbert Walker**, a 6-5, 290 tackle, and **Jim Fedenia**, a 6-1, 229 pound senior center, return from 1969's starting line.

Mike Smolcich, a 6-3, 228 junior who missed competition last year when he withdraw from the squad, will open at weak tackle opposite **Walker**, while **Larry Mialik**, a 6-2, 212 junior found a home at tight end after battling **Thompson** for the starting fullback job up until the Oklahoma game last year.

Runing backs available to pair with **Thompson** in the backfield—**Joe Dawkins** and his 612 yards are gone—include sophomore **Rufus "Roadrunner" Ferguson**, 5-6, 190; **Greg "Grape Juice" Johnson**, a 6-1½, 188 junior, and **Randy Marks**, a 5-11, 206 senior.

Top receiver returning is junior **Albert Hannah**, a 6-4, 195 flanker with great moves who caught ten passes for 261 yards and three touchdowns a year ago.

The defensive line has been rebuilt with only two year veteran **Jim DeLisle** retaining his position at left tackle following the personnel switches mentioned above. **Bill Gregory** and **Ted Jefferson** are the ends, while sophomore **Keith Nosbusch**, 6-2, 220, takes over at right tackle. He spent much of the spring at offensive tackle before moving to defense.

The linebacking features three two-year veterans—**Gary Buss**, on the left, **Chuck Winfry** in the middle, and **Ed Albright** on the right.

Seasoned veterans are available in the secondary with **Danny Crooks** and **Nate Butler** at the corners and **Lee Wilder** and **Tom Shinnick** at the safeties.

Immediately behind the top four in the deep defense are seasoned lettermen **Dick Hyland** and **Neovia Greyer** at the corners, and **Greg Brunette** and **Randy Safranek**—an outstanding newcomer—at safeties.

The kicking game appears strong with **Gary Buss**, who averaged 36.1 yards per kick last year, an experienced punter with **Rudy Steiner**, **Albert Hannah** and **Randy Marks** all capable punters, too. **Roger Jaeger**, who tallied 46 kicking points a year ago, will handle extra points (19-19) and field goals (9-12).

Wisconsin's depth is not great and injury avoidance could give the Badgers a highly respectable season.

Jardine describes the 1970 schedule as "An athletic director's dream and a football coach's nightmare."

1970 Badger Football Schedule

Sept. 19	-----	at Oklahoma
Sept. 26	-----	Texas Christian
Oct. 3	-----	Penn State
Oct. 10	-----	at Iowa
Oct. 17	-----	Northwestern
Oct. 24	-----	at Indiana
Oct. 31	-----	Michigan (Homecoming)
Nov. 7	-----	Ohio State
Nov. 14	-----	at Illinois
Nov. 21	-----	Minnesota

* For copies of the 72-page Football Facts send \$2.25 to U.W. Sports news service, 1440 Monroe street, Madison 53706

How to

(HELP HIM)

Succeed in Business

(which takes some trying)

A course by UW Extension helps women help their husbands climb the ladder while both enjoy the trip.

A businessman with years of productivity potential ahead of him has gone about as far as he can with his present firm. For months he has had feelers out for a new challenge. He has been courted by one prospect after another. Usually after the first show of mutual interest, he is invited to bring his wife out to get acquainted, and that's when negotiations mysteriously break down.

It should be pointed out that his wife does not chew garlic or crack her knuckles. She is attractive, intelligent, loyal to friends and devoted to her husband and family. But she is also a marathon talker. Deaf to all conversational subjects except her own, she could turn the mention of the standard gauge railway into a monolog on the merits of her children. Old friends may staunchly affirm that she has a heart of gold, but strangers—in this case strangers who are important to her husband's success—never hear that

heart beat through the wall of chatter around it.

You know this woman, or the one whose insecurities cause her to drink too much on important occasions. You know a wife who views her husband's every business trip as a company-condoned, thinly-veiled assignation. In short, we all know several women who are liabilities to their husbands' success.

On the other hand, you know any number of wives who are definite assets in that realm. They're the ones whom the top brass ask to entertain VIPs at family dinners; the ones who are popular with the other staff wives; the ones you've envied for their quiet friendliness and poise.

Industry recognizes the two breeds of company wives, too, and measures their impact on business relations. Wisconsin and national industries are doing something about their interest by subscribing in greater numbers each year to a course offered by UW Extension,

as are individual executives and their wives. There are approximately 155 "graduates" in the Madison area and many more world-wide, as the course is also taught through correspondence.

The course is titled "Managing Yourself; Your Role as an Executive's Wife," and it is taught by Mrs. Lee Baron, whose husband's family has operated a Madison retail outlet for the past 45 years.

The course isn't a "Dear Abby" series, Mrs. Baron hastens to point out. It doesn't attempt to solve personal problems within the home, except insofar as they might arise from the wife's violation of some common-sense tenets.

We talked with Mrs. Baron recently, and asked her to boil down her eight-week course into a list of a wife's virtues and faults affecting her husband's rise in the business world.

"Too many women fail to keep pace with their husband's advance-

ment," she cites as a basic cause of pressures from the homefront. "As his work and work-connected social pace increases, the woman may find herself at a loss for his companionship." She can then do one of two things: she can dig her heels in and refuse to keep up, with the result that he will pull further ahead and away from her. Or, she can learn his goals and move ahead with him, solidifying their companionship to help him and to enjoy with him the excitement of growing.

What, then, are the points Mrs. Baron concentrates on in her course? Here they are:

1. Learn to listen. To begin to learn, pretend, at every conversation, that you'll be quizzed later about what you've heard, not *said*. Be cued-in to your husband's conversation above all; be ready to understand not only his words, but his manner—any unspoken plea for help or understanding.

Give him a chance to unwind after he gets home from the office before you launch into your daily problems. Take time to give him a "decompression chamber."

2. Learn to communicate, not only with words but with gestures, facial expression and movement. A good conversation is dependent on subject matter as well as vocabulary. You can be interesting if you can share new ideas on an old subject; express your feelings on news, politics, music, etc.; or have anecdotes about hobbies or other interests. Don't monopolize the conversation, but you needn't feel that your ideas aren't as good as the next person's. If you express yourself well, others will listen.

Another side of communication is knowing what to say and when to say it. The main point to remember is to not overstep your relationship with your husband's employer,

business associates or employees. Don't assume a superior attitude: keep associations on a friendly but non-personal level. Don't be one of those women who considers herself a specialist in her husband's field, apparently through some kind of osmosis. Above all, don't parrot his observations on his business and colleagues. In addition to detracting from his professionalism, you sell yourself short on the ability to draw your own conclusions.

What about your voice? Is it too loud, too high and nasal; too weak, low and hoarse? Since your voice conveys a general impression of you, it is important that you learn to use it properly. Speech is not solely a matter of opening and closing your mouth, but it can be made interesting when combined with the right vocal and facial expressions.

3. Watch your drinking! A loud, silly drunken woman at a company gathering frequently spells disaster for her husband's potential success. "Excessive drinking ranks as one of the main problems among executives' wives," Mrs. Baron cautions.

4. Use common sense about phoning him at the office. If incoming personal calls are frowned on by his employers, learn to live with this except in emergency situations. Otherwise, if you and he agree that you want to check with each other during the day, establish with him his most convenient time or, better yet, have him call you when he can. Don't bother him with matters which can just as easily be discussed when he comes home. Above all, don't demoralize him by phoning with disturbing news about which he can do nothing but sit at his desk and worry. ("I can't tell whether the baby's rash is prickly heat or Bubonic plague") Running a home is hard work for you, but it doesn't require the same kind of intense concentration that he may need on the job.

5. Learn to look your best, and do so with some fashion sense. Don't wear cocktail outfits to go shopping, and don't think that any wild streak of independence permits you to appear in public wearing his old army fatigues and curlers. Your personal appearance indicates your self-respect as well as your respect for others.

6. Learn to plan ahead. Make a chore list if it will help get you organized. You'll reap a feeling of well-being as you cross off your accomplishments. Planning is also the key to successful entertaining, to help you cope with unexpected situations. In other words, be adaptable and learn to adjust.

7. Polish your etiquette, and brush up on the social amenities that are all a part of being gracious. For instance, can you make proper introductions? Do you remember to write a "thank you" note to your hostess after a party? Do you know how to extend little courtesies that reflect the thoughtful person you are?

8. Take stock of yourself to achieve a fulfillment that might be missing. If you say "Is this all?" when you really look at yourself, if life has become a circle of routine, break the pattern. Go back to school if the family is able to be left alone now and then, or pursue your own interests, or do charity work outside the home. For a starter, ask yourself the following questions:

- a. Are you using your children as an excuse for not having any time for yourself?
- b. What are you doing with your time.
- c. Do you keep up with the times?
- d. Are you a trivia collector?
- e. Do you entertain the same old crowd or do you add interesting new people?

continued

.....

For Your Fall Calendar
Homecoming Weekend
(Oct. 31)

Class Reunions
at Alumni House
 for the classes of
1950, '55, '60

If reunion chairmen have missed you write the Alumni Association offices for information and reservations.

.....

and

plan to attend a pre-game get-together in your area.

OCT. 10: Iowa City
 Carousel Inn
 10 a.m.-Noon
 Cash bar, coffee and
 Wisconsin cheese

OCT. 24: Bloomington, Indiana
 Guest Haus
 10 a.m.-Noon
 Cash bar, coffee and
 Wisconsin cheese

NOV. 14: Urbana, Illinois
 Ramada Inn
 10 a.m.-Noon
 Cash bar, coffee and
 Wisconsin cheese

- f. Are your children growing up in an atmosphere of lively, flexible independent thinking?
- g. Are your weekends a let-up or a let-down?
- h. Is dancing purely a spectator sport for you?
- i. When did you last listen to a great symphony?
- j. Read any good poetry lately?
- k. Are you a three-dimensional art viewer?
- l. Are you breaking the book barrier?
- m. Can you add at least one other mental stimulant to jolt you out of your habitual pattern?

9. Finally, don't let down your standards just because your husband has achieved some of his goals. A woman who patronizes the other wives, for example, or forgets the friends she and her husband made on the long upward climb, or goes blowzy on the assumption that no one would dare criticize her, makes a serious mistake. She forgets that she's announcing to her husband and to the world that she never *really* had much charm in the first place.

What about marital competition? Mrs. Baron advises, "Get rid of that idea. You and your husband are not competing. Of

course you are not his slave either. You must learn to stand on your own two feet so that you will not feed on one another." Independent ideas help to enrich your marriage. Once you begin to act on your own, you'll begin to feel an increasing sense of security. As you become more confident in your ability to achieve something on your own, you'll be able to enjoy your husband's success rather than envy his advancement. On the other hand, a man with self-confidence in his family life is more apt to regard his wife's success as an enhancement of their marriage, rather than a threat to his ego.

The course strongly emphasizes mutual understanding and communication between husband and wife. "This helps avoid the 'you're-not-listening-to-me' attitude. If your husband feels you're not listening, he'll say less and less. And soon you'll notice that he's leaving you out of all the important things. Again, listening is what makes the difference."

Lorena Akioka

Women and/or industries interested in taking the course by correspondence may contact: Kenneth Rindt, Extension Management, University Extension, 432 N. Lake St., Madison, Wis. 53706. ●

.....

DON'T MOVE

Don't move without telling us your new address

UW ALUMNI ASSOCIATION
650 N. Lake Street
Madison, Wisconsin 53706

Name -----
 ----- Class yr. -----
 Old address -----

 New -----
 City -----
 State ----- ZIP -----

NOTICE TO DIRECTORS, WISCONSIN ALUMNI ASSOCIATION

Proposed Change in Association Constitution*

For approval by Board of Directors at its fall meeting, Saturday, October 31st, 1970

It is proposed that Article IV, Section 1, A. (3) which reads:

"Senior Class Directors—The Senior Class President shall serve as a director of the Association. The term of office shall begin upon graduation and continue for three years."

be amended to:

"The President of the Wisconsin Alumni Association shall appoint two representatives from the current graduating class to serve as class directors on the Board. The appointment shall be made on or before July 1st of the current year and the term of office is three years."

* Copies of this proposed change are being mailed to all Directors. It is printed here in compliance with the Association constitution.

Togetherness in a Convertible Built for Two

THE BUCKY BAG

Red vinyl two-person stadium sak provides warmth and comfort for fall football days. Zippered up and hooded, the two of you can fend off the weather; step in half-way, and you have a windproof lap robe. Comes with a built-in cheer: "Go Badgers" proudly displayed across your loyal shoulders. Features double stitched seams, heavy duty zipper, scoop-style hoods, and carrying case. Weighs less than 2 pounds. Complete togetherness for

\$14.95

Allow about three weeks for delivery.

Bucky Bags

UW Alumni Association, 650 N. Lake St.
Madison, Wis. 53706

Enclosed is \$ _____ for _____

Bucky Bag(s) @ \$14.95 each (shipped prepaid).

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____



Alumni News

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

1911-20

Walter S. Todd '15, received this year's outstanding citizen award from the Veterans of Foreign Wars post in Frankfort, Kentucky. Todd is a retired bridge construction engineer and has been active in civic projects in the area.

Armand J. Quick MD '18, was honored with a distinguished service award from the Marquette school of medicine for his many years of research in the field of hemorrhagic diseases.

1921-30

Samuel Lenher '24, has retired as vice president of Du Pont, ending a 41-year career with the Delaware chemical company. He is a director of the Alumni Research Foundation.

Gustav C. Maassen '28, received the award of merit of the American Society for Testing and Materials. He is laboratory director in the rubber department R. T. Vanderbilt company in Connecticut.

1931-40

Burton L. Fryxell '33, recently retired as chairman of the humanities department at Michigan Technological university in Houghton. He had held the position for 17 years.

Raymond I. Geraldson '33, has been named chairman of the board of trustees of American university in Washington, D.C. He is a partner in a Chicago law firm.

Curtis J. Lund MD '35 has been elected president of the American gynecological society for the coming year. Dr. Lund is chairman of the department of obstetrics and gynecology at the University of Rochester medical center.

Julian P. Fromer '35, is a state department representative at the Armed Forces staff college in Norfolk, Virginia. He was formerly charge d'affaires at the American embassy in Port Louis, Mauritius.

James H. Hilton '37, was honored by Iowa State university recently when the school named its new coliseum for him. He was president of Iowa State from 1953 to 1965.

Thorrel B. Fest '38, spent four months in Australia and New Zealand working with business groups on programs in organizational communication. He is associated with the communications de-

partment at the University of Colorado, Boulder.

Gordon B. Lemke '38, has been appointed vice president for professional development in the American society of safety engineers. He is vice president of safety and health services at Employers Insurance in Wausau.

Eugene E. Welch '39, an Air Force colonel, has been appointed director of USAF civic actions programs in Thailand. He has spent 28 years in the military.

Edward R. Knight '40, has been designated a diplomate in the specialty of school psychology by the American board of professional psychology. He is headmaster of the Oxford Academy in Pleasantville, New Jersey.

1941-50

Peter N. Teige '41, was recently made vice president of legal affairs for World Airways. He was formerly vice president and general counsel for American President Lines.

James S. Yonk '43, has been named production engineer for Johns-Manville Fiber Glass Inc. in Waterville, Ohio. The Yonks live in Toledo.

Edward H. Ward '46, has returned to his teaching position at Montana State university after spending two years in Indonesia with the Agricultural Development Council. He is an agricultural economics professor.

John T. Loughlin '47, has written an article dealing with problems of conglomerate mergers for a special issue of the *St. John's Law Review*. He is associated with a Chicago law firm.

Robert H. Wentorf '48, is part of a two-man team credited with creation of the first man-made gem diamonds. A physical chemist at the General Electric research and development center in New York, Wentorf is the inventor of borazon, a material second in hardness to the natural diamond.

Robert W. Fisher '49, was graduated from the industrial college of the armed forces at Ft. McNair in Washington, D.C. Colonel Fisher was one of 180 men chosen to complete this training course for high level military positions.

Gilbert R. Nary '49, has been appointed controller and elected to the



Lemke '38



Johnson '59

board of directors of Furnas electric company in Batavia, Illinois.

Russell J. Hovde, '50, has been promoted to vice president of commercial banking at Continental bank in Chicago.

1951-55

Gerald W. Bard '55, is manager of engineering services for Beech-Nut, Inc. The Bards and their five children live in Stamford, Connecticut.

Herbert H. Rozoff '55, has been elected a trustee of Shimer college, Mount Carroll, Illinois. He is president of his own public relations firm in Chicago.

1956-60

Richard O. Barrett '56, was named Minnesota's "Engineer of the Year" for 1970. He is senior principal engineer at Honeywell's aerospace division, where he specializes in developing new methods for automated test equipment.

Robert DeN Cope '56, has been elected to the boards of trustees of the Worcester Foundation for experimental biology in Shrewsbury, Massachusetts, and of the Bancroft School in Worcester.

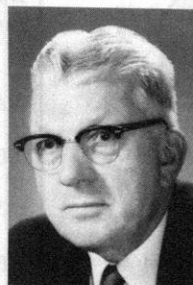
Griffin G. Dorschel '57, was married to Janis M. Soppe in Madison. He is a partner in a city law firm.

Lionel G. Mulholland '58, was promoted to sales manager in the Los Angeles branch of Oscar Mayer. He had been sales manager of the Davenport plant.

Joan C. Hoffmann MD '59, is an associate professor of anatomy at the University of Hawaii medical school. She had been assistant professor of physiology and nursing at the University of Rochester.

Tasha (Shirley) Johnson '59, is hostess of "Treetop House," a WGN (Chicago) television program for the pre-school and kindergarten set. She also combines a full-time modeling career with teaching charm courses in city high schools.

Isadore B. Helburn '60, won a \$1,000 teaching excellence award at the University of Texas, where he is an assistant professor of management.



Maassen '28



Hilton '37

1961

Alfred S. Altschul has been elected treasurer of General American transportation corporation in Chicago. He has been with the company since 1964.

Walter O. Weeks, Jr. is the new director of engineering for Display Systems corporation in St. Paul. He and his wife (Nancy Scheurman '56,) and two children live in Hudson, Wisconsin.

1962

William C. Adams is the new supervisor of press relations for American Oil Company in Chicago. He had previously been Standard's eastern area public relations supervisor in Atlanta.

S. Michael Phillips MD and his wife (Shelly Cohen '64) are parents of their second daughter, Rebecca Jean. The family lives in Boston, where he is an immunology fellow with the kidney transplant unit of Peter Bent Brigham hospital.

1963

William R. Steinmetz is a new member of the Milwaukee law firm of Reinhart, Boerner, Van Deuren and Norris.

1964

Robert J. Casey, an Air Force captain, has returned to Dover AFB in Delaware after completing a tour of duty in Korea. He is a pilot with the aerospace defense command.

John W. Dreher was featured in a recent issue of Business Week for his improved method of catching and skinning sharks. His father owns Ocean Leather company in Newark, the world's only supplier of shark leather, which is used in shoe manufacture.

Mr. and Mrs. Kenneth J. Szalai announce the birth of their second child, Christine Elizabeth. The family lives in Lancaster, California.

William Hyatt is a technical sales representative for the radiation division of Varian Associates in Cleveland. He recently received his doctorate in physics from the University of Illinois.

Donald J. Webb has been promoted to manager of Oscar Mayer's distribution center in Buffalo. He was associated with the company's Chicago office.

1965

Mark L. and Bonnie (Warshauer) Summer are parents of a son, Noah Benjamin. The family lives in Silver Spring, Maryland.

Michael E. Kesselman and his wife Madeleine Netboy '64 are parents of a baby girl, Alyssa Beth. He is associated with a clothing manufacturing company in New York City.

John F. Kososki has been appointed assistant professor of business adminis-

tration at Emory university in Atlanta. He is a doctoral candidate at Harvard business school.

Jerome J. Zovne is on the civil engineering faculty at Kansas State university. Zovne and his wife, the former Karen Larson '66, and daughter live in Manhattan, Kansas.

1968

Harry I. Bates has moved to Kwajalein Island in the Pacific where he is engaged with missile testing for the government. He is accompanied by his wife and young daughter.

Edward Baumgarten, an Air Force sergeant, is stationed at Lindsey air base in Germany where he is a data systems specialist.

Loren G. Craker was awarded the bronze star while serving in Vietnam. He is an Army lieutenant assigned as an engineering officer.

Bonnie L. Barker, a lieutenant in the Air Force, has been recognized for helping her unit earn the outstanding unit award at the Air Force Academy where she is a personnel officer.

1969-70

Alex P. Gebarski '69, was commissioned a second lieutenant in the Air Force upon completion of officers training at Lackland AFB. He is assigned to Reese air base for pilot training.

Janis L. Green '69, is a second lieutenant in the Air Force and serving as a photo interpreter at Beale air base in California.

Ronald D. Leonhardt '69, is stationed in Vietnam. He is an Air Force intelligence officer.

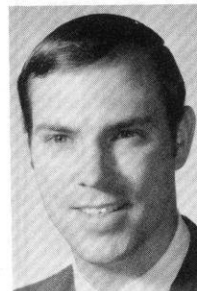
Nancy E. Teeter '69, was commis-



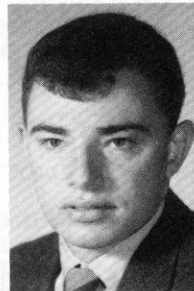
Gebarski '69



Ward '69



Ashton '70



Capozzi '70

sioned a second lieutenant in the Air Force after completion of OTS at Lackland air base, and will be assigned to Lowry AFB, Colorado.

John E. Windler '69, is assigned to Mather AFB, California for navigator training after completion of OTS in Texas. He is an Air Force second lieutenant.

Donald J. Bussian '69, received his Air Force pilot wings at Vance AFB, Oklahoma and will report for duty with the military airlift command at Travis base in California.

Mary C. Ward '69, is a new stewardess for Pan American, serving on the Chicago to London and Paris flights.

William C. Ashton and Thomas J. Capozzi '70, have joined Babcock and Wilcox company in Barberton, Ohio where they will be associated with the firm's power generation division.

Stop for Coffee as our guests in Alumni House Lounge before every home football game 9:00-11:30 a.m. 650 N. Lake St.



After the honeymoon ... settle down in a

holly park DREAM HOME OF YOUR OWN!

You can easily pay for a HOLLY PARK in seven years... after a small down payment! When you want to move you can take it with you... or sell it and use the cash equity you've built up while living in gracious comfort and style. A HOLLY PARK home is completely furnished, ready to move into after the wedding, anywhere! Mail coupon for free literature. No obligation.



Mail coupon form with fields for NAME, ADDRESS, CITY, STATE, ZIP and a return address: HOLLY PARK, Dept. G, Shipshewana, Indiana 46565. Includes a decorative border of hearts.

Dan Kennedy '70, has joined the Madison public relations firm of Victoria Lucas. He was public relations manager of the Broom Street theater



Gehrke '70



Godden '70



Hoefler '70



Mielke '70

John H. Gehrke, Ronald E. Godden and Kenneth B. Mielke '70, were commissioned second lieutenants in the Air Force.

Philip G. Hoefler '70, has completed basic training in the Air Force and is assigned to Sheppard AFB, Texas for further training.

Newly Married

1962

Margaret Noel Crosby Danenhower and Dr. Howard Scott **BAKER**, New York City

Joyce Lynn Kochinski and Larry Ray **MURPHY**, Madison

1964

Margaret Hepner and James N. **BROPHY**, Hartford, Conn.

Barbara Kay Dempster and Gerald L. **COLWELL**, Middletown, Ohio

Marsha Lynn Graham and Bruce Sellery **GREGG**, Madison

Maria Henriqueta Fonseca and Keith L. **HEWITT**, Espirito Santo, Brazil

Mary Dolores Mozuch and Ronald Joseph **ROBSON**, Stevens Point

Susan E. Peterson and Thomas R. **WERBLOW**, Milwaukee

Ann **WILSEY** and Frederick Atkinson, Milwaukee

Mary Em **WURM** and Michael Emmet **KIRN '67**, Milwaukee

1965

Mary Ellen **SCHUTT '68** and Dr. Thomas G. **CHAYKA**, West Bend

Barbara Ann **CHRISTOPHERSON** and Lee P. Gubbins, Chicago

Elaine Frances **DANTO** and Peter Adam Canter, New York City

Dorothy **DUBIELZIG** and Paul A. Raymore, Jr., Palo Alto, Calif.

Rosiene Hue Lieu and Capt. Joseph F. **SCHMITT**, Soesterberg AFB, Holland

Nancy Lynn **SCOTT** and Charles Scott Nelson, Emerald Grove, Wis.

Margaret Marie Kratcha and Charles D. **SIEMERS**, Highland, Wis.

1966

Susan Gail **ADLER** and Maj. Michael Rontal, Milwaukee

Susan Jane Owens and John Henry **BETZ**, Cleveland Heights, Ohio

Carol Ann Milli and Steven Richard **COX**, Ann Arbor, Mich.

Marcia Michelle **FINES '70** and William H. **MARLING**, Portrerellos, Chile

Marion Hazel Hartman and Victor George **MYCYNEK**, Milwaukee

Sandra Lou Meek and William Ray **PETERS**, Lodi

Helene Ann Behrens and Arthur James **RUEGE**, Platteville

Frances Mershon **STEARNS** and Dr. J. Craig **NELSON '68**, Washington, D. C.

The Gallery

WHERE IT'S
HAPPENING

PICASSO REMBRANDT
CHAGALL VASARELY

WHISTLER ERNST
RENOIR DALI

544 State Street

Betty **THIES** and Gerald R. Tietje, Madison

1967

Helen A. **AYRES** and Loren **FAN-DREI '69**, Madison

Marilyn R. **CARLSON** and H. Hugh Stevens, Jr., Boston

Marianne **FORMILLER** and Tom D. Ivey, University City, Mo.

Lissa Anne **HALPERIN** and David B. Schwartz, Madison

Gail Susan Sengpeil and Atty. Grant F. **LANGLEY**, Milwaukee

Glaida D. Wayne and Michael James **McALPINE**, New Haven, Conn.

Jeanne Marie **WESCOTT** and John C. McKenna, Fort Atkinson

Susan Jane Hauda and Donald Lee **O'DELL**, Madison

Jeanette Rae Kraemer and Ronald Leo **SZYMANSKI**, Edina, Minn.

Judith Rae **WINSTON** and Dr. Bruce M. Schlecter, Milwaukee

1968

Sarah Bowles **BREITENBACH** and Larry R. Urben, Madison

Christine J. Diller and Robert V. **CAIRNS**, Chatsworth, Ill.

Nancy Gale **COX** and Ole A. Karbo, Whitewater

Karen Ann Werth and Peter Jordan **DEAN**, Oconomowoc

Marcea Edith **KJERVIK '70** and George E. **DOREMUS III**, Madison

Susan Gale **KRAUS '70** and Robert Alan **HERMAN**, Milwaukee

Ursula Susanne Juckheim and Lt. John Roland **MEEKER**, Dortmund, W. Germany

Karel Lee Michelle **MOOIJ '70** and Edward Martin **MOERSFELDER**, Madison

Anne **ROUGHTON** and Charles **FRI-HART '69**, Prairie du Sac

Mary Joan Kaufmann and Arthur Chase **SARGENT**, Nabob, Wis.

Elizabeth Louise Huegel and Charles C. **SCHAEFER**, Madison

Mary Anne **KOENIG '70** and Ronald Marc **WAWRZYN**, La Crosse

Patricia Jane Stadtmueller and Thomas R. **WILDMAN**, Oshkosh

1969

Dorothy Ann **O'BRIEN '70** and Richard Leo **ANTOINE**, Rice Lake, Wis.

Eileen **BAKKEN** and Jeffrey A. **MAHN '70**, Mt. Horeb

Susan **BERKOWITZ** and Alan Carl **PETERSON**, Madison

Sharon R. **BONKOSKI** and John **CARDINAL**, Madison

Barbara Ann **BRAINERD** and David Carl Martin, Fennimore

Jean Marie **BRUMBLAY** and Clarence Clyde Richau, Milwaukee

Joy Lynn **FLETCHER** and Robert Dale Boschulte, Jr., Waupun

Janet Lee Bernstein and Byron L. **FRENZ**, Fox Point

Penelope L. VON EHREN '70 and Michael R. ISERMANN, Madison

Melinda Ann MILQUET and Bruce A. KIND, Madison

Moria MACKERT '70 and Edward KRUEGER, Madison

Ann Therese Kleiner and Joseph Jerome LAUER, Madison

Mary C. LITEL and David Michael Lavold, Monona

Barbara Ellen MILESKEY and John Michael McGARRITY, Madison

Diane Roberta OBERBECK and Patrick S. COTTER, Madison

Georgia Ann Harris and Michael P. PANOSH, Whitewater

Susan Rosanne Schilt and Clarence O. PECOY, Monroe

Elsa Faye WIESER and Byron Quam, Madison

1970

Sherry Lynn ANDREWS and Dennis Allen SCHROEDER, Madison

Linda Terry BLAUNER and Steven Mark KLEIN, White Plains, N. Y.

Sandra Lee BOEKER and Geoffrey Gill JACKSON, Milwaukee

Pamela Jean Pearsall and Alan Eugene CHRISTENSEN, Janesville

Carol Jean Bliss and Robert David CLINGAN, Madison

Laurie Susan ELKIND and Richard Alan Harris, Glendale

Lynn EVANS and David B. Tillman, Milwaukee

Patricia Anne FREGIEN and Richard Dean ZIMBRIC, Sun Prairie

Kathie GAUS and Terrence WOOLLEN, Madison

Trudy Suzette Travis and Kenneth A. HEATH, Madison

Nancy Jo Chritton and Russell Owen HELICKSON, Stoughton

Linda Agerjord and Edward A. HOFFMAN, Madison

Lois Ann Schneckloth and Michael P. HOFFMAN, Lodi

Linda Marie MITCHELL and Wayne Arthur HOULBERG, Little Chute

Ruth Adele INMAN and Neil Franklin Kruschke, Milwaukee

Sandra Simdon and Russell J. JENSEN, Madison

Sharon Eileen KERRIGAN and Steven John KOENIG, Madison

Sharon Eileen O'Hara and Joseph K. KUEMMEL, Elkhart, Ind.

Karen Kay KURANZ and James Russell Donohoo, Mequon

Kathy Jo Yonts and Mark Alden LEMKE, Madison

Julie E. Sacks and Murray Scott LEVIN, Madison

Alice Fay Hull and Robert Duane LILEGARD, Madison

Susan Fern LUBOTSKY and Lawrence S. Granof, Milwaukee

Mary Catherine Thomas and Carl Henry MARTENS, Lincoln, Neb.

Barbara Jane McGINNIS and Richard D. Moake, Madison

Idagene MEINHOLDT and Daniel R. Simonson, Greenwood

Nancy L. Heinze and Harvey G. SAMSON, Portage

Maridel SATTERFIELD and Michael Stuart Freshwater, Madison

Jo Ann Murray and Gordon SAUER, Shorewood

Sara Dale SCHEAR and Lee Alan STEIN, Madison

Mary Agnes SCHMITZ and Walter Clarence WEIMER, Madison

Sheryl Ann SMITH and James Daniel Kraft, Monroe

Karen Kay Keister and James H. STAUFFACHER, Monroe

Virginia A. STEEPER and John S. Preston, Longmeadow, Mass.

Harry James STEINBECK III and Teri McVicar, Janesville

Jill Ellen Dick and David Alexander STEINBERG, Madison

Barbara Ann STOLHAND and Patrick Frank McCabe, Wauwatosa

Susan Rose THOMPSON and Steven Paul BRINK, Mount Horeb

Mary Kay UCHYTIL and James Robin FRITSCH, Madison

Patricia Jeanne VANSELOW and Richard J. SCHWAI, Milwaukee

Bonnie Lynn VELEY and Robert William Schumacher, Darien, Wis.

Beatrice WEINER and John C. BARNETT, University Heights, Ohio

Eda Elizabeth Bruns and William Arthur WILSON, Madison

Bonnie Lee WOLFF and Ronald Michael REICHERT, Elm Grove

Mrs. Otis E. Hoffman (Clarabel MAW) '16, Watertown, Wis.

Lawrence Henry WILLIAMS '16, Delavan

Hilding Edward ANDERSON '17, Alexandria, Va.

Alfred George HOPPE '17, Brookfield, Wis.

Louis FAUERBACH, M.D. '18, Madison

James John HAYDEN '18, Bethesda, Md.

Frederick Livingston RE QUA '18, San Francisco

Mrs. Marsee Fred Evans (Zeta ANDERSON) '19, West Newton, Ia.

Benjamin KOEHLER '20, Urbana, Ill.

Saadi S. SHUTTLEWORTH '21, Madison

Charles D. BYRNE '22, Eugene, Ore.

Frank Joseph DROBKA '22, Washington, D. C.

Edwin Frederick W. KUEHN '22, Madison

George MacDonald PARKER '22, Greenwich, Conn.

Mrs. Donald Wagener Reynolds (Es-ther Lois WIESE) '22, Sturgeon Bay

Mrs. James V. Uspensky (Lucile Tros-sen ZANDER) '22, Palo Alto, Cal.

George Herbert CONANT '23, Ripon

Edgar B. KAPP '23, New York City

Mrs. James Meade Harris (Marleine Elizabeth READER) '24, Roanoke, Va.

Deaths

Mrs. Fred B. Burley (Kathryn SULLIVAN) '06, Sioux Falls

Max J. KELLING '06, Chicago

Earl PRYOR '07, Milwaukee

Susie Luella SCHWARTZ '08, Madison

Sidney H. DAVIS '09, Tulsa

Fred Hubert RIPLEY '09, Neenah

Mrs. Hugh Allen (Martha S. McCLURE) '11, Pasadena

Mrs. A. J. Madden (Elizabeth M. DAVIS) '11, Everett, Wash.

Martin Peter SCHNEIDER '12, Madison

Augusta Friederica SCHULTZ '12, Syracuse, N. Y.

Anton Edward ONSRUD '13, Stoughton, in Smithtown, N. Y.

Harvey Clarence HARTWIG '14, Oconomowoc

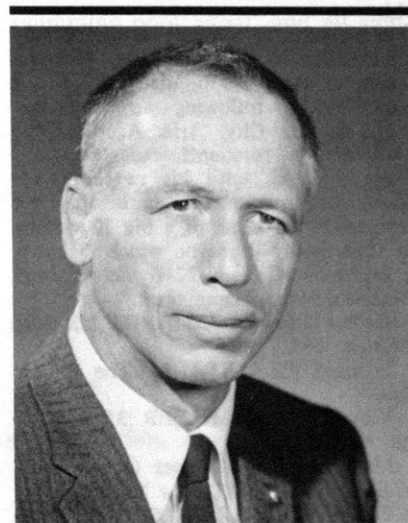
Mrs. Pearl Mabry SMITH, M.D. '14, Riverside, Cal.

Clarence Charles TOLG '14, Minneapolis

Thomas Lee TWOMEY '14, Chicago

Mrs. William Gabriel Cloon (Mary Louisa KING) '15, Ironwood, Mich.

Robert Davis LONGYEAR '15, Minneapolis



Coach Martin

George Martin, 59, head wrestling coach at the UW since 1935, drowned accidentally while canoeing in Canada July 11. Respected as one of the finest university coaches in the nation, Martin was also instrumental in promoting high school wrestling in Wisconsin. A George Martin Memorial Scholarship Fund has been established, and contributions to it can be sent either to his family, at 33 Frederick Circle, Madison, 53711; or to the UW Athletic Department, 1440 Monroe Street, Madison 53706.

Jennie May HIATT '25, Eureka, Ill.
Anne Harriet WIGON '25, New York City

Charles Alfred COPP '26, Eustis, Fla.
Frederick Dale HUBER, Sr. '26, Wauwatosa

Helene Leber JOHNSTON '27, Greenwich, N. Y.

Mrs. Herman Arthur (Merle Lucrece) SCHMIDT '27, Lake Mills

Roy Vail JORDAN '28, Carbondale, Ill.

Lawrence Bart CAPPA '29, Wheaton, Ill.

David Humphrey HOLT '29, Washburn, Wis.

Harold Charles LUCHT '29, Racine, in Buffalo, N. Y.

Walter Frederick KAUTZ '30, Moline, Ill.

Mrs. George E. Marzolf (Mildred Emma DRESEN) '30, Sauk City

Psychologist—author **Abraham Harold Maslow '30**, died on June 9 of a heart attack in his home at Menlo Park, Calif. He was one of the principal architects of the "encounter group" methods in clinical psychology; a former president of the American Psychological Association; and a frequent critic of psychologists who do work on such "trivial" subjects as "the left quadrant of somebody's eyeball." One of his books *Toward a Psychology of Being* has been a paperback best seller. He was 62 years old.

William Ernie Lusby '32, one of the great UW halfbacks who starred with the teams of 1928-29-30, died July 11 of complications following an appendectomy, in Sun City, Ariz. Aged 62, he had been a personnel executive with Sears Roebuck until his retirement. Lusby was instrumental in leading the Badgers to the brink of a Big 10 victory in 1928, a 6-1-1 season which included a David-and-Goliath 22-6 victory over Rockne's Notre Dame team.

George John BURKHARDT '33, Hyattsville, Md.

Leonard FILASETA '35, The Dalles, Ore.

Vincent Vernon MILLER '35, Moline, Ill.

Mrs. Henry Sondheimer (Alice Mary STEINHARDT) '35, New York City

Ernest Robert ZIEHLSDORFF '35, Madison

Robert Lowell BENISH '36, Houston, Texas

Evlyn Gerhart OVERGARD '38, Gary, S. D.

Leonard TARKOW '39, Milwaukee

Mrs. J. Alvin Roeder (Dorothy Ruth WOLFINGER) '40, Evanston

Charles Daniel SCHULTZ '41, Davenport, Ia.

Mrs. Eugene Olson (Ethel Louise PEARSON) '43, Wausau

Eileen Marie KALIVODA '44, Berwyn, Ill.

Ruth Esther CHRISTENSON '46, Waupaca

William Kenneth GRINDE '46, De Forest, Wis.

Mrs. William John Wichman (Frances Ann ROTH) '46, Cincinnati

Eda Mae JACOBSON '47, Chicago

Isadore SILBERMAN '47, Bedford, Mass.

Howard William TOWNSEND '47, Austin, Texas

Duane Bauer BECKER '48, Madison

Don LeClair MENIGO '49, Madison

Norman Elgarth BAGUHN '52, Wausau

Robert Louis ANDERSEN, M.D. '57, Tucson

Curtis Warren WEISS '66, Wausau

Charles Thomas WEILER, III '69, Palo Alto, Calif.

SCHOLARSHIPS

Here is a partial list of those scholarships available to UW student applicants who meet individual fund demands of academic performance and need. The funds are otherwise relatively open except as specified here. Your contributions to any of these can help them to grow and serve a maximum number of deserving young people. In most cases your check should be made payable to the UW Office of Student Financial Aids, specifying the particular fund you are supporting, and mailed to the SFA office at 432 N. Murray St., Madison 53706. However, contributions to those scholarships marked with an () should be made payable to the UW Foundation, again specifying the scholarship you intend the money for. Mail them to the Foundation, Room 337, Wisconsin Center, 702 Langdon Street, Madison, 53706. All contributions are tax deductible.*

Generally Unrestricted

Class of 1917 Scholarship Fund

Class of 1936 Scholarship Fund

Dr. Jesse and Rebecca Cornelius Scholarship Fund

Ruby Corscot Scholarship Fund

Zillah B. Evjue Scholarship Fund

Wm. J. Fisk Scholarship Fund

Elsa Fowler Scholarship Fund

Ingersoll-Zweifel Scholarship Fund

Richard Stanley Julian Scholarship Fund

John R. Krause Scholarship Fund

Julius E. Olson Scholarship Fund

Adah Mae Schroeder Scholarship Fund

Israel M. Shrimski Scholarship Fund

Sivyer Educational Fund

Allard and Margaret Smith Scholarship Fund

William H. Stout Scholarship Fund

*Carl and Theresa Hanson Scholarship Fund

*Edward R. Knight Scholarship Fund

*Ottilie Reinke Scholarship Fund

The Student Financial Aid Fund—Intended to "assist students not normally aidable through the normal scholarship process", i.e. students who have financial need but might not meet academic requirements of various other scholarships.

Restricted

Mildred Averill Scholarship: for women students

Lucetta Bissell Scholarship: For women students

Rose A. Pesta Scholarship: For women students

J. E. and Beth G. Heath Scholarship: For men students

*Drake P. Dale Scholarship: For students from underdeveloped countries.

Foreign Student Emergency Fund

Martin Luther King Fund: limited to students in the Special Program of Financial and Tutorial Assistance, i.e. members of low income minority groups enrolled under special entrance requirements.

Special Program Emergency Grant Fund: Limited to Special Program students (see above) for health and family emergencies.

*Phi Kappa Phi Scholarship Fund: For undergrads doing summer research

*David N. Schreiner Scholarship Fund: Requirements include "participation in competitive athletic program."

*Henry J. McCormick Scholarship Fund: Same limitations as Schreiner fund.

*UW Foundation Scholarship Fund in Medicine

*UW Foundation Scholarship Fund in Law

*Raymond F. Dvorak Scholarship Fund: Limitations: must be Wisconsin high school graduate enrolling for first time in undergraduate music major in band.

*Opus One: Limited to music majors

*Shapiro Memorial Scholarship Fund: For law students

*Helen L. Bunge Fund: For nursing students

*Wm. Henry and Virgie Stephens Twenhoffel Memorial Fund: For geology majors.

*UW Foundation—Alumni Organizations Scholarship Fund: These funds are established by local UW alumni clubs and/or constituent alumni groups and awarded by their criteria, agreed upon and sponsored by the UW Foundation.

Anyone who cares to establish a scholarship fund under his own name or in memory of another is gratefully invited to do so by contacting the UW Foundation. Such funds are particularly needed at this time to assist medical students, nursing students and foreign students.

Your U.W. Alumni Association invites you to
TWO WEEKS ON THE CARIBBEAN!



January 22, 1971 is the sailing date for this all-alumni cruise aboard Prudential-Grace Lines' *Santa Rosa*. Wisconsin's shipmates will be alumni from the Universities of Minnesota and Iowa. The entire ship is yours to enjoy—featuring sumptuous meals, the largest swimming pool afloat, and all ship-board games and entertainment.

Your cruise holiday will take you to CURACAO, VENEZUELA, ARUBA, JAMAICA and HAITI. There is no need for land accommodations along the way, either, as the *Santa Rosa* is your hotel for the length of the cruise.

Prices range from \$495 to \$1,100 per person, depending on your choice of cabin—less a special Wisconsin Alumni Association group discount of 10%!

Send today for our brochure and reservation information. Accommodations are limited, so hurry. Come along with us!

Wisconsin Alumni Association
650 N. Lake St.
Madison, Wis. 53706

Please send me the Caribbean cruise information.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Wisconsin Alumni Association

Board of Directors

AT LARGE

Terms Expire July 1, 1971

Thomas Barland BA'51, LLB'56
Eau Claire

Mrs. David Beckwith BA'50
Milwaukee

Anthony R. Curreri BA'30, MA'31, MD'33
Madison

Mrs. E. B. Curtiss BA'39
Darlington

Robert F. Draper '37
Chicago

Mrs. James C. Geisler BS'37, MS'41
Madison

Edward G. Heberlein BS'30
New York

Haakon I. Romnes BS'28, LLD'60
New York

Leo Schoenhofen, Jr. BS'36
Chicago

Kenneth W. Schmidt BS'29, MD'31
Denver

Terms Expire July 1, 1972

George R. Affeldt BA'43, LLB'48
Milwaukee

Herbert L. Blackstone BA'36, Law'39,
LLB'39
Waukesha

Richard Ellison PhB'42
Kenosha

Mrs. Conrad Elvehjem '28
Madison

Bidwell K. Gage '33
Green Bay

Earl C. Jordan BA'46
Chicago

Harold Scales BBA'49
Madison

Ralph Voigt BA'40
Merrill

Kenneth B. Wackman PhB'35
New York

Robert J. Wilson BBA'51
Madison

Terms Expire July 1, 1973

Lester S. Clemons LLB'26
Milwaukee

Harold Fiedler BS'49
La Crosse

Donald Furstenberg BS'49
Mundelein, Ill.

Louis Holland BSA'65
Wheaton, Ill.

Warren Jollymore '46
Detroit, Mich.

Carl H. Krieger BS'33
Wynnewood, Pa.

Mrs. Jay Normington BS'48
Wisconsin Rapids

Walter Mirisch '42
Los Angeles

Fred R. Rehm BS'43
Milwaukee

Fred Stender LLB'51
Green Bay

PAST PRESIDENTS

John S. Lord BA'04, LLD'59
Chicago

Earl O. Vits BA'14
Manitowoc

Philip Falk BA'21, BA'28, PhD'35
Madison

William D. Hoard, Jr. BSA'21
Ft. Atkinson

Joseph A. Cutler BS'09
Milwaukee

Walter Frautschi BA'24
Madison

Stanley C. Allyn BA'14, LLD 46
Dayton

John H. Sarles BA'23
Minneapolis

Willard G. Aschenbrener BA'21
Racine

Warren P. Knowles LLB'33
Madison

R. T. Johnstone '24
Grosse Pointe, Mich.

Gordon R. Walker BA'26
Racine

Lawrence J. Fitzpatrick BA'38, LLB'41
Madison

John A. Keenan BA'30, MA'32, PhD'34
Fort Madison, Iowa

Sam E. Ogle BA'20
Sheboygan

Martin P. Below BA'24
Chicago

Don Anderson '25
Madison

Norman O. Becker BA'40, MD'43
Fond du Lac

Lloyd Larson BA'27
Milwaukee

Charles O. Newlin BA'37
Chicago

Robert R. Spitzer BSA'44, MS'45, PhD'47
Burlington, Wis.

Anthony G. DeLorenzo BA'36
Detroit

John J. Walsh LLB'38
Madison

Donald C. Slichter BS'22, LLD'64
Milwaukee

Raymond E. Rowland BSA'25
St. Louis

Truman Torgerson BA'39
Manitowoc