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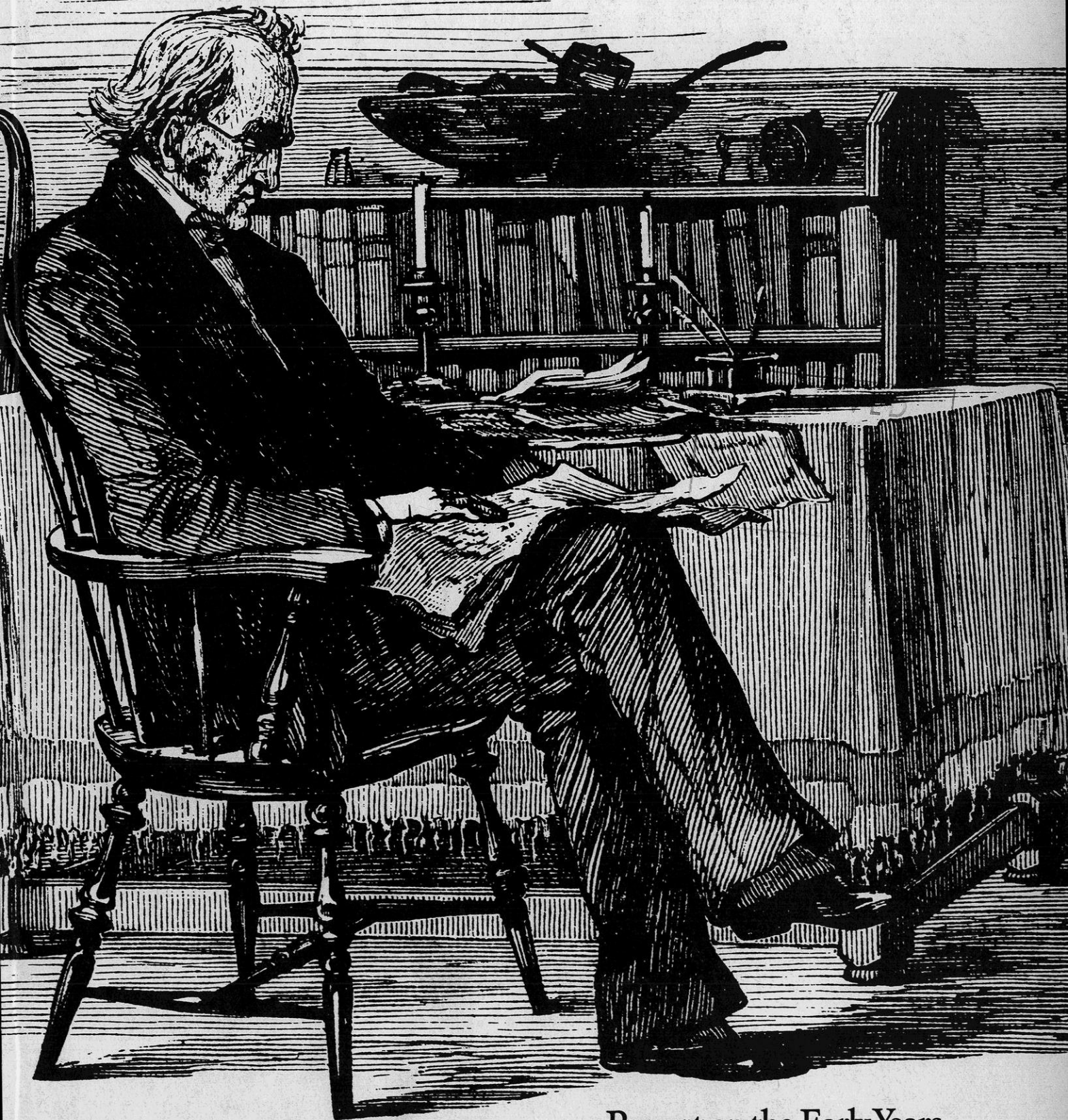
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Wisconsin Alumnus

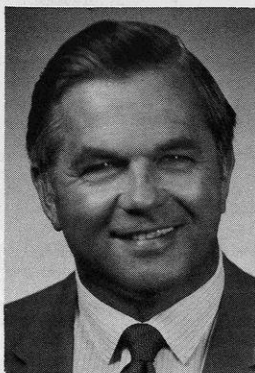
Volume 75, Number 3

March 1974



Report on the Early Years

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

It is geographically impossible for all members of Wisconsin Alumni Association to meet your president for this year, and that is a pity. Ralph F. J. "Fata" Voigt '40 has to be one of the busiest leaders our Association has ever had. He has been an insurance man in Merrill ever since he got out of service after World War II, and with that he's been mayor of that city for the past 14 years. Fata's name is well-known throughout Wisconsin because his list of services to the state is a record of achievement that all alumni take pride in. Right now he's on no less than ten statewide committees, ranging all the way from State Crime Control to the State Retirement Board.

Fata is really the man on the move, and thus is in an ideal position to serve you as your Association president. He's held the top spot in the League of Municipalities, so he knows the leading citizens of every city in the state. He is particularly effective in working with legislators, being accepted readily by both parties, recognized as a man whose chief goal is the good of the state and the University.

He has been active in WAA for a long time. He's served on at least 10 of our committees, and been on our Executive Committee for the past five years. He is constantly coming up with new ideas of program action—ways through which we can better serve our members and our University. That's why I believe that it is particularly fitting that Fata Voigt be our president during this 125th anniversary year for the Madison campus. In our various observances of this anniversary we are pointing out the countless ways our University serves its alumni, its state and its nation. Fata is a man who understands the importance of service, and he inspires those around him to recognize that importance.



Ralph Voigt
WAA President

Letters

Winograd Trust Fund

This is to announce the formation of the Rabbi Richard Winograd Trust Fund established by a group of friends and former students of Rabbi and Mrs. Winograd to aid in the education of their three children. Rabbi Winograd died in New York on January 15 after a long illness. He and his family had been living in Jerusalem since 1972 where they had settled after his illness forced his retirement as director of the Hillel Foundation on this campus. (He had held that post since 1964.) Rabbi Winograd first came to the Wisconsin campus as a Ford Foundation Scholar in 1951; he was ordained at the Jewish Theological Seminary in New York in 1961. His tenure as Hillel director spanned a period of intense political and social activism on our campus and Rabbi Winograd was a voice of reason and concern.

The Rabbi Richard Winograd Trust Fund will be collected and administered by Hillel, 610 Langdon Street, Madison 53703. All donations should be made out in the name of the fund. It is the hope of the committee that many alumni who were associated with the Winograds will be willing to contribute in this cause.

Thank you.

Prof. Burton Fisher
Dept. of Sociology

Wisconsin Alumnus

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James Davie Butler was forty-four, a minister and scholar when he came here in 1858. The fledgling University had somehow made it through its sixth year, which was quite a trick, things being what they were. The legislature said the Board of Regents was inept; the regents said those politicians were partisan and not totally honest, and historians believe both sides were absolutely right. The faculty—all seven of them—was overworked, underpaid and stifled. The new chancellor, Henry Barnard, was proving to be a hold-out, and no one was sure he'd ever show up to go to work.

(He did, but not for very long.)

Into this came Butler. He was "small and wiry of frame . . . and gifted with unusual vitality," says Reuben Gold Thwaites. Madison (pop. 6,000) soon discovered that he was an outstanding speaker, wise, witty and curious about a number of things. He taught ancient languages and literature for the University; helped out in pulpits around town, and packed 'em in at his lectures. He had a repertoire that went from "The Architecture of St. Peter's" to "Alpine Rambles" to "How Dead Language Makes Live Men."

There was a Mrs. Butler, Anna, who

was either wonderfully liberated or completely cowed: she stayed home with their four kids while the prof took off for months at a time on his trips. (He went farther up the Yangtze than many had, and back in 1842, right after ordination, he'd hopped aboard a packet and toured Europe, a pretty novel thing to do in those days. In 1869 he was exploring the then-almost-inaccessible Yosemite, got lost, and was rescued by his former student, John Muir.)

There was a general overhauling at the University in 1867, and Butler figured this was a good time to get out. He took a job writing and traveling for the Burlington & Missouri Railroad. After four years of this, he quit to spend full time traveling, preaching, lecturing and writing—he turned out dozens of papers but only one book, his family's genealogy.

Madison was home to the Butlers, despite the traveling. He was chaplain of the legislature until his 90th birthday, and by that time was a daily fixture in the library of the Wisconsin Historical Society. Anna died in 1892; he in 1905.

Butler wrote the following in 1889, for the *Badger*.—T.M.



"An Early

**By Prof. J. D. Butler
Madison, 1889**

Madison, as the name of the capital of Wisconsin, I first heard of in 1856. The next year, while a Professor in Wabash College, I was invited to address the Athenaeum and Hesperian Societies in the University of Wisconsin, at the third annual Commencement. . . .

In 1858, I was unexpectedly elected a Professor in the Wisconsin State University. If I had hesitated about changing my field of teaching, my memories of chills and fever on the Wabash would have turned the scale in favor of residence where such ailments were held to be never indigenous.

When I entered the Wisconsin faculty, we considered that body to number seven, namely, five full professors, one teacher of modern languages and one tutor. Two of the professors were nine year veterans. They had been on the ground from the opening of the institution; the rest of the teaching board no more than two years.

The grounds of the establishment,

perhaps forty acres, were hemmed in on the west by a line running from the lake through the valley east of Observatory Hill. Its buildings were two, namely, the North Dormitory dating from 1851, and the South from 1854. In the former were students' rooms, recitation rooms and the chapel. In the South Dormitory, in addition to lecture rooms, and the chemical laboratory, there was the University collection of minerals as well as of fauna and flora. But this edifice was mainly a boarding-house. The center of the lower story was a dining-room. At the head of each table sat a Professor, and most of the out-of-town students depended for their daily bread on these commons. Each professorial family had the use of a flat, or a portion of one. Wood-furnaces made the whole pile comfortable. The caterer was a steward appointed and salaried by the Regents, who kept down prices and bore losses.

But in 1859, finding the losses too great, they obliged the Professors whom they had before crowded into the Dormitory, either to leave it altogether, or to buy in the old furniture, cows, etc., and furnish board

to such students as desired it. Three of us remained; the rest took houses in town. Two of the three departed at the close of another year, and so, for a year or two, I was, with my family, the sole occupant of the huge building, and one of my children was born there. Nobody claimed board and I was not obliged to grant it.

The outlooks around the buildings were then no whit inferior to those now so much admired. The trees close at hand were not high enough to obstruct the view, those in the distance were many of them patriarchs of the forest primeval. Gulls, ducks, loons were never absent from the lake. Three eagles were often swooping above me during my morning swims beneath the bluff. The alar extent of one that was killed there (by P. J. Clawson, now State Senator), I measured while he was still alive. It was seven feet. . . .

In 1857, I saw some excavations which had been already made for the central edifice. Near them lay the section corner stone-mark, a measured mile due west from the center of the Capitol. The chief aim in planning this third University structure

Decade of Wisconsin'



James D. Butler

was to make a fair show, a queenly crown, as was said, on the hill-top. There was much exultation when its topstone was laid, or rather when the colossal goose-quill (meant to be an emblem of the pen as mightier than the sword), which was to serve for a weather-cock, had been set on the lofty spire. It was soon apparent, however, that the architect's model seemed to have been a hollow tree, or that he must have imitated the Irishman who, for making a cannon, took a large hole and poured iron around it. Besides, the central pit was in danger of becoming a water-cistern. The leaks about the dome above it were so numerous and lurked so slyly that for years nothing could stop them. When this white elephant was turned over to the Faculty, they were at quite a loss how to make it subserve educational needs.

It is clear that the Regents expected too much of the Faculty. Their revenue just sufficed for the equipment of a petty Eastern college. But they drew up a curriculum with departments enough to deserve the pretentious name of university. They called on half a dozen teachers to work this machine. They turned them out every year, in hopes by some hocus pocus of re-organization to achieve the miracle they craved. *O sancta simplicitas!* They wasted thousands in securing Henry Barnard, a reputed wise man of the East, to pose as a figure head of the University ship. Another feature of their plan was to bottle up their officers, for they forbade them to do "outside work," that is to receive anything for preaching or lecturing; a grievous veto for men already living on half rations.

They were proud of having built their dormitories as exact copies of those at Ann Arbor. "Colossal copyists of deformity." In this movement, however, they showed how a man's following a wise step of another may prove as foolish for him as Pharaoh's following the Israelites into the Red Sea turned out for him. The Ann Arbor buildings were built at the expense of the State of Michigan; those in Madison were paid for by the Wisconsin University with money raised through selling lands at three dollars an acre which within a decade would have commanded twenty-five.

If some outlays of the Regents were of a questionable character, some of their economies were still more so. When I had completed nine years'

work, I had not received nine years' salary. What had been paid me lacked one quarter's salary of that amount; and yet I had carelessly given a receipt in full. Loving peace and hating litigation, I sought no redress, but my wife, indignant at what she held for a fraud, brought suit while I was in Egypt, gained her case in all courts even up to the highest, and obtained the money she claimed.

For a score of years Wisconsin has now been liberal to its University, but that State never gave a dollar to the institution that was called by its name till more than eighteen years after Prof. Sterling had begun his teaching, and till after my own nine years of service had expired. The University knew the State only as an exactor of clerk-hire for keeping its accounts, and of pay for taking care of its lands. When war and evil days came, and Professors were no longer allowed homes in the University buildings, and salaries which had been \$1,500, shrank to a thousand and fees which did not average \$300, even after officers paid tuition money for being allowed to teach their own children, while all prices doubled, not a dime of aid came from the State. . . .

Of the faculty thirty years ago there was not one officer without some strong points. Lathrop, who had from the first borne the title of Chancellor, had served with credit in more than one other institution. Indeed, almost all his associates had done likewise. Mr. Lathrop, an elegant scholar and an elegant man, had been soured by the Regents feeling dissatisfied with his endeavor to make the institution disciplinary rather than practical. He was accordingly content to go through with his customary routine, and neither excited nor sought to excite enthusiasm in his disciples. His leisure he spent as a society man and diner out. Secure of a more congenial position elsewhere, he was indifferent to what might become of him here.

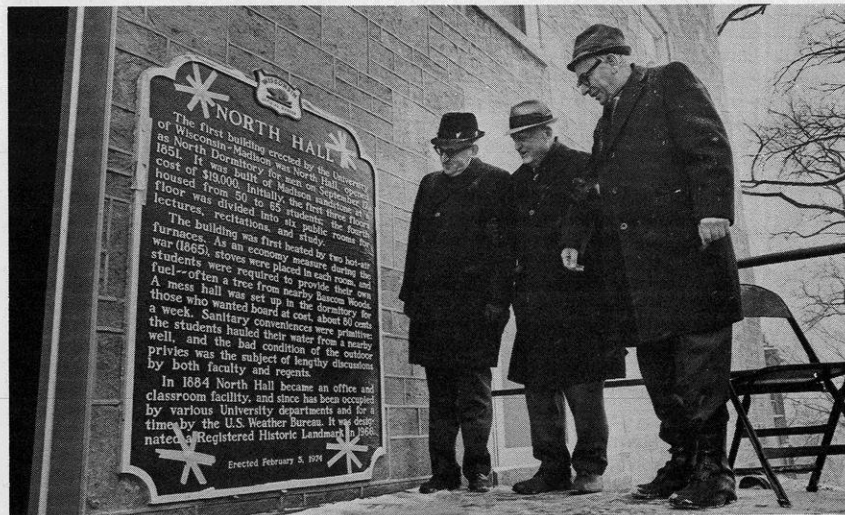
Prof. Sterling had stood by the cradle of the institution and was determined, if it must die, to stand by its grave. He always took a fatherly interest in students, even lent them money when he himself had little to spare. He was not a great general scholar, yet was excellent in his own department. In other lines he was ready to teach in emergencies, and always showed himself a competent and indefatigable instructor.

He was more hospitable than any of us to those under his charge. Some of them had their first taste of good eating at his table. . . .

In the department of modern languages, which was not for the most part called a full professorship, there were three incumbents during my nine years, namely, Kursteiner, Pickard and Fuchs. The first, a native German, and decorated by some German institution, seemed an overgrown boy; the second, exact, pains-taking and efficient was soon removed, in point of fact to make a vacancy for a refugee friend of Carl Shurz. The reason, however, given for displacing Mr. Pickard was, that a native German was naturally the man best able to teach German. The saying would have been justified in this case had Dr. Fuchs been a master of English. He was far from that, and hence, however competent he was to translate out of German, he was incompetent to translate into English. Thus, to use a Germanism, he often *overset* what he would fain translate. Nor was he in fact born in Germany, but in Surinam. But he was a graduate of the University of Leyden as well as an amiable man and an accomplished scholar. . . .

As to myself, I was elected to my chair without my solicitation, or even knowledge, and was indifferent how long I held it. While instructing here, I was twice invited to positions in the State University of Indiana, and as often to the Ohio Miami University. My resolution was, however, whenever I should cease to teach in Madison, to repeat and extend my travels abroad and beyond the sea.

My journal shows that in nine years' service I scarcely failed to be at my post for nine days save when sent away to address normal or other school institutes as a substitute for Henry Barnard. My calls of this sort were numerous. I also delivered many sermons and lectures. My inaugural, the first speech ever made in the Senate wing of the Capitol, in January, 1858, was "A Defense of Classical Study," or an attempt to show how a dead language can make a live man. This address I was invited to repeat, in and out of the State, about a hundred times. My lecture on "Commonplace Books" was as often called for. I supplied the Congregational pulpit in Madison for more than one year. My thought was that by thus appearing before the public, I could best use my little utmost of influence for keeping the



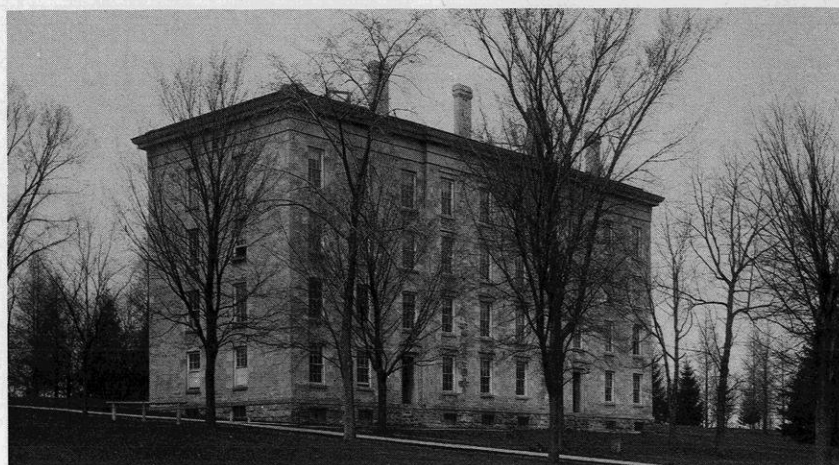
Dedication photos/Norman Lenburg

Salute to an Old Friend

A few days before classes opened in 1849, the Board of Regents of Wisconsin University unanimously recommended the purchase of a site for the campus.

"It is situated one mile west of the capitol, and sufficiently elevated to overlook the village of Madison, the four lakes and a wide extent of the surrounding country." A committee bought "College Hill"—157½ acres—at \$15 an acre.

The first building to go up on it was North Dormitory (North Hall). It opened on September 17, 1851. On February 5, 1974—125 years to the day after classes began—the first building on campus got a plaque to tell its history. President Weaver, Emeritus President Fred and Chancellor Ed Young did the official unveiling; James M. Smith, director of the State Historical Society gave the crowd a brief history lesson; and that day, at both Unions, there was birthday cake for all.



North Hall, about 1885

University before the people.

Attendance at prayers in the chapel was compulsory. For the first year, the services were performed by all the officers who could be induced to share in them. Afterward, that duty devolved upon me altogether, as well as the delivering of about half a dozen baccalaureate addresses.

At the urgent request of Dr. Barnard, I preached for a year in the chapel, a sermon every Sabbath afternoon. During a part of that year, the chapel was in the North Dormitory, but for the last months it was in the south end of the central edifice. Notwithstanding such outside work as seemed to be demanded, most of my hours were given to classical studies, I being a classical Professor. . . .

William F. Vilas had graduated the summer before I began my work, but, as a post-graduate, he entered one of my Greek classes, and pushed with us through the Oedipus of Sophocles. Our classes were so small that G. W. Bird and J. B. Parkinson, though widely apart in the alphabet, sat on the same bench.

John C. Spooner came some years after them. So did John Muir, James L. High, Levi Vilas, Dwight Tredway and both the Steins.

No foresight, or Scotch second sight showed me to what acmes of dignity, legal, political and literary, these youths were destined to climb. So while entertaining angels unawares, I very composedly eked out their short-comings, and detected their blunders, like those of ordinary mortals. . . .

Directly after the firing on Sumter, Pliny Norcross was the first student to enlist. *Qui sibi fedit, dux regit examen*. The lead of Norcross was followed by so many sons of Mars that the largest and best Greek class I ever had was sadly thinned out. When this stampede took place, we were engaged in Xenophon's Memorabilia. My own pocket copy, Teubner's edition, I gave to James M. Bull, one of my most zealous pupils. It was his *vade mecum* throughout the war, and kept alive in him classical instincts. He retains that keepsake still. He exhibited it to his congregation in Minneapolis when I was preaching there for him not long ago, and spoke feelingly of its help to his culture. The American soldier found the notes of the Greek soldier a congenial manual.

When so many of our disciples rushed forth and jeopardized their lives for their country, those who remained

fancied that they also would soon receive marching orders. They therefore formed themselves into a University battalion which was drilled by one of their number who had seen service. Their weapons, a lot of old-fashioned or condemned muskets, were loaned to this home guard by the State, but not till I had given the State armorer a paper which made me personally responsible for the safe return of the arms thus granted.

When sons were lacking in the family of Zelophehad, his five daughters stood before Moses by the door of the tabernacle of meeting, saying: "Since our father hath no son, give us a possession among the brethren of our father." And Moses brought their cause before the Lord. And the Lord spake unto Moses, saying: "The daughters of Zelophehad speak right; thou shalt surely give them possession of an inheritance, and thou shalt cause the inheritance of their father to pass unto them." The experience of these Jewesses was repeated here. When the academic young men went out to war, the young women took the places which they had left vacant. The necessity of the University was their opportunity. Thus co-education was naturally born. It came in almost unawares, as the morning steals upon the night, chasing the darkness. It started into life here sooner and more vigorously than in most other quarters, because student enlistments were more prompt and multitudinous here than in most institutions.

My heart's desire for the University, as it was in the beginning, is now, and ever shall be, is that it may be fitly compared to the tower of David builded for an armory, whereon there hang a thousand bucklers, all shields of mighty men. Scholars, teachers depart and die; may the institution be a scholar and a teacher who shall never die, never depart, forever learning, forever teaching the best things, in the best way, from the best motives and for the best ends.

"Porous to receive

And drink the liquid light, firm to retain
The gathered beams, great palace thus of light,
Whither, as to their fountain, other stars
Repairing, in their golden urns draw light."

Why Can't Joe College Write?

The writing ability of a large minority of students ranges from "appalling" to "hideous", professors say, and it's getting worse. Nationwide, members of the first generation to be brought up watching television are scoring lower and lower on SAT and ACT tests.

Here on the campus the number of freshmen who have landed in English 101—basic writing skills—because of poor placement scores has doubled since 1970. Also doubled in only three years is the number of students failing the School of Journalism's usage test.

"I've taught for 15 years, and in my opinion student writing is getting worse. 'Hideous' is the only way to describe it," says Communication Arts Prof. Larry Lichty.

"If you want an example of how bad it is, just read the Daily Cardinal or the Badger Herald."

The University no longer requires applicants to submit SAT or ACT scores for admission, so there is no basis here for comparison with the national norm. But Lee Wilcox, director of admissions, says he knows median test scores have gone down. "Of course," he adds, "the test questions may not relate that closely to what goes on in the classroom."

English Prof. William Lenehan, in charge of English 101, called it "an oversimplification that scores are going down." For one thing, he says, the test itself is open to question.

But Wilcox and Lenehan agree that the difference may be in the type of students coming to the campus today. Wilcox points out that the regents equalized out-of-state requirements two years ago. These applicants are no longer chosen on a more selective basis than are those from Wisconsin. This fact could be lowering the median. Further, the UW is actively recruiting more minority students than it used to. Many, coming from inner core schools, haven't had the background in English which is expected of other freshmen.

"Awareness of these two factors

leads some experts to say that writing ability is low on the overall because the total now contains people we didn't have in college before. But there's another faction which maintains that our population as a whole knows less about language today," summarizes Lenehan.

Whatever the cause, most professors who work with numbers of students agree that their writing ability is declining. Journalism Prof. Doug Jones has taught basic newswriting and reporting for 10 semesters. "Every semester we know that with 25 to 40 percent of the students I'll spend time dealing with the basic structures

of the language rather than with their ideas. What good are those ideas if they can't express them?"

Jones doesn't limit the poor writers to freshmen and sophomores. "I've had graduate students whose writing was pitiful," he says.

Current social commentators would lay the blame right in front of the TV set, exactly where most of today's college students spent their growing years. But Lichy, who has studied the effects of television on viewers, disagrees. He says that studies show that, except for a small percentage of television addicts, children who are heavy viewers are

also heavy readers. In school they do as well as other children, if not better. "Avid users of one medium are avid users of other media," he says. According to Lichy the popular myth is that before television, people would read great books or carry on intellectual discussions. In reality, he says, "they went to grade-B movies. Before that they read the pulps. Before *that* they spent time at circuses or public hangings or getting drunk. Television didn't replace intellectual activities."

Lichy believes that students today don't get enough writing experience and that faculty neither give them anything to shoot for nor pay enough attention to writing disabilities.

"No one has ever held them up to higher standards," says Jones. Other faculty trace the problem back to high school, where students were deprived of sufficient drill in writing good English. Prof. Harold Nelson, director of the School of Journalism and Mass Communication says he wonders "whether English teachers were prepared in college to teach clear, economical, correct writing."

UW Regents Roland Day and John Lavine share Nelson's pessimism. At the Board of Regents meeting in January Lavine called for a report on the requirements for a teaching degree at campuses in the University System.

Communication Arts Prof. C. David Mortensen, who teaches Speech and Human Behavior, speculated that in high schools, "there's less emphasis on fundamentals and (writing) discipline. It's more feelie, self-explanatory—whatever turns you on."

Lenehan says he thinks that the growing trend to elective English courses in high school may offer the student more choices, but also allows him to skip lightly over the fundamentals. His theory is backed by Prof. Joyce Steward, director of a remedial writing laboratory on campus. In high schools, she says, "there may be more creativity but there is less discipline."

"There is a national dialogue on how to solve this problem," says Lenehan. "Do we ask the high schools to change or do we do high school work in college? Of necessity the time spent on it in college dilutes the college degree."

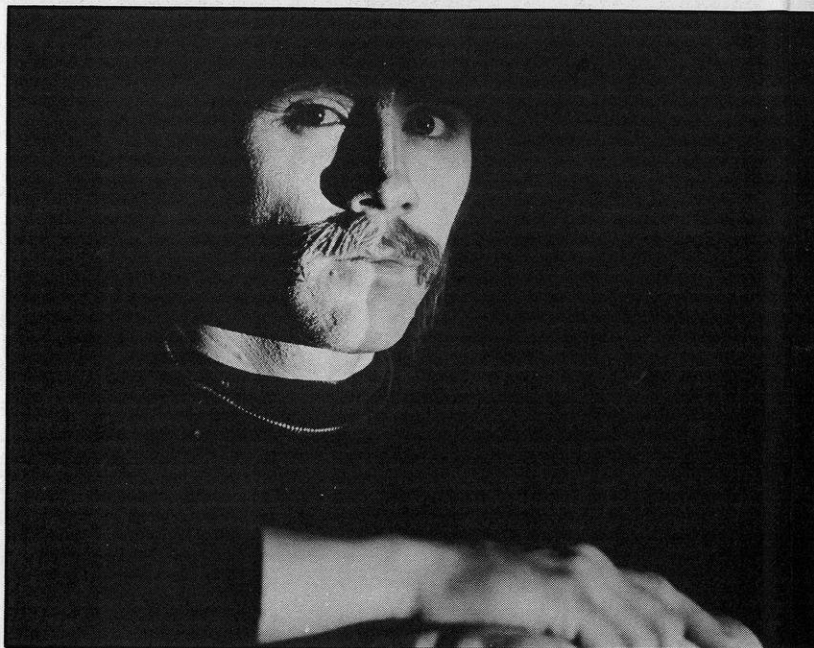
—Marie Ransley



Illustration/ Jim Johnston

Camera Concepts '74

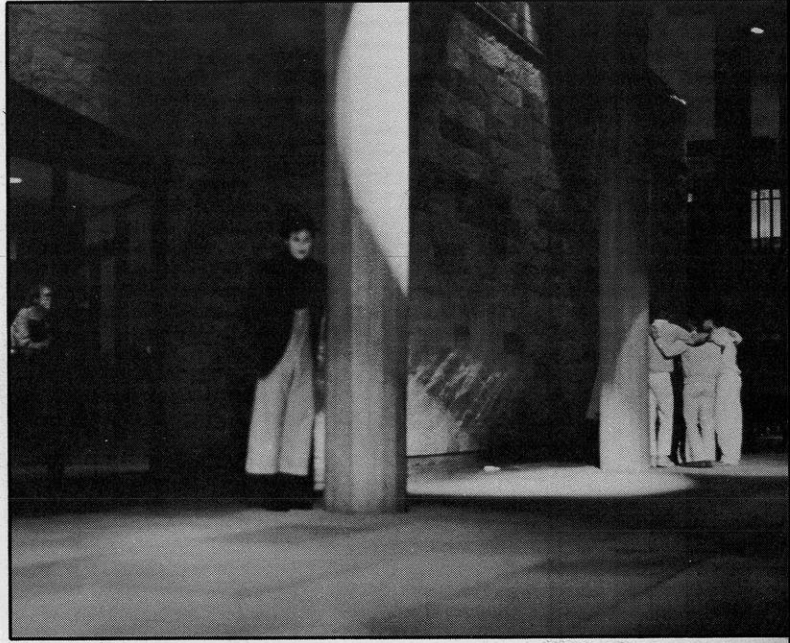
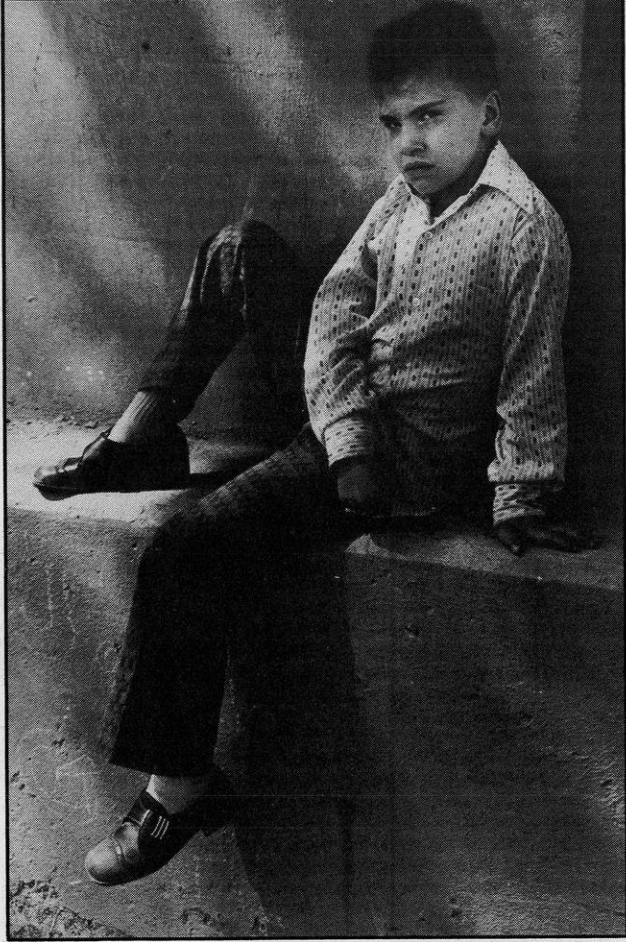
"Craftsmanship and content are of equal importance. An excellent photograph is a marriage of the two," said one of the judges of this year's Camera Concepts, the annual student competition sponsored by the Union. Here are the entries which seemed to us to combine best those two basic ingredients.



upper right:
Self Portrait
Steven Christenson—Milwaukee

above:
Grant Park
Edward Dettmann—Madison

right:
Altar Boy
Janica Yoder—Madison
Winner of Capital Times
Award and Wisconsin Union
Art Sales Commission Award
for Union Collection



upper left:
Untitled
Sam Samore—Mequon

above:
Illustration from book
The Portable Paranoid
Maralyn Dettmann—Madison

left:
Grapefruit
John Rensink—Janesville



Camera Concepts '74

above:
Self Portrait
Linda Rich—Aurora, Ohio

center:
Millionaires Club
Charles Patch—Madison

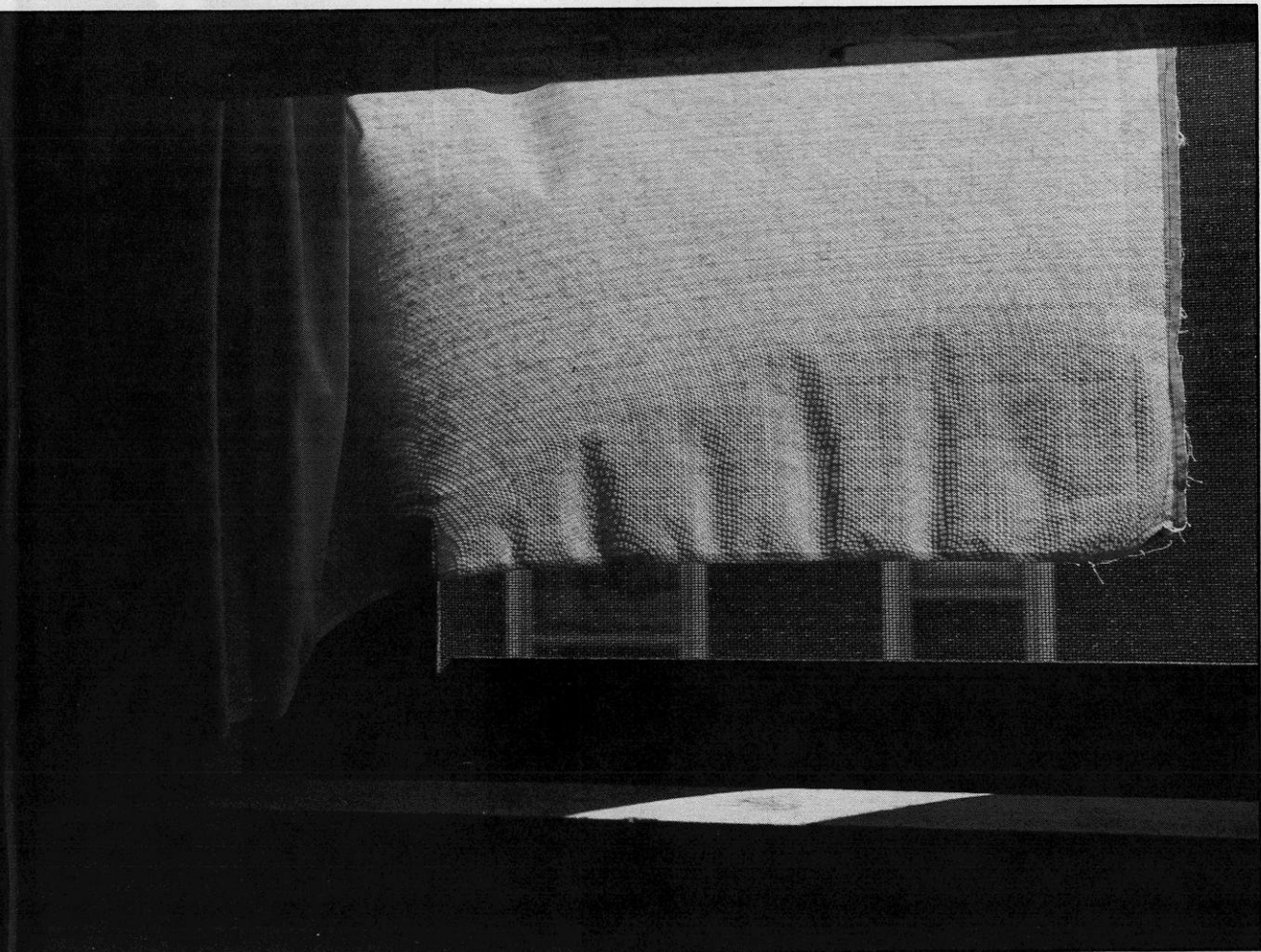
upper right:
Side Show Attraction
Molly Fifeld—Crown Point, Ind.

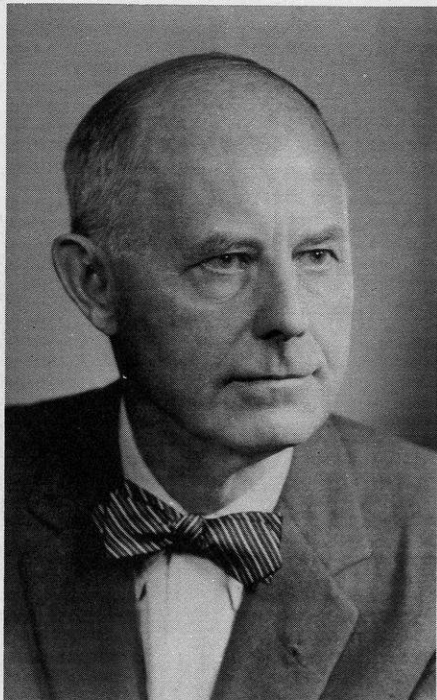
far right:
Drapery in Action
John Back—Racine

right:
Pond Infrared
Alan Chute—Madison



ASH AVE.





Lewis Weeks

Weeks Gives Second Million

Lewis G. Weeks '17, gave the University \$1 million as a 125th birthday present in February. The world-renowned geologist had given \$1.5 million in 1971. Each portion marks the largest single donation toward an academic building in the University's history.

The funds will go toward the geology-geophysics building, now nearing completion at W. Dayton and N. Orchard streets. It will be called the "Lewis G. Weeks Hall for Geological Science."

The \$1 million, which was announced by Chancellor Young at the Madison Alumni Club's Founders Day dinner, is in the form of stocks related to Weeks' oil discoveries in Australia.

After retiring as chief geologist for Standard Oil of New Jersey in 1958, Weeks was engaged by the Australian government to take over what had been a futile search for oil and gas. His

discoveries of vast off-shore deposits took Australia out of the "have not" nations and made it a "have energy" nation at a most opportune time.

At present Weeks is making a study of the world's off-shore energy resources for the United Nations.

He was presented the Wisconsin Alumni Association's Distinguished Service Award in 1972.

Hang In There, Teacher

The Madison campus is bucking a national trend of declining numbers of graduates in teacher education. A recent report of the National Education Association (NEA) showed that the number of college graduates prepared to teach will probably drop from 32.6 percent of the graduating class to about 20 percent by 1976.

John R. Palmer, associate dean of the School of Education here, says teacher education enrolments have leveled off and he does not anticipate any drop-off next year. The NEA attributed the decreasing number of teacher education graduates to reports that there is an oversupply of teachers and predictions that jobs will be even harder to find because of a falling birth rate. Palmer does not think the employment outlook for teachers is all that bad. He points out a U. S. Department of Labor study showing graduates in education have a much lower unemployment rate than those in humanities or social sciences. Last year, 75 percent of UW—Madison graduates who were certified to teach and actively looked for a teaching job without limiting themselves to a particular location were employed as teachers. But most of the others are not unemployed. They took jobs in other fields or attended graduate school. "On the Ph.D. level all of our students get jobs," Palmer said.

The Madison campus is not suffering enrolment drops because it attracts transfer and out-of-state students because of its quality programs in guidance and counseling and special education, he said.

S. L. Rewey Heads WARF

Stanley L. Rewey '35, vice chairman of the board of the Marshall and Ilsley Bank in Milwaukee, has been elected president of the Board of Trustees of the Wisconsin Alumni Research Foundation (WARF). WARF is a non-profit foundation which assists the University.

Other WARF officers are: vice president and assistant treasurer, Donald C. Slichter '22; vice president and assistant treasurer, Kenneth B. Wackman '35; vice president and assistant secretary, Walter A. Frautschi '24; and secretary and treasurer, Bernhard M. Mautz '22.

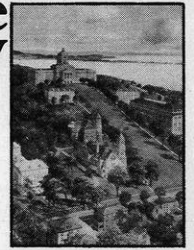
WARF also announced the addition of two members to the Board of Trustees: Wayne Roper '46, member of the Milwaukee law firm, Gibb, Roper and Fifield; and Robert M. Bolz '44, president of Oscar Mayer & Co., Madison.

WARF was founded in 1925 for the dual purpose of making patentable research discoveries at the University available to the public and to support the University's research program. It has been instrumental in introducing to the public such important inventions as the Harry Steenbock irradiation process for fortifying foods and drugs with vitamin D, and also the anticoagulants warfarin and dicumarol from the Laboratories of Karl Paul Link.

Prof. Penniman in New Post

Prof. Clara Penniman of the political science faculty has been named by the Board of Regents to be the first Oscar Rennebohm Professor of Public Administration.

Prof. Penniman currently serves as chairman of the University Committee which functions as the executive committee for the Madison Campus Faculty Senate. She is an authority on government and public administration. While earning her bachelor's and master's degrees at the UW—Madison, she was elected



to Phi Beta Kappa and Phi Kappa Phi. She was awarded her doctorate by the University of Minnesota in 1954. She has been extremely active in public affairs. Her record in this area includes service as president of the League of Women Voters of Madison (1956-58); president of the Altrusa Club (1968-69); as a member of the Governor's Higher Education Study Committee (1972); and this year as president of the Wisconsin State Political Science Association.

"We feel the selection of Clara Penniman was particularly appropriate," Chancellor Young commented. "For several years she has taught students who have gone on to establish admirable records in the field of public administration—here in the State of Wisconsin and elsewhere. The achievements of her students are a testimonial to the effectiveness of her teaching."

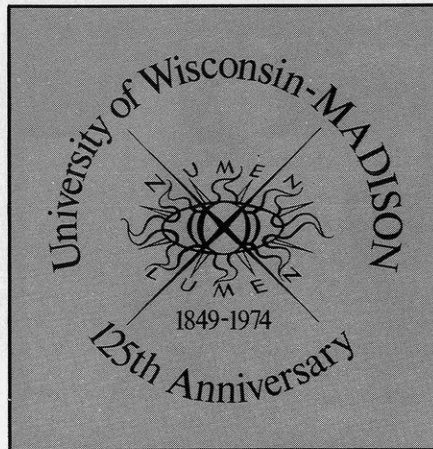
The five-year grant provides salary and research support. The grant may be renewed for an additional five years on mutual consent of the Madison chancellor and the Rennebohm Foundation. Prof. Penniman will assume the appointment July 1.

Alumni Weekend Seminars

The Class of 1924 has arranged a program of three concurrent seminars on Alumni Weekend as a gift of learning to all alumni who come back for their reunions. The program will be held on Friday afternoon, May 10.

The programs will consist of "Opera Bits," presented by the Opera Workshop, under the direction of Prof. Karlos Moser; a round-table on health science planning, moderated by Robert Cooke, MD, vice chancellor for Health Sciences; and "New Directions in Engineering," four brief reports by W. Robert Marshall, dean of the College of Engineering, and his staff.

Members of the Class of '24 will be asked to indicate which seminar they plan to attend on reservation materials for their Half-Century reunion. Other alumni may register for their preference at the time of general registration for Alumni Weekend.



Year-Long Anniversary Observance

A faculty-student committee has been appointed to coordinate the University's 125th anniversary observance. Profs. James Watrous, art history, and Robert Taylor, journalism and mass communications, are co-chairmen.

The founding date was Feb. 5, 1849, when the first class of 17 students assembled before Prof. John Sterling.

A series of programs, lectures, and historical sketches will continue through 1974. The Madison Founders Day banquet staged by the UW Alumni Club of Madison was held Feb. 16 with Chancellor Edwin Young speaking. Faculty members will speak at 80 other Founders Day functions before alumni groups in the state and nation.

Two "Perfect" Students

Two students granted their bachelor degrees at the winter commencement maintained perfect 4.0 scholarship records during their academic careers. Evan F. Koenig, Madison, and Stephan J. Schwark, Fond du Lac, were among the 1,297 students who received bachelor degrees at the mid-year commencement. Koenig was graduated from the College of Letters and Science, majoring in economics. Schwark also received his degree in L & S, majoring in political science.

Names of the "perfect" students were announced, after all winter semester grades were in, by Julius Mintz, research analyst of student statistics in the Records Office.

Bay Project Needs Help

The staff of the University Bay Project is preparing a monograph on the area, one of 14 current programs underway as a result of the preservation project begun with funds donated 18 months ago by the Class of 1922. Other elements of the operation are of a more technical nature, aimed at remedying the pollution impact on the bay and its peripheral land features.

The goal of the monograph is to trace the history of the area and encourage additional participation now and in the future by agencies, departments and individuals not now involved.

Staff assigned to writing and researching the study have conducted dozens of interviews and reviewed hundreds of historical documents, newspaper articles, technical reports, deeds and photographs dating back to the 1800s. They now ask the aid of alumni in tracing the social history of the area. They would much appreciate learning of any experiences, anecdotes or factual information on the bay area. Contributors are asked to send material to: Richard E. McCabe, Coordinator, University Bay Project, 652 WARF Building, Madison 53706.

Games People Play Cost Money

Elroy Hirsch, who runs a sports business—or at least a football business—in this town, admits it is a business, tries to run it efficiently, and says it has a great economic impact on Madison.

On the impact, he tells it this way:

"You should answer my phone each fall when we change our starting times from 1:30 to 1 p.m. because of Daylight Saving Time. I can't tell you how many calls I get from restaurant and bar owners. It affects their livelihood."

And: "The restaurants and bars must do a fabulous business on game days. As an example, one owner told me he employs eight bartenders from 10 a.m. to midnight—and they all go steady. That's a lot of money."

How much? Hirsch said, "I have no idea." But he adds: "Remember that half the gate stays right here. A gross gate sale is somewhere between \$100,000 and \$300,000. That's just tickets. Then there are the concessions. And that restaurant business. And more and more of that gate is coming from out in the state."

Like every good businessman, Hirsch is worried about gasoline rationing.

"It could very well be," Hirsch said, that gasoline rationing will have an effect on football attendance next fall. "We're taking a hard look, but we really don't know yet how strong the effect will be."

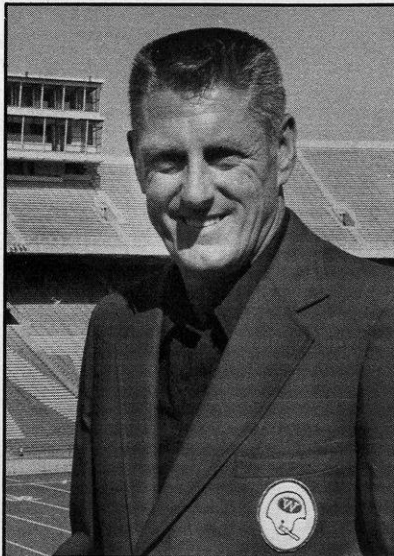
Hirsch predicted that "everybody will be bugging the trains and the railroads for football specials. We are lucky to have a rail track near our stadium. Milwaukee still runs a football special every week."

And he added: "If there is rationing, that will be one thing. If there isn't, people will come to the game. With rationing, Chicago would be a problem. And we have lots of alumni in Chicago."

But, said the athletic director who was once a football star for Wisconsin, "We had good crowds

when I was playing in 1942—45,000 or so—and there was a war on, you remember."

And the football-businessman worries about inflation, too. Hirsch said: "Even if the crowds at Camp Randall keep at their present levels, two more years down the line, expenditures will exceed income. We'll have to get help from the state—or we'll have to cut back the program."



From Elroy, some financial facts of the sporting life.

What if Wisconsin football wasn't a business? What if the state, rather than gate receipts, had to support Wisconsin's 13-sport athletic program, Hirsch was asked.

"I don't think the state could afford it," he answered. "We are talking about a \$2-million budget. The money has to come from somewhere. One major college lost \$600,000 last year. I don't think Wisconsin could stand that."

Hirsch philosophized a little: "You know, a lot of people talk about the high cost of football. Well, it does cost a lot. But football generates 95 per cent of the income.

"And it helps the University. Studies show that college alumni give in relation to the athletic program. Successes often increase gifts and grants.

"We have football, hockey, and basketball on good business principles. But then of course, we

turn around and operate 10 other sports at tremendous losses. I don't know how long we can do that."

What fills Camp Randall and sells all those football tickets—surely not 4-7 records? Hirsch said: "I think it's getting to be the thing to do. It's a social event along with a sporting event. It's a day out. It's the things that surround a football game. But football is the catalyst that brings it all together."

Some say that Elroy Hirsch is running a business—nothing else. Is he offended by this?

Hirsch: "No, I think it's true. "As long as we are going to be self-supporting, I have got to run it as a business. How else could I run it?"

And some critics say that Big 10 athletics are professional. They say Big 10 football is just pro football played by and for a university. How about that?

Hirsch: "That remark is made without thinking. Oh, if you call room, board, and tuition 'pay', I suppose you can make a case on this. But it isn't. The student-athlete is putting a lot of time—three hours a day—into this and he can't work during this time to earn his keep. We are simply making it possible for him to play football."

He added: "Some say we are a training ground for the pros. But so few make it, the charge breaks down. And what if it were true to a degree. Isn't the university a training ground for doctors and lawyers and artists and actors and musicians?"

"What's wrong with that? What's wrong with a football pro?" asked Hirsch, who was one.

A final question: And if the Athletic Dept. is a business, why doesn't it be more businesslike and chop off some of the "products" (sports) that aren't making money—like crew, fencing, gymnastics, even track?

Hirsch responded with a wry grin. "A form of that was suggested." (Hirsch once suggested to the Athletic Board that Wisconsin drop crew and fencing.) "When it came to a vote, I was a small minority."

—Glenn Miller
in Wisconsin State Journal



Badgers in Africa. This exotic setting for the bush-jacketed Badgers is Mombasa, Kenya. This was the second annual Badger African Safari, held last January. The tour was hosted by Mr. & Mrs. Jay Normington of Wisconsin Rapids. Highlights included a visit to Kenya's famous Treetops Lodge, Mt. Kenya Safari Club, Lake Manyara, Amboseli and Tsavo National Park.

Art for Alumni Weekend

In celebration of the UW's 125th anniversary, the Elvehjem Art Center will host a major exhibition of works by 34 members of the art department faculty from March 24 through Alumni Weekend May 11-12.

The show marks the first time that the art department faculty has exhibited as a group, although individually these artists have taken part in some 250 national and international shows. Their works are represented in major museums and private collections all over the world.

Artists whose works are included in the exhibition are: Donald Anderson, Bruce Breckenridge, Mel Butor, Gibson Byrd, Warrington Colescott, Jack Damer, Fred Fenster, Ray Gloeckler, Robert Brilley, Walter Hamady, Phil Hamilton, C. R. Johnson, Larry Junkins, Cavalliere Ketchum, Victor Kord, Marjorie Kreilick, Richard Lazzaro, Harvey Littleton, Fred Logan, Richard Long, Hal Lotterman, Dean Meeker, L. E. Moll, Eleanor Moty, Hardean Naeseth, Kenneth Ray, Richard Reese, Don Reitz, Arthur Schade, Wayne Taylor,

Arthur Vierthaler, John Wilde, William Weege, and Santos Zingale.

The exhibition, which will occupy the entire fifth floor, Mayer Gallery, and two of the Brittingham Galleries, will not be juried. Each artist has selected those works he wishes to include. Many of the works will be for sale.

Baseball Team Gets Bid

The baseball team has been invited to represent the Big Ten late this month at the annual Riverside (Cal.) National Intercollegiate Baseball Tournament. The prestigious tournament features the top collegiate teams in the country, which appears as a hopeful prediction for the Badgers' 1974 season. Coach Tom Meyer is optimistic, since his entire pitching staff from last season returns, as do two 400 hitters. The Badgers finished fourth in the Big Ten last season, with an 8-8 record.

Madison attorney Milo Flaten '50, president of the Dugout Club,

looks on the trip to the March 25-30 tournament as "Wisconsin's venture into the big leagues of collegiate baseball." He points out that such a step almost always involves a fiscal note: about \$5,000 is needed to send the team, and the Dugout Club has promised to contribute part of that. Flaten invites interested alumni to share the glory and the expense, by making out a (tax deductible) check to UW Foundation—Baseball, and mailing it to Dugout Club, 125 W. Doty St., Madison 53703.

WSJ Cites UW Birthday

The Wisconsin State Journal has announced that it will run a special section in its issue for Sunday, May 12th, dedicated to the 125th anniversary of the University. The theme, "The University and You", will feature the campus as a living force. One article will focus on the community of Columbus, Wis., with its UW students, alumni and citizens who benefit from the presence of the University in Madison. Other features will be concerned with the Center for Health Sciences; the UW sports picture over the years; the School of Agriculture and Life Sciences. Statistical data will include landmark dates; UW presidents; chancellors; famous alumni; distinguished faculty; important buildings, research milestones, and projects.

The May 12th publication date coincides with Alumni Weekend.

Singers Plan Reunion

Alumni of the Wisconsin Singers organization will hold their first annual reunion here on June 1. There are close to 300 former Singers, but organizers of the event have been unable to locate nearly 100. They ask that anyone who knows alumni of the group who have not received notices suggest that they contact the WAA offices.

The reunion will consist of an evening at the Wisconsin Center, with cocktails, dinner and movies.

1974 Distinguished Service

for outstanding professional achievement and continuing dedication and service to



Sam E. Ogle '20
Retired, Sheboygan

Former director of public affairs, Schuster's, Milwaukee; first executive secretary, Wisconsin Retail Merchants Association, representing members before the State Legislature and overseeing numerous training and improvement projects for Wisconsin retailers. Director, Wisconsin Alumni Club of Sheboygan. Member, certification committee, State Athletic Hall of Fame. Past president, Wisconsin Alumni Association; National W Club; Wisconsin Alumni Club of Milwaukee. Holder of latter's "Alumnus of the Year" award. Past member of several committees of Wisconsin Alumni Association, including building committee for Alumni House. Member, UW Foundation.

The awards will be presented at the Alumni Dinner, May 11th.



Whitney North Seymour '20
Attorney, New York City

Holder of nine honorary degrees. Past president, American Bar Association; holder of its Gold Medal "for conspicuous and unsurpassed service to the cause of American jurisprudence." Former Assistant Solicitor General of the U. S. Former member: New York Temporary Commission on the Courts; U. S. Attorney General's Committee on Antitrust Laws. Special Assistant Attorney General, New York, in Waterfront controversy, 1954. Former co-chairman, National Lawyers' Committee for Civil Rights Under Law. Former chairman, Special Committee on Individual Rights as Affected by National Security, which proposed a code of Fair Congressional Investigations, adopted by the ABA in 1954. Prepared brief *amicus* in Supreme Court in case of *Estes v. Texas*, opposing use of television in courtrooms. Has argued more than 50 cases before the Supreme Court, including important civil liberties cases. Former vice president, New York Chamber of Commerce. Chaired fundraising committee for Elvehjem Art Center. Director of UW Foundation; member of President's Club.



Walter F. Renk '24
Agriculturalist, Sun Prairie

Chairman of Board, Wm. F. Renk & Sons; President, Renk Enterprises; Wisconsin Rural Rehabilitation Corp. Holder of Certificate of Honorary Recognition from the University as "master of farm technology and management, lover of quality livestock, promoter of rural and urban understanding." Member of UW Board of Regents since 1967, and of State Higher Education Aids Board. Past or present director of: American Family Insurance Group; General Telephone of Wisconsin; First National Bank of Madison; Wisconsin Power and Light Company. Former chairman, Dane County Red Cross; gifts division, Madison and Dane County Cancer Crusade. Member of UW Presidents Club. Chairman, Class of '24 Golden Jubilee Reunion Committee.

Award Recipients

the University of Wisconsin through alumni citizenship



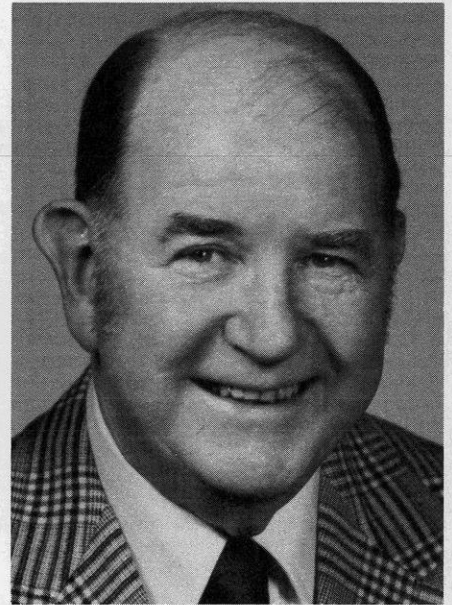
Margaret Callsen Russell '24
(Mrs. Eldon)
Homemaker, Madison

Long-time official campus hostess for her late father-in-law, Dean Harry L. Russell of the College of Agriculture. While a member of the UW Board of Visitors (1955 to 1963), a strong force in obtaining financial and moral support to make UW—Milwaukee a viable institution; one of the first to urge peer evaluation of faculty. Long-time member of many committees of Wisconsin Alumni Association, presently of the steering committee for Women's Day. Member, with husband, of UW Presidents Club. Member of Class of '24 Golden Jubilee Reunion Committee. Among civic activities, presently a trustee of Madison General Hospital; State Health Planning Council; board member American Association of University Women.



James Watrous '31
Oskar Hagen Professor of Art History, Madison Campus

Past chairman: University Committee; Elvehjem Art Center Building Committee (one of first to urge proper museum for UW's art treasures); Executive Committee of Division of Humanities; UW Arts Council. Past president, Mid-American College Art Association and College Art Association of America; member, Fellowship Selection Committee of the American Council of Learned Societies; member, Board of Directors, Midwest Art History Society. Member, building committee for Alumni House and Wisconsin Center. Mosaicist and muralist with works in Commerce Building, Social Studies Building, Vilas Hall, new addition to Memorial Library; Washington University, St. Louis; Madison businesses. Author ("The Craft of Old-Master Drawings") and lecturer (Metropolitan Museum of Art; National Gallery of Canada; colleges and universities). Co-chairman, UW 125th Anniversary observance, 1974. Among honors received: Award of Merit, Wisconsin Chapter of American Institute of Architects; Governor's Award in the Arts.



John J. Walsh '38
Attorney, Madison

President-elect, Dane County Bar Association. Representative for the University in several sessions of the Wisconsin Legislature. From 1933–1958, head boxing coach at the University. Guided eight teams to NCAA championships; developed 36 individual champions; had 13 undefeated seasons out of 23; won 135 team matches, lost 15, drew in 4; coached 1948 U.W. Olympic boxing team. Past president (two terms), National Intercollegiate Boxing Coaches Association. Member, Madison Sports Hall of Fame. Past President, Wisconsin Alumni Association. Co-Chairman, Badger Boosters. Chairman, WAA Resolution committee; member, Long Range Finance Committee. President, Lake City Bank; Complete Channel TV, Inc. Seven years chairman, Muscular Dystrophy Assoc. drive in Dane County. Director, Red Cross and Boy Scouts. Past president Madison Rotary Club.

Alumni Weekend

May 10-12

A great weekend for all alumni, with special reunions for the Classes of 1914, 1917, 1924, 1929, 1934, 1939, 1944 and 1949!

SPECIAL EVENTS

Social hours, receptions, dinners for reunion classes
Half-Century Club luncheon honoring the Class of 1924
Quarter-Century Club luncheon honoring the Class of 1949
Warm hospitality at your on-campus home, Alumni House
The traditional Alumni Dinner in Great Hall, Memorial Union. As always, the highlight is the presentation of the Distinguished Service Awards. The fast-paced program held in the Union Theater following the dinner, includes special recognition of outstanding seniors, and entertainment by the University of Wisconsin Singers. The dinner is preceded by a no-host cocktail party in Tripp Commons.

and . . .

Campus tours

Elvehjem Art Center tours

Carillon concerts

Special symposia, featuring prominent faculty members

Sunday open house at the Chancellor's residence

Use this coupon to reserve your seats for the Alumni Dinner.

Send me — tickets for the 1974 Alumni Dinner,

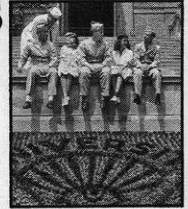
May 11 at 6:30 p.m., @ \$7 per person.

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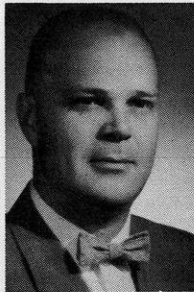
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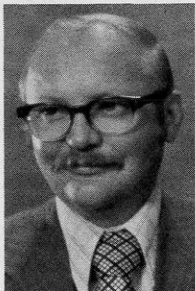
Wisconsin Alumni Association,
650 N. Lake St., Madison 53706



Fried '51



Axley '52



Kurtz '61



Oates '66

23/39

Lewis A. Schmidt '23 has retired as chairman of the board of the Hensley-Schmidt consulting engineering firm in Lookout Mountain, Tennessee.

Dorothea Wilgus Pickard '24, Ripon, has been elected a trustee of Ripon College. Her late husband was a member of that board for more than 40 years.

Everett C. Shuman '24, State College, Pa., was elected an honorary member of Committee E6 on Performance and Building Construction of the American Society for Testing and Materials.

Frank R. "Hank" Lathers '26, a widower, and Josephine Conklin Knox, a widow, were married recently in Pompano Beach, Florida. Hank retired from his Madison ad agency on the first of this year, and the couple will divide their time between Madison and Pompano Beach.

A Ph.D. candidate in education at the University of Northern Colorado chose as the title of his dissertation, "The Contributions of Gladys Bahr ('27) to Consumer and Economic Education at the Secondary School Level." Miss Bahr lives in Evanston.

A new physical building at Western Illinois University, Macomb, has been named Brophy Hall, after the chairman of its women's physical education program for 31 years, **Kathleen J. Brophy '32**. She now lives in Clearwater, Florida.

C. A. "Casey" Zielinski '34, Milwaukee, past president of the UW Pharmacy Alumni Association, has been elected treasurer of the American Board of Diplomates in Pharmacy International.

Charles D. Gelatt '39, La Crosse industrialist and member of the Board of Regents, was married recently to Ms. Paula Jo Evans, also of La Crosse.

V. E. McKelvey '39, director of the U.S. Geological Survey in the Department of the Interior, is one of five winners of the 1973 Rockefeller Public Service Awards in recognition of "distinguished service to the Government of the United States and to the American people."

41/59

William R. Marshall Ph.D. '41, dean of our College of Engineering, has received the Founders Award of the American Institute of Chemical Engineers in recognition of "contributions and achievements which have had an important impact on chemical engineering and the advancement of the profession."

William C. Lee '43 has been appointed executive director of sales for GM's service parts operations group. He has been with the firm for 26 years, and now moves to Detroit from Flint.

Howard Conant '47, professor and chairman of the department of art education with New York University, wrote seven chapters for a new two-volume encyclopedia published by Frontier Press. He also edited the volumes.

The new U.S. assistant secretary for African affairs is **Donald B. Easum '47**, who has been our ambassador to Upper Volta since 1971.

Lois Swanson Gurske '48, a music teacher in Middleton with 26 years in teaching in Wisconsin schools, has been named "Teacher of the Year" by the state Department of Public Instruction. The honor makes her eligible for national competition this spring.

Robert M. Tetzlaff '48 has been appointed director of advertising and sales promotion for the automotive service systems group of Applied Power, Inc., Milwaukee.

John C. Kadon '50, Scottsdale, Arizona, successfully undertook the financing and much of the work of converting a cattle mud tank to a five-acre trout lake near Pinedale. With advice from experts on the campus and the U.S. Soil Conservation Service he has turned it into a 22-foot deep, well-stocked private lake.

Joyce Resnick Fried '51 has been named associate director for public relations for St. Vincent's hospital in Bridgeport, Connecticut. She and her husband, **George '51** and their two sons live in Stamford.

Hartman Axley '52, Denver, is the new vice president of the National Association of Estate Planning Councils. He's also a director of WAA and of the Denver Alumni Club, and for the past 15 years has been associated with the Colorado Associates of State Mutual Life Assurance Company of America.

Lloyd Kennon '52 has been named director of pharmaceutical chemistry, worldwide research and development for Smith Kline & French Laboratories.

William K. Genthe '53, Milwaukee, has joined the Rexnord firm there, and is responsible for planning and organizing a new business within its structure, to provide instruments and control systems for water and air pollution abatement.

Neal and Inez (Low) Hartwell '53 move from East Troy, Wisconsin to Helmond, Netherlands, where he is vice president of overseas operations for Trent Tube.

Kenneth E. Reich '53 and Marie L. Brandt were married in Chicago last fall. She is with a Chicago bank and he is director of funds transfer research for the U.S. League of Savings Associations there.

R. G. F. Spitze Ph.D. '54, professor of agricultural economics at the University of Illinois, was one of five on its faculty to receive its Paul A. Funk Recognition Awards, he for his writing and classroom "innovation and enthusiasm."

E. Richard (MD '57) and Judith (Hicks) Stiehm '57, Los Angeles, have both had books published recently. He, a professor of pediatrics at UCLA, co-authored *Immunologic Disorders in Infants and Children*. Hers is a paperback called *Nonviolent Power*. Judith is on the political science faculty at UCLA.



Kibbutz on TV

Within two and a half years of its establishment, Kibbutz Langdon, a Jewish living co-op on campus, has risen from virtual anonymity to material suitable for a television documentary by ABC-TV.

The 24 kibbutz members, or kibbutzniks as they call themselves, who reside in the old Delta Zeta house at 142 Langdon, were recently filmed for the 30-minute ABC public affairs program, "Directions." Over five hours of film and recordings were collected on the lives, views and beliefs of the kibbutzniks—on the weekend of January 25.

Documentary director Arthur Zegart explained that he chose Kibbutz Langdon as the subject for a documentary because "the kibbutz is one of the most active and successful cooperatives in the Jewish co-op movement." There are some 30 Jewish living co-ops in the United States.

According to Zegart, Kibbutz Langdon is "a story about Judaism and a way in which people of great diversity and a wide variation of Jewish upbringings have found to give to each other and live with each other."

The kibbutzniks and director Zegart shared apprehensions that the filming of the kibbutz would create a destructive rift within the house.

Kibbutznik Keren Levenstein from La Crosse, expected tensions to surface and cause arguments and uncomfortable situations. Another house member, Claudia Schultz, whose home is in Boston, said she feared that some people would try to get on film more than others.

"People knew that if they acted like hams an impression would be left not only on film but also on interpersonal relations even after the film crew left," she said. "But as a result of these fears, people were more careful not to be hams."

During the filming, the atmosphere in the Kibbutz was tense at times. Sam Norich, a veteran of two and a half years at the Kibbutz, explained that people were geared up as a natural reaction to the entire experience of being filmed. Norich said, however, that he feels the filming brought residents closer and "enhanced our sensitivity towards each other."

Director Zegart observed that an initial camera shyness eventually disappeared and people resumed acting naturally.

The documentary is scheduled to be aired at noon on Sunday, April 21, on ABC. The kibbutzniks however, may not have a chance to see themselves on television if the local ABC affiliate, WKOW, shows "Roller Derby" as scheduled in the noon time slot.

—Jeffrey L. Kohn

Guillermo Soberon Ph.D. '57 is president of the National University of Mexico, Mexico City.

Maj. Donald L. Heiliger '58 and **Cheryl Kay Edwards '72** were married here in December. Madison's only POW of the Vietnam war, he was shot down during a bombing run near Hanoi in 1967, and spent five years and nine months in four POW camps. The couple will live in Washington, D.C., where she will do graduate work in speech pathology and he in Latin American studies.

Donald B. McInerney '59, Deerfield, Ill., has been made a second vice president in the trust department of Chicago's Continental Bank. He joined the bank in 1968. Don is also the new treasurer of the Chicago-Kent College of Law alumni association of IIT.

60/73

David Hoepfner '60 has left his research post with Lockheed to become a visiting professor of mechanical/nuclear/bio-engineering with the University of Missouri, Columbia.

Harold Kurtz '61 has been appointed director of public relations for the Medical College of Wisconsin (formerly Marquette U. Medical School). He's been in that capacity with Lutheran General hospital, Park Ridge, Ill.

Anthony M. Cook '62, Berwyn, Pa., has been promoted to president of the Philadelphia division of American Hospital Supply Corporation.

John G. Hill '62 moves up to division geologist with Tenneco Inc.'s Rocky Mountain division, Denver.

When terrorists destroyed the Pan American 707 in Rome in mid-December, taking 29 lives, the flight engineer on the ship was **Kenneth M. Pfrang '62**. He led passengers to safety through the smoke and confusion, going back in an effort to get all those alive out before the plane would explode.

Jere D. Fluno '63 is a new vice president of W. W. Grainger, Inc., Chicago. He's been the firm's controller since 1969, and will continue in that capacity. President of the 46-year-old distributor and manufacturer of electric motors and equipment is **David W. Grainger '50**.

Jeanne M. Oates '66, with Blair Radio in New York since 1969, is now an account executive. She is also immediate past president of the New York Alumni Club.

Edward F. Anhalt '67, who is finishing his dissertation for an Ed.D. degree at Rutgers University, has been appointed an instructor in the education department of Muhlenberg College, Allentown, Pa.

Willard E. Rohde '67 has moved up to an assistant vice presidency with Fourth Northwestern National Bank, Minneapolis.

1974 UW HOME FOOTBALL TICKET APPLICATION

CAMP RANDALL STADIUM

RESERVED SEATS \$7



Photo/Del Desens

Name _____

Street _____

City _____

State _____ Zip _____

GAME	TICKETS		FOR OFFICE USE ONLY
	NO.	AMOUNT	
1. NEBRASKA September 21, 1:30 p.m.			
2. MISSOURI October 5 (Band Day), 1:30 p.m.			
3. MICHIGAN October 19 (Parents' Day), 1:30 p.m.			
4. MICHIGAN STATE November 2 (Homecoming), 1:30 p.m.			
5. MINNESOTA November 23 ("W" Club Day), 1:30 p.m.			
	SUBTOTAL		
Make check payable to UW Athletic Department and mail to: University of Wisconsin Athletic Ticket Office 1440 Monroe St., Madison 53706	add postage & handling	.50	
	TOTAL		



Word Man

English professor Frederic G. Cassidy collects words. In his collection are words like "besom," a West Virginia broom; "back-family," a term meaning parents in Maine; and "golly marbles," a non-descript disease people get in South Carolina. Prof. Cassidy keeps his collection in a computer on the campus and on a thousand tapes in his office. He's now in the process of putting it all together in the first Dictionary of American Regional English, a project of the American Dialect Society. ADS members have been chasing down unusual words and expressions for many years. In 1965 when Cassidy was appointed editor for a dictionary to be published in 1976, he solicited enough money through grants from the U. S. Office of Education, the UW, and the National Endowment for the Humanities, to finance an organized survey of all parts of the country. He began by compiling a questionnaire with more than 1,800 questions. He sent field workers, mostly students, out to get answers and ended up with 3,000,000 words.

The first part will be a word list like a conventional dictionary but showing regional pronunciations and references to sources where someone using the dictionary can learn more about the history of the

word and where it is used. The second part of the dictionary will be a data summary including information about where each word came from and what other words are used to mean the same thing. Researchers found many local words that do not appear in conventional dictionaries. In Virginia to "hippo" means to malingering; the word can be traced to hypochondria. A "clam-gun" is used in Washington to dig clams.

Words are created from other words. For example, to forget is to "disremember" and, in Virginia, heartbreaking is "perishable." Many of the words are humorous descriptions. A "gully-jumper" is a two-wheeled cart and a "clock-dentist" repairs clocks. A person in Iowa who keeps running to the doctor has a case of "doctoritis." Some regional words come from sound effects and rhyming. For instance, in Wisconsin, a socially undesirable person is a "plonk" and in the South something large and heavy, particularly a fish, is a "lunker." In Georgia, a man avoiding a quarrel said he didn't want to get into a "wrangle-tangle." Colorful metaphors sometimes become words on their own. In eastern Kentucky, a woman who henpecks her husband is a "queen bee" and in Alabama, a man "burns out" on a woman when he loses interest in her.

—Mary Ellen Bell

Bankers Trust Company, New York City, has promoted Nancy J. Obin '69 to an assistant treasurer.

Arturo Inda '72 is in research for Mexico's National Council for Science and Technology, in Saltillo.

Wendy Arndt '73 is a design engineer with the R. W. Booker architectural firm in St. Louis.

Marcia Burnham '73 teaches history at Wayland Academy, Beaver Dam. She also supervises the undergraduate girls' dormitory and assists in the theatre arts program.

We regret that space limitations force us to discontinue the Newly Married column and all birth announcements.

Deaths

- Victor Hugo Kadish '06, Los Angeles
 Ada Dorothy Wilke '06, Racine
 Nora Belle Binnie '07, Portage
 Mrs. H. B. Evans (Alice Mathilda Carey) '07, Youngstown, Ariz.
 E. B. Goodsell Billings '09, Racine
 Orrena Louise Evans '09, Washington, D.C.
 Ralph A. Dornfeld Owen '09, Springfield, Penn.
 Grace Margaret Griffin '10, Morgantown, West Va.
 Walter William Petrie '10, Fond du Lac, in Fort Lauderdale
 Mrs. F. B. Hadley (Jennie Elizabeth Potts) '11, Madison
 Oscar Leonard Barnebey '12, Columbus, Ohio
 Mrs. H. J. Bennett (Florence Louise Hanan) '12, Madison, in La Mesa, Calif.
 Glen Perry Junkman '13, River Falls
 Edyth Claire Swarhout, MD '13, West Salem, Wis.
 Emily Bradley Winslow '13, Madison
 Charles Harold Butz '14, Denver
 Harry Augustus Cobaugh '14, Summit, N. J.
 Mrs. H. J. Rowland (Caroline Ruth Morris) '15, Oshkosh
 Robert McCutchin '16, Spring Green
 Philip Astor Scovill '16, Madison
 Wilbur George Dickson '17, Boulder, Colo.
 Royal Ernest King '17, Delray Beach, Fla.
 Arthur Francis Trebilcock '17, Fox Point
 Mrs. A. W. Cohoe (Mary Elizabeth Porter) '18, Hibbing, Minn.
 Charles William Tikalsky '18, Manitowoc
 Albert Norbert Brunner '20, Leopolis, Wis.
 Mrs. A. E. Christy (Gertrude M. Noetzel) '20, Waukegan

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

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

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

Everybody who takes out a Life Membership gets a special rate, and a permanent plasticized card to flash. There's one point, though.

Only those who pay their Life Membership in a single payment get the historic bronze-on-marble conversation piece. But don't let that scare you. Look how low all these rates are.

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

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

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

Come along with us, today!

Wisconsin Alumni Association

650 N. Lake Street, Madison 53706

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

I can't make a payment in full, but I do want to be a Life Member of WAA. Here's the first payment of \$_____ for a _____ Single; _____ Husband-Wife membership at your rate of \$_____. I'm a member of the Class of 19_____.

Send two membership cards. For our husband-wife membership. (Spouse's full name: _____)


NAME _____

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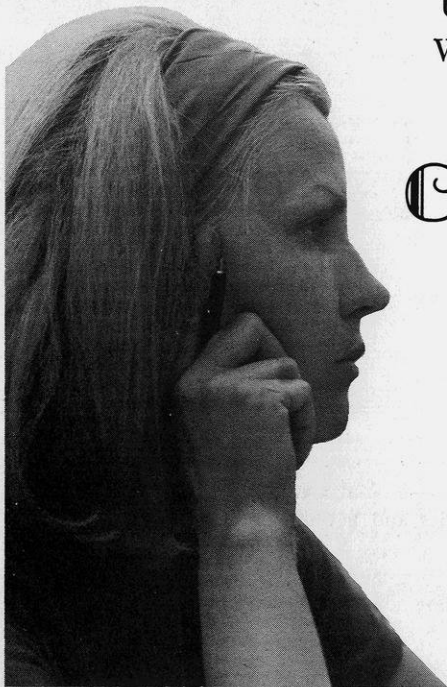
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It's the UW's 125th Anniversary. Give yourself a gift.





UW—Extension's Center for
Women's and Family Living
Education presents

COLLEGE WEEK

JUNE
4-5-6

featuring

57 STIMULATING SEMINARS

on such topics as transactional analysis, staging techniques, the energy crisis, women in history, owning and operating an independent business, the American Revolution, weight control, capitalism, personal decision-making, weaving, human relations; plus sports, literature, the arts, and myriad others—

80 OUTSTANDING INSTRUCTORS

and an entertaining schedule of

14 LEISURE ACTIVITIES

including an evening of mime at the Memorial Union Theatre; bus and walking campus tours; carillon and organ concerts; tours of the Elvehjem Art Center, State Historical Society museum, state capitol and the arboretum; and open discussions.

*Three days of between-semester campus living
near Lake Mendota*

REGISTRATION CLOSES MAY 1

Registration Fee \$10.00/Lodging and Meals \$27.50

Rosemary Stare, Lowell Hall, 610 Langdon Street, Madison 53706

Rush me the brochure and registration information
on College Week, June 4-6.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Eleanor Isabel Leslie, MD '21, Glenview, Ill.
Werner Fritz Otto Ruchti '21, Long Beach, Calif.
Arthur Edwin Austin '22, Middleton
George Alexander Bauman '22, Oshkosh
Mrs. J. C. Blied (Dorothy Hathaway Smart) '22, Madison
Arthur Wallace Douglas '22, Los Angeles
Francis Crary Hornibrook '22, Phoenix
Frank Carl Hovland '22, Oak Park, Ill.
Bertram Byron Langen '23, San Francisco
Henry August Romberg, MD '23, Oshkosh
Julius John Stueber '23, Tomah

We regret that in our last issue we erroneously listed as dead Mrs. G. Kenneth Crowell (Helen Jeanette Metcalf) '27. The notice should have read George C. Crowell '10, Oshkosh.

- Carl G. Hausmann '24, Milwaukee
Charles Leslie Hayden '24, Larchmont, N. Y.
Allan Penfield Hendry '24, Northbrook, Ill.
Evelyn Ree Lyon '24, Logansport, Ind.
Mrs. R. S. Rowell (Mignon Sale Bryant) '24, Tucson
Neil Vogel Blumenstein '25, Madison
Ida Bues '25, Milwaukee
Ernest Russell Evans '25, Dodgeville
Myrtle Louise Hansen '25, San Mateo, Calif.
Welton Winans Harris '25, Indianapolis
Marie Theresa Heim '25, Madison
Anna Catherine Kelly '25, Woodman, Wis.
Clayton Graham Cassidy '26, Chicago
Mrs. A. J. Peel (Emmeline Sophia Levis) '26, Cambridge, Mass.
Mrs. W. J. Pfister (Helen Emelia Jung) '26, Sheboygan
Mrs. D. D. Thompson (Therese Powdermaker) '26, Baltimore
Mrs. C. B. Caldwell (Gladys Marguerite Duffy) '27, Milwaukee
Willard Oliver Green '27, Middleton
Robert Thomas Homewood '27, Dayton
Mrs. G. K. Laughlin (Dorothy F. Reuter) '27, Madison
Mrs. O. E. Swenson (Ruth Emily Port) '27, Madison
Marshall Newcomb Parkinson '28, Madison
Dorsey Albert Buckley '29, Fort Lauderdale
Lowell Francis Bushnell MD '29, Laguna Niguel, Calif.
Mrs. F. D. Cheydleur (Minnie Payne) '29, Madison, in Champaign
Mrs. F. E. Husting (Margaret Valeria Cole) '29, Wisconsin Rapids
Charles James Kellogg '29, Lubbock, Tex.
Ruth Anne Luhman '29, San Pedro, Calif.

Spring Women's Day

Theme: "Breakthrough"

Tuesday, April 9, 1974

Alumni House—Wisconsin Center—
Memorial Union

Registration and coffee 8:15–9:15 a.m.

MORNING PROGRAM—Wisconsin Center

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

A. Women and Law

Law Professor Shirley S. Abrahamson, who is also a practicing attorney, is well aware of what can happen when women and the law confront each other. She talks about what you should know in order to obtain the fullest rights and protection, and talks about how legal sexism affects you.

B. New Look at Solar Energy

Solar energy has the potential to help you heat your home, run your air conditioner, provide the family's hot water. When and if its use becomes more common—a probability in the face of the energy crisis—it will call for drastic changes in home design, industrial engineering concepts, and many accepted ways of life. Prof. John A. Duffie, our speaker, heads the UW's Solar Energy Laboratory. He'll bring slides of new "solar" homes.

C. Our Bodies, Souls, and . . . Shirts?

The conflict rages between the forces for economic development and environmental quality. Issues are complex and confusing. Here are practical suggestions by which all of us who are involved—and we are *all* involved—might bring about coordination of opposing views for the best future planning by the State of Wisconsin. Our authority is Prof. Stephen M. Born, chairman of the Extension's Environmental Resources Unit and newly appointed Chief State Planning Officer.

D. Everything You Always Wanted to Know About Hassal's Body But Were Afraid to Ask

All of us normally carry within ourselves a private army which guards against invasions by viruses and bacteria.

Hassal's bodies and associated lymph structures are organized in a manner as complex as the Pentagon's. How this army works—and what happens when a member goes AWOL—is analyzed by Richard Hong MD, professor of pediatrics and a member of a special team which helped pioneer bone marrow transplant.

LUNCHEON—Noon

AFTERNOON PROGRAM—Mills Hall

1:15—A concert by the marvelous Wisconsin Youth Symphony Orchestra, now in its eighth season, under the direction of Prof. James Latimer. This 85-piece group will offer a varied program.

Following this, for a limited number, there is a tour and demonstration of audiovisual teaching facilities in the Multimedia Laboratory of the new Educational Science Building. The auditorium seats 300; an adjacent room holds 130. Seats will be reserved for the first 430 who indicate their interest on the coupon below.

Fee: \$6 (includes morning coffee; luncheon)

Seating is limited. Mail your registration today!

Wisconsin Women's Day, Wisconsin Center
702 Langdon St., Madison 53706

Here is my check payable to the Wisconsin Alumni Association, in the amount of \$_____ for _____ reservations at \$6 each.

Name _____

Address _____

City _____ State _____ Zip _____

Circle choice of two morning sessions: A B C D

Guests' names } _____: A B C D
 } _____: A B C D

____ I do plan to attend the multimedia demonstration.



Bedouin Badgers

Out here beneath the scorching desert sun, amidst the swirling sands of Arabia, you might not expect to find a University of Wisconsin alumni club. But you will.

Not long ago the two dozen alumni in the area of Dhahran, in the Eastern Province of Saudi Arabia, got together and constituted ourselves the "Bedouin Badgers."

H. W. (Bert) Bauman '56 had been sifting and winnowing the idea of trying to get such a club started for some time.

A few years back he asked another UW graduate here what he thought of it. "Not much," was the taciturn response. But more recently there seemed to be an influx of alumni and much more interest. So after talking it over with several of us, Bert decided to give it a try. He and his wife, Lois (Elmgren) '57, hosted a potluck dinner, and invited all the Badgers they could locate.

Well, it turned out to be a huge success. Over 20 alums came, some from as far away as Ras Tanura and Abqaiq, Saudi Arabia. All brought their menu specialties, which made for a delicious dinner.

Afterwards a meeting was held. We elected our first officers: Bert is president; Ellen Raiter Meyer is vice president; and I am secretary-treasurer. The spirit is excellent, and the consensus was to meet several times a year, with a special Founders Day Banquet this spring.

Most of the club's members are employees of the Arabian American Oil Company, "Aramco", a consortium of American oil companies

in partnership with the government of Saudi Arabia to produce oil and petroleum products. Both the company and the Kingdom have had a lot of publicity lately, of course. The Badgers are involved in the industry in various capacities: as engineers, as geologists, as lawyers, and we live in or near three company-built towns that don't look terribly different from Madison's West Side except, perhaps, for the palm trees. Our jobs offer interest and the opportunity for several months of travel each year to places most people only dream about.

Life in Arabia is a pleasant and relaxed affair, and we Americans living here find our Arab hosts warm, considerate, hospitable and friendly people.

Though we're a long way from Madison, the Bedouin Badgers have a spirit and loyalty that no other alumni group is going to outshine. In fact, we're already talking about a charter or group flight back to Madison for a football game next fall!

—Mike Fullwood '69

Photo: the charter members of the Wisconsin Alumni Club of Saudi Arabia at its first meeting.

Correspondent Mike Fullwood holds the Bucky end of the pennant.

On hand were, left to right: Dave Rex '58, Jane Waldron Grutz '58, Folke Johansson '60, Marge Volkman Johansson '56, Bill Irwin, Karen Rutishauser Irwin '63, Mary Kienow Huetter '65, Lois Elmgren Baumann '57, Duanne Huetter '64, Bert Baumann '56, Bob Grutz, Fullwood, Richard Morris '57, Ellen Meyer, Barb Breuch Weaver '57 (with pennant), Marge Morris, Bob Dachelet '64, Dick Weaver '64, and Jack Meyer '64.

- Mrs. E. G. Dahlgren (Esther Marie Caughey) '30, Oklahoma City
 Mrs. P. J. Jones (Wilhelmina Alma Rentz) '31, Madison
 Arthur Herman Ziemann '31, Milwaukee
 Henry Vincent Grattan '32, Hartford, Conn.
 Mrs. C. A. Olmstead (Mildred Arline Craven) '32, Arlington, Va.
 Mrs. J. D. Randall (Marion Grace Swensen) '32, Weekapaug, R. I.
 C. Behlmer Carisch '33, River Falls
 Terrence William McCabe '33, Arlington, Va.
 Joseph Gustave Werner '33, Madison
 Harry Pennington Parker '35, Chicago
 Lawrence Beach Taylor '35, Madison
 Mrs. A. F. Aust (Anne Wynden Olsen) '36, Omaha
 Jasper Gilbert Dresser '36, Boynton Beach, Fla.
 James Joseph Nania '36, DDS, Madison
 Rolf Guenther Schladitz '39, Milwaukee
 James William Bolstad '40, St. Paul
 Harvard George Borchardt '40, Chevy Chase, Md.
 Arthur Stanley Dahle '40, Madison
 Melvin J. Dykman '40, Madison
 George Pinckney Inge Jr. '41, San Antonio
 Wilbur Nordem McDaniels '46, Madison
 John Saylor Coon Jr. '47, Westport, Conn.
 Donald Frederick Laubenstein '48, Two Rivers
 Guilbert Wayne Meier '48, Oklahoma City
 William Henry Brown '49, Verona
 Blanche Emma Goodell '50, Detroit
 Harcourt Cone Ives '50, Oshkosh
 Linus Gerhard Binversie '51, St. Nazianz
 Christian Ravn Sannes '51, Madison
 James Michael Daley '52, Portage
 Floyd James Helwig '52, Elkhart Lake
 Rabbi Richard Winograd '55, New York City (See *Letters* column.)
 Paul Peter Oehrlein '58, Lancaster, Wis.
 Clayton Reed Jackson '59, Stoughton
 Sanford Douglas Syse '59, River Falls
 William Frederick Zimdars '59, Madison
 Betty Ann Buss '64, West Allis
 Ann Louise Maxwell '66, Boston
 Gail Barbara Freedman '68, Flushing, N. Y.
- ### Faculty Deaths
- Prof. John R. Barrows, 60, Madison, on the faculty of the School of Music since 1961, and widely acclaimed as a conductor, composer, arranger and recording artist.
 Rachel K. Schenk, 74, emeritus professor and director of the Library School. She joined the faculty in 1945, and became director in 1951, retiring in 1965. Memorials to a scholarship fund in her name, c/o UW Foundation, 702 Langdon, Madison 53706.

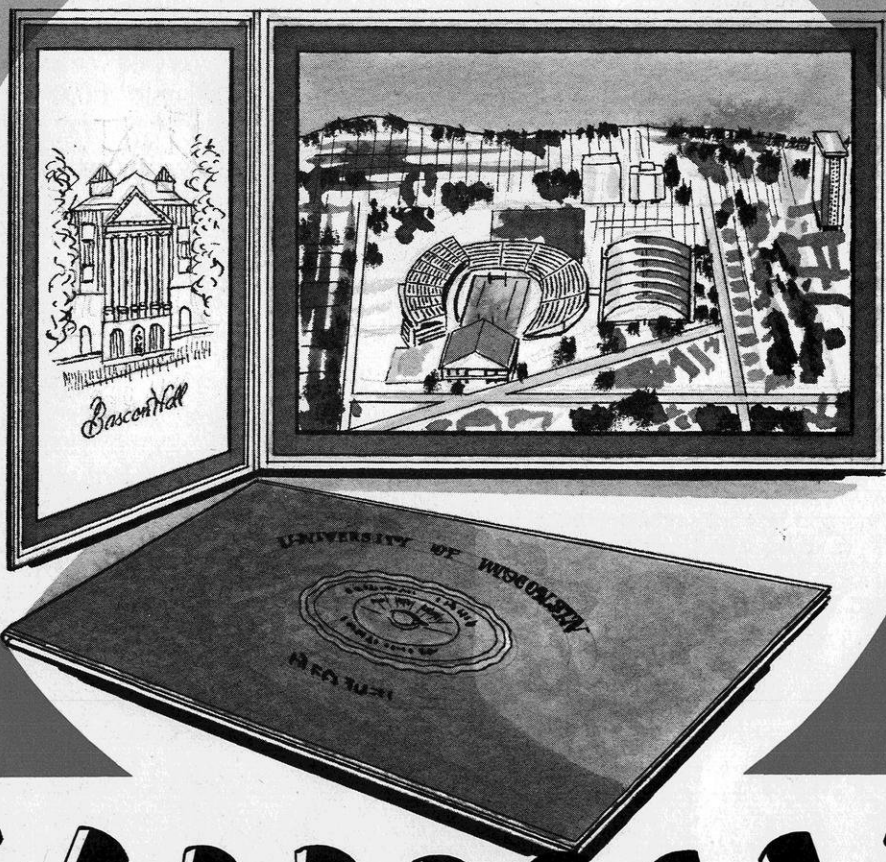
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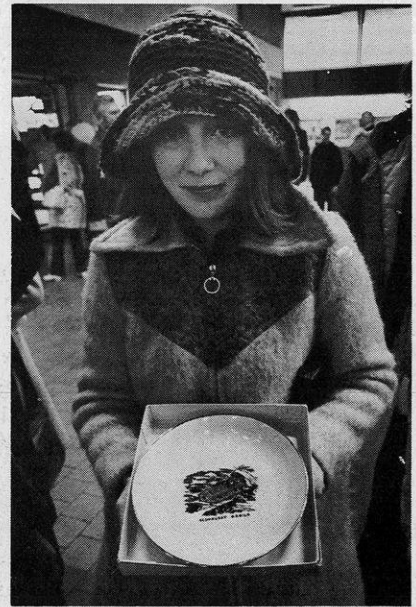
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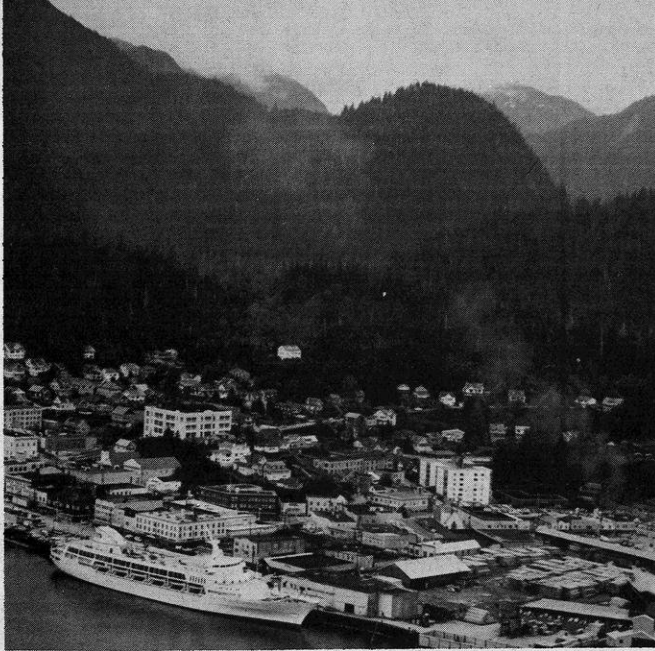


Photos/Del. Brown



They Loved Them at the Airport

And they loved them throughout most of the tundra region, too. "Them" being a Wisconsin Singers USO troupe which made a five-week Christmas tour of the North Atlantic. They played bases in Greenland, Iceland, Newfoundland, and Labrador; almost got cancelled three times due to Pentagon Panic over the energy crisis, each time were allowed to continue when word got back to Washington about what they were doing for troop morale. Chris Hess (above) holds a plate presented to the 13 troupers by the Danish-American Relations Society. With it went the 1973 National Greenland Medallion—the first given to a college group and only the third ever presented to Americans. There were also the "Knight of the Blue Nose Award" and the "Jolly Green Giant Award" from service audiences. Then this capper: a cold, black January pre-dawn when mom, dad, the Weavers and Arlie were waiting at the Madison airport to bring the road show to a socko finale.



Alaska

THE KLONDIKE COUNTRY

July 14-28

15 days/\$1349

Since you're going to see America first, by all means include this visit to Alaska! You just wouldn't believe there is so much majestic beauty right next door. Lovely, livable summer temperatures. Sightseeing from the top of the world. And a 4-day cruise aboard a luxury ship. We jet via Northwest Airlines scheduled flight from Chicago to ANCHORAGE. To PORTAGE GLACIER, then ALYESKA, the famed ski resort, for a summer run on one of the world's longest chairlifts! To MT. MCKINLEY NATIONAL PARK. To FAIRBANKS. To the museum of the University of Alaska, then a 4-hour sternwheeler ride on a sunny afternoon. We bus along the Alaska Highway to WHITEHORSE, capital city of the great Yukon Territory. We'll visit SKAGWAY to relive the 1898 Gold Rush. The four-day cruise is on the ISLAND PRINCESS. We head for VANCOUVER along the Inside Passage. We stop at HAINES, at GLACIER BAY, at SITKA, where Russian rule ended in Alaska. Then on to VANCOUVER, VICTORIA, along Puget Sound to SEATTLE, from which we jet back to Chicago. Deluxe hotels always. \$1349 includes tax and is based on double occupancy of hotel rooms and ship's cabins. Single cabins aboard ship are extremely limited, so query us about availability and price variance. Please deposit \$200 with each reservation.

The Orient

ORIENT ESCAPEDE

August 29-September 12

14 days/\$999

For WAA members and immediate families

This may be the "tour of the Orient for those who think they've seen the Orient." We don't believe that a 14-day

You're Entitled!

You're pulling through the dullest winter in 30 years. Don't you think your brave little heart deserves a reward? We do.

tour should be too busy. Better, we think, to whisk you to the major cities, the centers of all that is the Orient, and let you set your pace there! So we'll jet from MILWAUKEE on our Northwest Orient Airlines 707 charter and go to TOKYO. We're there for seven days and six nights at the deluxe Hotel Okura. During our Tokyo stay our days are beautifully balanced between escorted, motorized tours of the landmarks and time to be on our own. To stroll through lovely parks and revisit favorite shops. We'll enjoy gourmet dining in some of the city's outstanding restaurants, including the Chinzanso Garden and the Ten-ichi. Then we fly to HONG KONG for seven days and six nights at the Hilton Hotel. Again, that balance of guided tours and free time. Gourmet meals again, too. A big farewell party sends us back to Milwaukee, relaxed and knowledgeable about two of the world's most exotic cities. Our \$999 price is based on double room occupancy, and there is a 10% addition for taxes and service. For a single room, please add \$130. Those fabulous restaurants are part of the package. If making reservations now, please include a \$200 deposit on each, and indicate relationship of all for whom you make reservations.

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	Orient	\$999	10%	+\$130	\$200	

Charge: Master Charge Bank Americard
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