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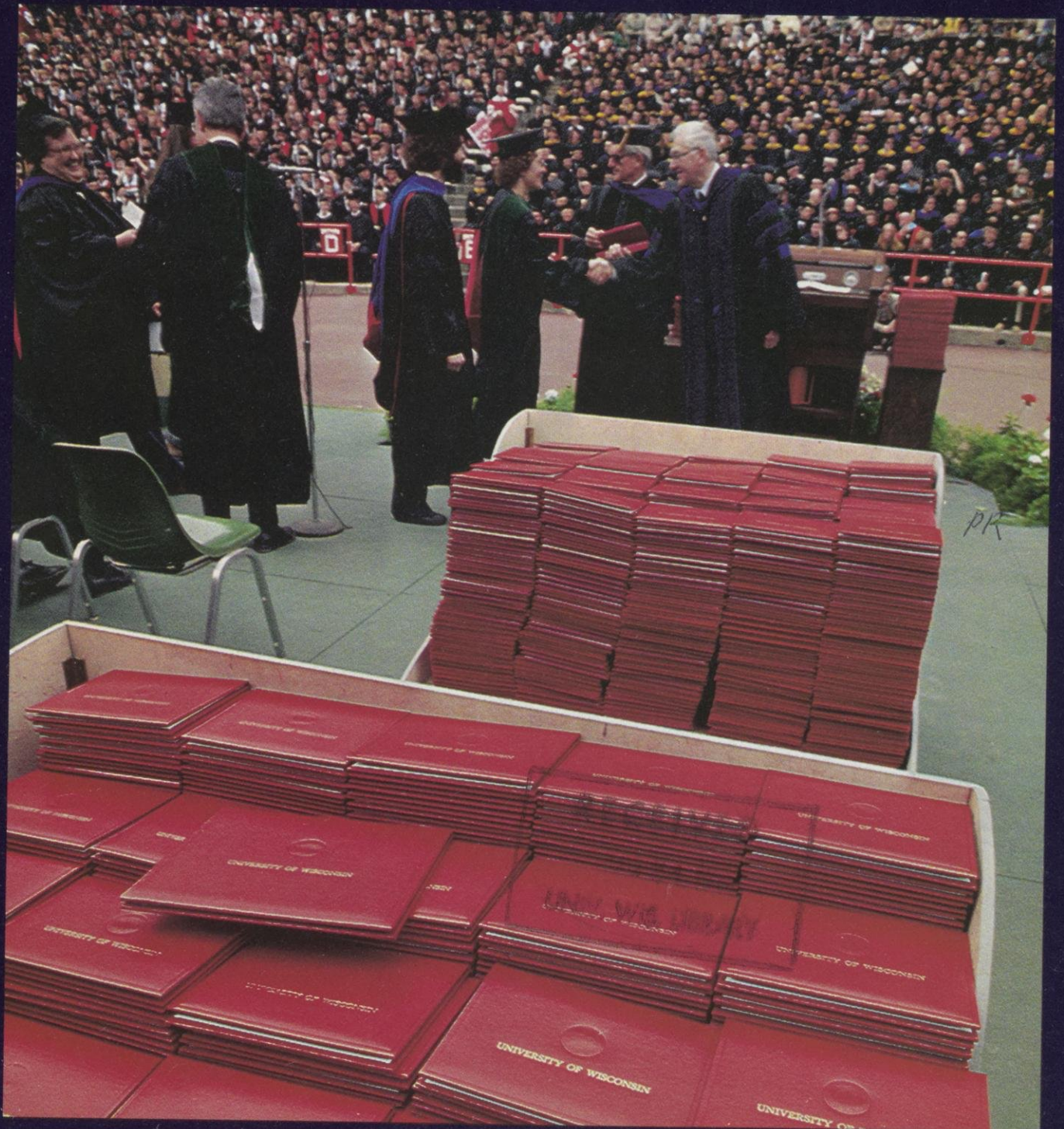
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Wisconsin Alumnus

Volume 83, Number 4
May/June 1982



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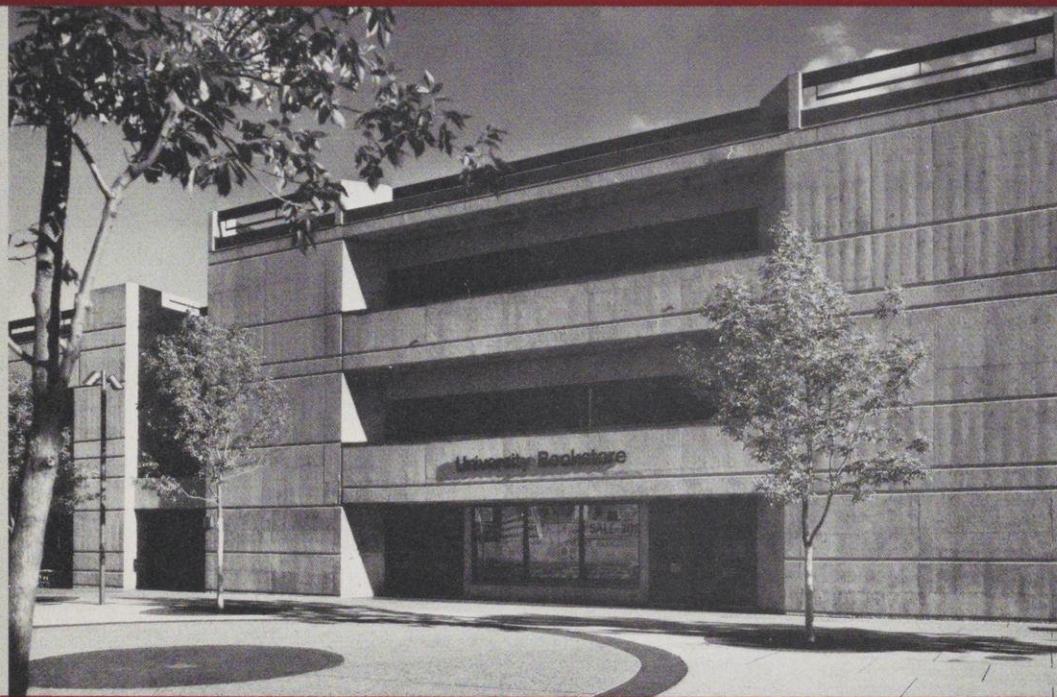
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Wisconsin Alumnus

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Cover photo/Norm Lenburg

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THE WISCONSIN ALUMNUS (USPS 687-660) is published six times a year: January, March, May, July, September and November. Second-class postage paid in Madison, Wis. under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$25 a year. Postmaster: Send change of address to editorial and business offices at 650 N. Lake Street, Madison, WI 53706.

Come along with us!

1982

People's Republic of China; Tokyo; Hong Kong

July 11-31

Peking, Shanghai, Wushi, Hangchow, Canton, Grand Canal cruise.

Chicago departure.

\$3995

Les Chateaux et Bourgogne

August 16-29

Versailles, Montbazou (Chateaux Country), Chartres, Paris, plus seven-day "Burgundy Cruise" on the premier hotel barge *Janine* from Dijon to Lyon on the Canal de Bourgogne and River Saone.

Chicago departure.

\$3695

Alumni Seven-Seas Odyssey

September 3-17

M.S. Stella Maris cruise from Vienna to Piraeus (Athens) with calls at Dubrovnik, Messina, Capri, Civitavecchia (Rome), Elba, Portofino, Nice, Tunis, Malta, Katakolon, Mykonos.

Chicago, New York departures.

From \$2895

Darwin's Galapagos and Quito, Ecuador

September 19-October 1

Four nights in Quito and cruise from Guayaquil to Baltra Island, with calls at nine of the Galapagos Islands and bays to view the unique wildlife in this area.

\$3095 from Chicago

\$2795 from Miami

The Grandeur of India and Nepal

October 29-November 15

London; Kathmandu, Patna, Bhadgaon and Bodnath, Nepal; Varanasi, Ganges River cruise, Agra, Jaipur, Udaipur and Delhi, India; Rome.

Chicago departure.

\$3395

1983

Great World Alumni Cruise

January 7-April 8

Ninety-one nights aboard Norwegian American's five-star *Sagafjord*. Thirty ports of call. World-cruise segments on a space-available basis: 43-night Ft. Lauderdale to Hong Kong; 28-night Hong Kong to Genoa; 14-night Genoa to Ft. Lauderdale. From \$16,890. Includes roundtrip first-class air from any city in any state except Alaska or Hawaii to Ft. Lauderdale.

Caribbean Nostalgia Cruise: The Fabulous Forties

January 15-26

Grand Cayman, Montego Bay, Gatun Lake (Panama Canal), San Blas Islands, Cartagena, Nassau aboard Sitmar's *T.S.S. Fairwind*. From \$1490. Includes roundtrip air from most major U.S. cities to Ft. Lauderdale.

Trans-Panama Canal Cruise

February 12-26

Princess Cruises' *Island Princess* "Love Boat" from San Juan to Charlotte Amalie, La Guaira, Willemstad, Canal transit, Balboa, Acapulco, Cabo San Lucas and Los Angeles.

From \$2995. Includes air from most major U.S. cities to San Juan and return from Los Angeles.

Grand Cayman Getaway

February

One week of basking in the sun and surf on the big island.

Chicago departure.

\$899 (approx.)

Indonesian Cruise and Far East Escapade

March (17 days)

Hong Kong, Singapore, Bali, and a 7-day cruise aboard the *M.S. Pearl* from Singapore to Jakarta, West Java.

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April (14 days)

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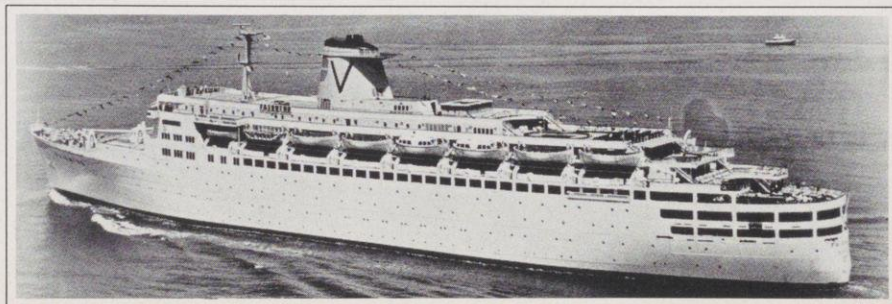
Our popular **China** and **Fjords Passage** trips will be repeated in May and June, respectively, in 1983.

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The News

Joint Faculty-Student Committee On Quality Appointed

A joint faculty-student committee has been appointed to study means of preserving the quality of education here. This formation was announced in a letter sent to appointed members by the University Committee, which is the executive committee of the UW-Madison faculty, and by the Wisconsin Student Association. It asked committee members to examine such aspects as consequences of cuts in student financial

aid, and goals the University should set in the face of tight budgets regarding admission standards, range of course offerings and access to classes and degree programs.

The committee will be expected to provide information and make recommendations to the University administration and the state government on how to overcome crises in those and other areas, the letter said. It will operate initially through May, 1983, and is expected to report at least once each semester to both the University Committee and the Wisconsin Student Association.

UW-EC's Anderson Is New (Whoops) Ex Badger Coach

In what has to be the briefest coaching career in the basketball history of the University, Ken Anderson came from the UW-Eau Claire, met with the press and Athletic Board Chairman David Tarr on April 9 to announce his acceptance of the spot to succeed Bill Cofield, and shortly after noon on April 13, announced his resignation "for personal reasons." For those five days we had a coach with a 334-68 record in four-

continued on page 20

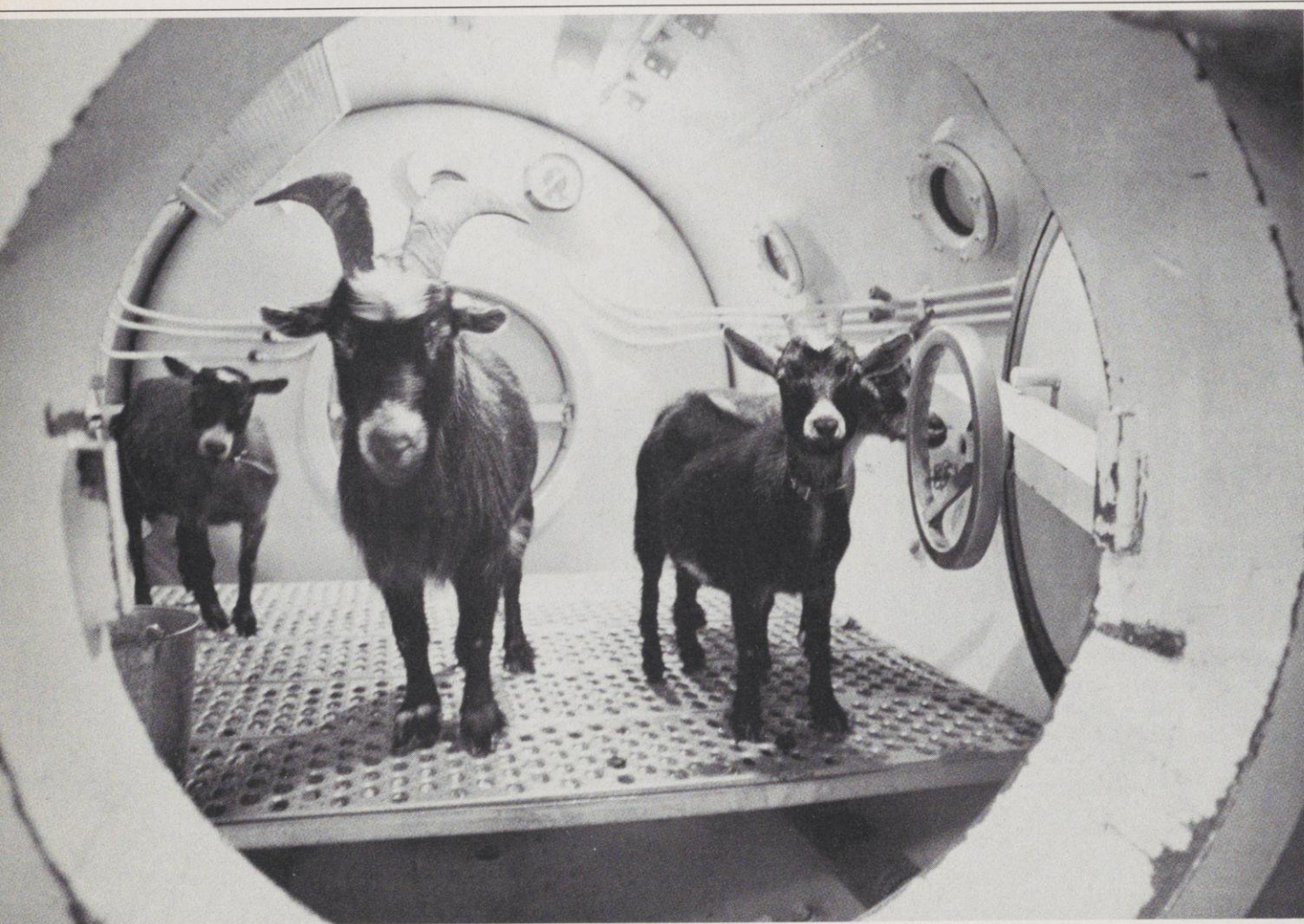
The Way We Were—6



Haresfoot (1899-1963) always bragged that "All our girls are men, yet every one's a lady," and this undated early photo would seem to support the claim. Through financial ups and downs, Haresfoot put on a musical each spring and usually toured the Midwest with it. Along the way: in 1909 the music was written by Herbert Stothart, who went on to MGM to score such film landmarks as Disney's "Snow White," and "The Wizard of Oz"; when the curtain fell on 1917's final performance, the entire cast marched patriotically out and joined the service; in 1937 Warner Brothers did a Dick Powell/Fred Waring movie, "Varsity Show," based on Haresfoot, but our regents wouldn't let them film it here. Frederic March was a member in his student days, as was Joseph E. Davies. Porter Butts, longtime director of the Wisconsin Union, was a stalwart guide through Haresfoot's life; so was MacNeil & Moore's late William Purnell. Howard Teichman did a script or two, as did Jerry McNeely. Jerry ("Fiddler On The Roof") Bock wrote the music for the 1948 show saluting the Wisconsin Centennial, "Big As Life." The last successful offering was "Li'l Abner," in 1962, which cleared \$160. Next year they lost \$6000, and "our girls" hung up their ruffles for good.

Life and Science at the Biotron

By David Pelzer



Photo/Tom Rust

Pigmy goats come up from the simulated deep in Biotron studies of decompression.

In an almost windowless building at 2115 Observatory Drive, sweet corn raised in nutrient solution grows fifteen feet high, Asian monkeys breed at times that would surprise their cousins back home, and sheep and goats make special scuba dives equivalent to 100 feet under the sea. It's going on in our Biotron.

Here, forty-eight specialized rooms allow for strict controls over air temperature and velocity, humidity, light intensity, barometric pressure and sound. Computerized sensors command automatic watering systems and record even minute changes in environmental conditions. Technicians can simulate the climate of a tropical jungle in one room, or the North Pole in another, and a desert—with sand and native flora and fauna—in still another. There is a "cross-gradient" room where various combinations of light and temperature can be produced at the same time. Other universities, such as Duke and North Carolina State, have phytotrons—buildings for controlling environment for plant research. But our Biotron is the only campus facility on the continent to accommodate animal work as well.

Its history dates back to the 1950s, when the University competed with other institutions for a National Science Foundation grant for what would have been in essence another phytotron. We won, due to our "well conceived proposal and a fine reputation in research," says Theodore T. Kozlowski, a forest biologist who has directed the operation since 1977. The NSF-



Soybeans bred in the Biotron attract bees as never before. This promises increased crop yield through improved cross pollination.

covered construction cost was nearly \$5 million. Then, along came the Ford Foundation, the National Institutes of Health and the State of Wisconsin with enough additional money to permit the inclusion of the unique animal facilities. The building was officially opened in September, 1970, but projects had actually started three years earlier. The count today is more than 300 studies completed by the University or by federal agencies or industry.

Today scientists, trying to overcome genetic barriers to increased agricultural production, are learning how plants obtain and utilize mineral nutrients. Horticulturist Warren Gabelman and botanist Gerald Gerloff are identifying strains of tomatoes and snap beans that have become adapted to low levels of these minerals. Their findings will let farmers cut back on high-cost fertilizers in favor of superior seeds.

Entomologists Eric Erickson and David Robacker and horticulturist Kim Flottum recently used the Biotron to see how environmental factors influence soybean growth, flower structure and attractiveness

to honeybees. They found that plants subjected to high air and soil temperatures and high nitrogen-low phosphorus levels produced brighter flowers and more nectar. As a result, soybean growers may one day pay beekeepers to cross pollinate their crops for increased yield without higher costs. Agronomist Paul Drolsom is testing about forty varieties of corn to see which might germinate in extreme northern Wisconsin, normally too cold for corn.

Over the years, the building has at times seemed a mini Noah's Ark. It has housed studies on rats, mice, rabbits, fish, turtles, bees, chickens, goats, cows, sheep, horses, rhesus monkeys and Siberian cranes. Generally speaking, they've helped our scientists discover how changes in temperature, light and atmospheric pollutants—or the lack of them—may effect everything from respiration to reproduction.

The Biotron's hypobaric chamber allows specialists in veterinary and preventive medicine to study the response of animals and human volunteers to reduced oxygen such as might be experienced at high altitudes. Conversely, the hyperbaric chamber can subject them to conditions found at water depths as great as 1000 feet to examine the physiological results of scuba diving. A study being conducted by John H. G. Rankin Ph.D., physiology and obstetrics/gynecology, uses pregnant sheep and their fetuses to help determine how diving might affect pregnant women. ("Preliminary evidence indicates that definite risks may be involved, especially in early pregnancy or close to term," says Edward Lanphier, diving physiologist and assistant director.)

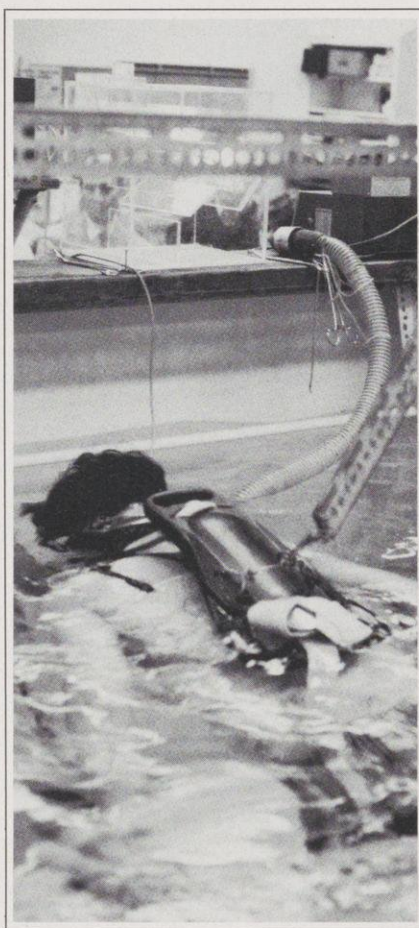
Using a temperature-controlled tank,

David Pelzer is finishing his master's studies in Ag Journalism, and is a writer with our University Industrial Research arm.

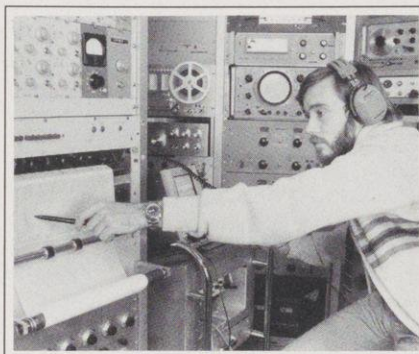
he and his colleagues also study the results of immersion on breathing and circulation in humans. Their efforts offer hope to victims of emphysema and other lung diseases: simple prone immersion, they have found, seems to ease breathing for patients working at progressive exercise.

Several rooms are dormitories for the rhesus monkeys. They're used in measuring the influence, on primate fetuses, of PCBs, dioxins and other environmental toxins. Maintaining a supply of monkeys could have been a costly operation if nature had been allowed to take its course. They're imported from India, and the supply fluctuates widely, since in their native habitat they breed during a three-week period only, when day length is completely to their liking. So, in the Biotron, that ideal day length is provided all year around, and the monkeys breed twelve months out of the year!

The Biotron is used primarily by our own researchers, but there have been projects conducted for federal agencies such as the USDA, for other universities, and for such members of the private sector as Parker Pen, Raltech and A.O. Smith. For the latter, tests were conducted on overcoming the hazards of snow, rain and sleet for those who must maneuver on the tops of railroad freight cars. For non-University clients, our technicians provide the space



Photo/David Pelzer



Photo/Tom Rust

Above: A volunteer in prone immersion experiments.

Below: Robert F. Anda MD, a resident in internal medicine and a hobby scuba diver, points to a reading coordinated with a change in sound pitch. Ultrasound is aimed at the subject in decompression tests; pitch changes indicate the existence of bubbles in the blood stream, a warning of possible "bends."

and routine care of plants and animals. The client supplies plans and instrumentation. Industrial users pay commercial rates, about \$78 a day. Our own projects are subsidized, with our Graduate School picking up two-thirds of the cost. Use of a pressure chamber runs about \$40 daily for animal studies and \$85 if humans enter the room.

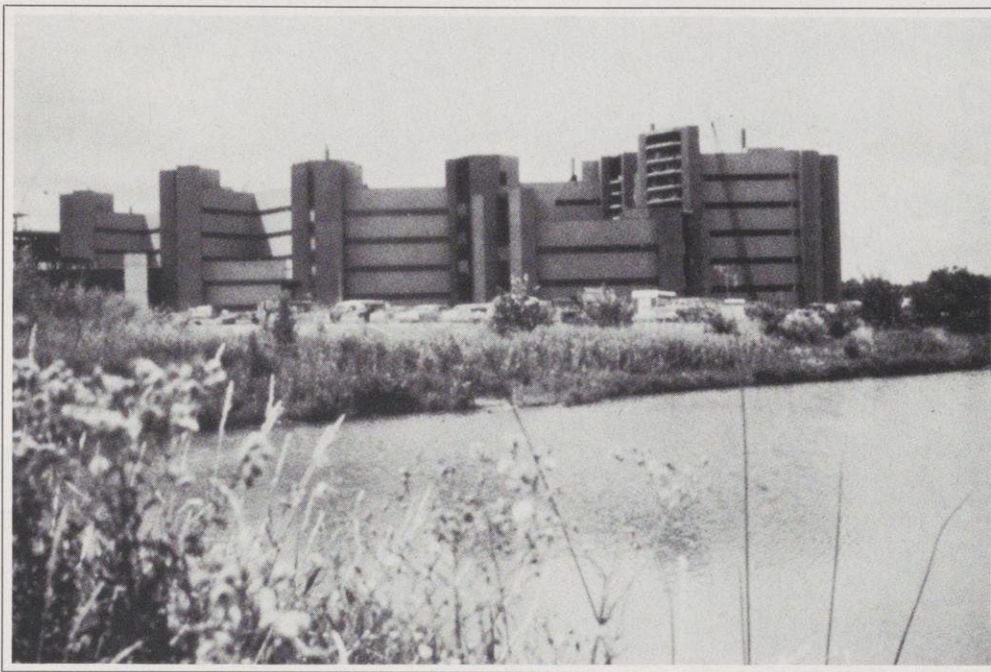
With the visually fascinating attractions at the Biotron, traffic could get as heavy as Sunday at the zoo, and that kind of attention scientists don't need. So the building is normally closed to the public, although tours can be arranged, at no charge, by a phone call. Further, to keep toxic compounds isolated and to protect the animals from human disease (and vice versa), some rooms are off-limits.

Research proposals must be approved by an internal advisory committee which rates each according to its potential contribution to science and the perceived need for the Biotron's special tools. More than thirty studies are brought to completion annually, many providing experience and thesis data for grad students as a beneficial by-product.

In times of severe constraints on research budgets, together with the need for quicker answers to complex questions, investigators welcome a biological superdome. We have it in our Biotron. □

The Medical Complex

*In our Clinical Science Center they've got it all together
and they're using it for all of us.*



Chances are you remember the old University Hospitals. There was Bradley, constructed in 1918, which served as the student infirmary; Wisconsin General, facing University Avenue since 1924; tucked to the north of it was Children's Orthopedic Hospital, vintage 1930; and, far out on East Washington Avenue, the Neurological and Rehabilitative Hospital which admitted its first seventeen patients in 1963. If you were a patient in any of the buildings in the University Avenue complex, you remember waiting. You waited to be seen. You waited for the elevators which labored and halted under their loads of visitors, patients, staff and supply carts. And if you had a broken leg or mono, you might even have had to wait for a bed in a ward or a semiprivate room.

By the late '50s it was obvious that modern medicine demanded better mechanics, that the patient load had long since outgrown these cramped quarters. Even then,

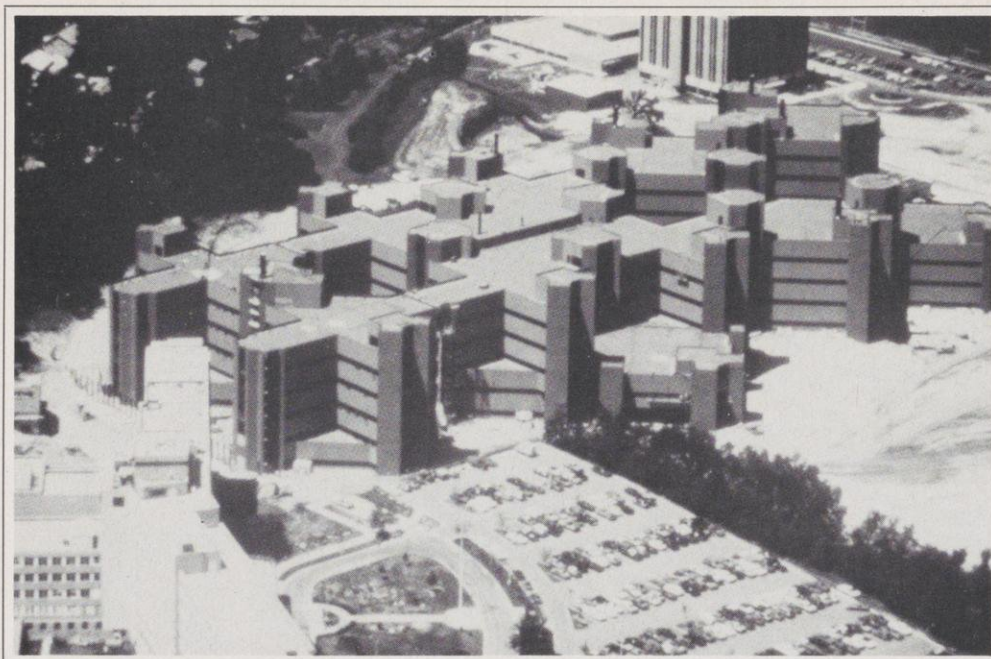
the University's medical reputation was international; it was time to provide it a physical plant to match.

William Davis, the associate vice-chancellor for health sciences, recalls that by the early '60s the University and the state had agreed on the need for expansion. "The sifting and winnowing the decision-makers were going through had to do with the desirable size to shoot for, what should be included and, of course, the location." Every idea was influenced by budget restrictions and political processes; there were months when nothing seemed to happen. Then the governor, Patrick Lucey '46, appointed a citizens' committee, and by late 1969 it sold the powers that be on the logic of moving to the West Campus adjacent to the VA Hospital. Davis arrived here in 1973, in time for ground breaking ceremonies, then supervised construction and the move. In March of 1979 the four original hospitals were merged as the Wisconsin Hospital and Clinics and included in a new Clinical Science Center, to complete the most ambitious public building project in state history.

The CSC takes up 1.5-million square feet in six stories on forty-five acres and incorporates the clinical and research activities of the Medical School, the School of Nursing, and the Wisconsin Clinical Cancer Center which is one of twenty-one federally designated operations in the nation. Within the CSC's walls each year, something like 2,000 students in medicine, nursing, pharmacy and allied health receive their clinical training. More than 300 faculty members of the Medical School and 760 nurses care for 7,000 inpatients and 230,000 outpatients, and 340 young people work on residencies in medical specialties.

There are seventy primary- and specialty-care clinics. Inpatients have private rooms (there are 548 beds). Supplies travel on an automated cart system, only the fifth one of its kind in the Western Hemisphere.

With its high output of professionals and its respected track record in research and discovery, the CSC ranks in the top twenty



med school-affiliates in the nation in federal research support. (Last year alone it competed for and won approval on nearly 500 new "protocols.") Its work touches on our lives in literally hundreds of ways, from exercise research that has improved by 24 percent the fitness level of those aged sixty-two to eighty-five, to the successful testing, four years ago, of Capmul 8210, a solution which dissolves gallstones after gall bladder surgery.

David Dibbell MD, chairman of the plastic surgery department, created the "myocutaneous flap," for mastectomy patients, a reconstruction that has now become commonplace. It won him the coveted James Barrett Brown Award in 1979. James Brandenburg MD, an otolaryngological surgeon, reconstructs voice boxes for those who've had larynx surgery. He sews a flap of esophageal tissue inside the windpipe; the patient is capable of normal speech within days rather than after months of costly speech therapy.

The Kidney Transplant Program is the third-largest in the country; they do about 125 a year. That demand is due in part to the fact that our surgeons use the relatively new living-related blood transfusion procedure developed at the University of California-San Francisco in 1980. By transfusing the recipient several times from the kidney donor before the actual transplant takes place, teams have raised the survival rate to between 80 and 95 percent; for-

merly, using cadaver kidneys and "outside" blood donors, the success factor was only 50 to 60 percent as the recipient's own immune system rejected the organ.

A great deal is being done in the general field of early detection of various conditions. One procedure developed here in 1977 (and, independently and concurrently, at the University of Arizona) is called digital subtraction angiography. DSA is a non-surgical alternative to arterial catheterization. Television and a special-purpose computer receive images of a blood vessel area before and after injection of a dye. If the monitor indicates the presence of open arteries, the team is guided in bypass surgery where amputation of a limb may have once been the alternative. The technique costs about \$350 instead of the up-to-\$1500 price of in-hospital angiography. The Wisconsin Alumni Research Foundation holds the patent on the technique, the equipment for which keeps twenty-five manufacturers racing to meet the demand just two years after its development.

Originally, the DSA was considered a potential for heart study. Charles Mistretta Ph.D. did the first exploring, but found the procedure inadequate; the constant beating of the heart, plus its thick surroundings of tissue prevented a clear reading. So Mistretta passed along his findings to the people who *could* use them in arterial work, and today he and his fellow physicists continue their experiments to push the DSA into the realm of "reading" the heart.

Another significant example of early-

detection technology is our use of ultrasound to search-out breast cancer. When combined with x-rays, said Raul Matallana MD, professor of radiology, it offers clinicians close to 98-percent accuracy without a need for surgical biopsies. The ultrasound machine—it's one of only five in the country—gives off no radiation and its powers of detection find tumors less than a quarter-inch in diameter. Indeed, it may be in this and other areas of cancer detection that the Clinical Science Center has accumulated its greatest laurels and holds out its most-significant long-range promise. The director of the McArdle Laboratory for Cancer Research is Henry C. Pitot MD, who is chairman of the National Cancer Advisory Board. Researchers Howard Temin and Elizabeth and James Miller are winners of the Nobel Prize, and there have been the Lila Gruber Award of the American Academy of Dermatology, the Gairdner Foundation Award, and the Bertner Foundation Award, among numerous accolades. Laboratory scientists study the ways in which normal cells become cancerous and how the two differ, how cancer growth can be slowed, arrested or prevented. From their findings has come the CSC's advanced treatment of bladder cancer. You'll find a special feature on the disease and its treatment on the following page.

Compiled from CSC sources.

Combating the "Wisconsin Disease"

*The state has one of the heaviest incidences
of bladder cancer in the nation.*

*That's one reason they're fighting it so hard
in our Clinical Cancer Center.*

By Mary Hiles '69

Nationally, bladder cancer ranks sixth in the number of deaths and new cases every year. In 1980, something like 36,000 Americans developed it; more than 31,000 died from it. These statistics have special significance here in Wisconsin: a federal study conducted from 1950 to 1969 found some of the highest mortality rates in the country in Milwaukee, Ozaukee, Sheboygan, and Rock counties. "These are the most industrialized parts of the state, of course, where workers may be exposed to the risk factors we believe are the culprits in 60 percent of the bladder cancer patients we're seeing," said George T. Bryan MD of the department of oncology. "Those factors are chemical compounds known as arylamines. They're found in leather, rubber, textile and hair dyes, paint and organic chemicals, to name a few." At the Wisconsin Clinical Cancer Center approximately forty bladder cancer patients are treated annually, referred from throughout the Midwest.

The disease has a latency period of—an average—twenty years, so it shows up predominantly in older adults as they complain of increased, painful urination and/or blood in the urine. Part of the work being done here is a search for reliable tests to uncover the problem during the latency period.

Those tests haven't yet been developed to everyone's satisfaction, but fresh hope exists in the form of advances in diagnosis and treatment. There are, for example,

topical agents such as the drugs thio-tepa and mitomycin C that are instilled into the bladder to stabilize the "restless" lining; these are used in treatment. A diagnostic technique known as "retrograde brushing" often replaces surgical biopsies. It is used here by Kenneth Cummings MD, head of the urology section. It involves threading a tiny brush up to the areas of the upper urinary tract to retrieve samples of abnormal tissue for microscopic examination.

If malignant tumors invade muscle tissue, two other traditional treatments are available: radiation therapy and radical surgery. The two are often paired because radiation alone may be less effective over the long term.

"Hubert Humphrey represents a classic example of a patient who was treated with radiation therapy and presumably cured, only to relapse and then be so far advanced that surgery was of no help," Cummings said. "Any cell can be killed by radiation, but whatever initiated the tumor growth remains. So even if we 'cure' someone today, there is no guarantee that the disease won't return a year from now. The lining of the bladder is the same as the lining of the urethra, the ureters and the kidney, so one can develop tumors in any area. The problem is further complicated by the ability of the disease to metastasize—to jump to a completely different area of the body, to the bones, for example. So we attempt to control it, to save the bladder, and to act surgically to keep it from spreading."

In this surgery, the team removes a piece of the ileum or colon, attaches the remainder to the ureters, and brings the other end out onto the abdomen, where they construct a stoma—a small opening to allow urine to pass out. Ronda Sauer RN, the hospital's enterostomal therapist, talked about the effect of the operation on patient

morale. "It used to be a fairly unpleasant thing to have happen to you, and people still remember that; they believe they're going to be messy and perhaps odorous for the rest of their lives. But that isn't true anymore. The surgical procedures are neater; the materials used in the prostheses are so much better than they used to be. They're odor-proof and comfortable; they fit unobtrusively under clothing. There's simply no indication to people around the patient that there's been this change. Of course there are some restrictions in the sexual function, particularly in men because complete removal of the bladder also means the removal of the adjacent sexual organs—the prostate and seminal vessels."

Adjustment to life with a stoma takes most bladder cancer patients approximately six months. To aid in that adjustment, a number of services are available, including weekly support groups and private counseling for the patient and family.

There are no guarantees against bladder cancer, but there are the often-repeated cautions. "Avoiding contact with arylamine compounds, refraining from smoking, and ingesting less coffee and artificial sweeteners are the best ways we know of right now to avoid the disease," said George Bryan. "In fact, if people would just refrain from smoking, the incidence of cancer in general would drop about 40 percent in twenty years or so. Cancer of the bladder, the pancreas, the kidney, larynx and vocal chords would almost disappear. Nearly all the people who are dying of lung cancer—more than 100,000 a year—could be spared." □

Mary Hiles is a publication specialist with our Center for Health Sciences.

Reshapers

*These five faculty
took another look
at their fields.
The results:
fresh increments
available
for the learning.*

By Barbara J. Wolff '78



Softening hard edges:

Gretchen Schoff

What would you make of a course entitled Literary Interpretations of Technology? Its teacher, Gretchen Schoff, professor of Engineering, ILS, and Environmental Studies, hopes it will bring her students to see the impact which technology has had on literary artists.

The effect of one thing on another is a constant theme in her life. This semester she's also teaching a technical writing course in which engineering students write papers and give speeches. "I tell them that some day their jobs could depend on their ability to get across what they want to say," she told me. "Words and sentences can sometimes stymie those whose language is numbers and equations."

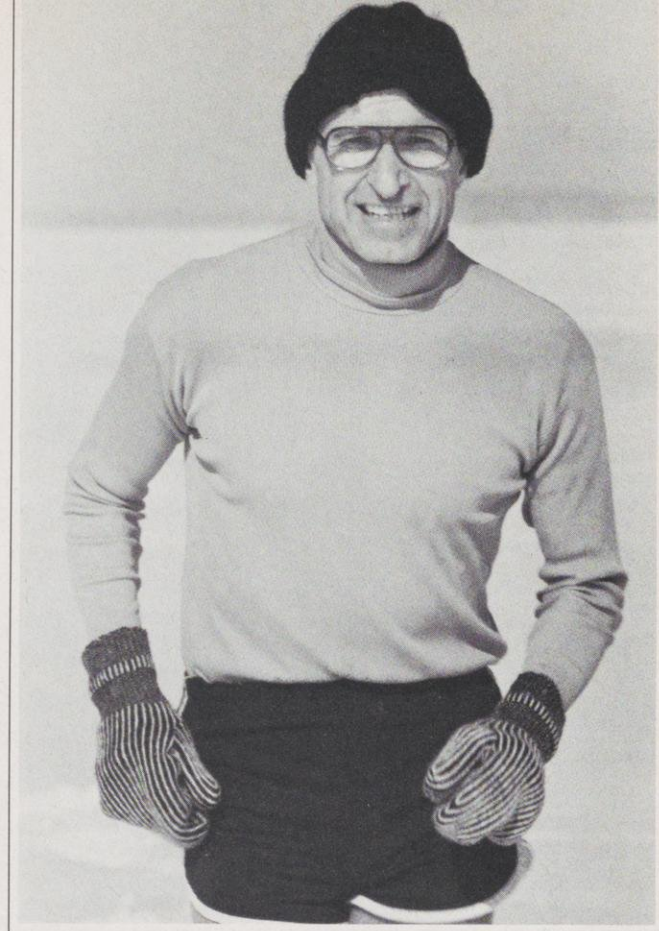
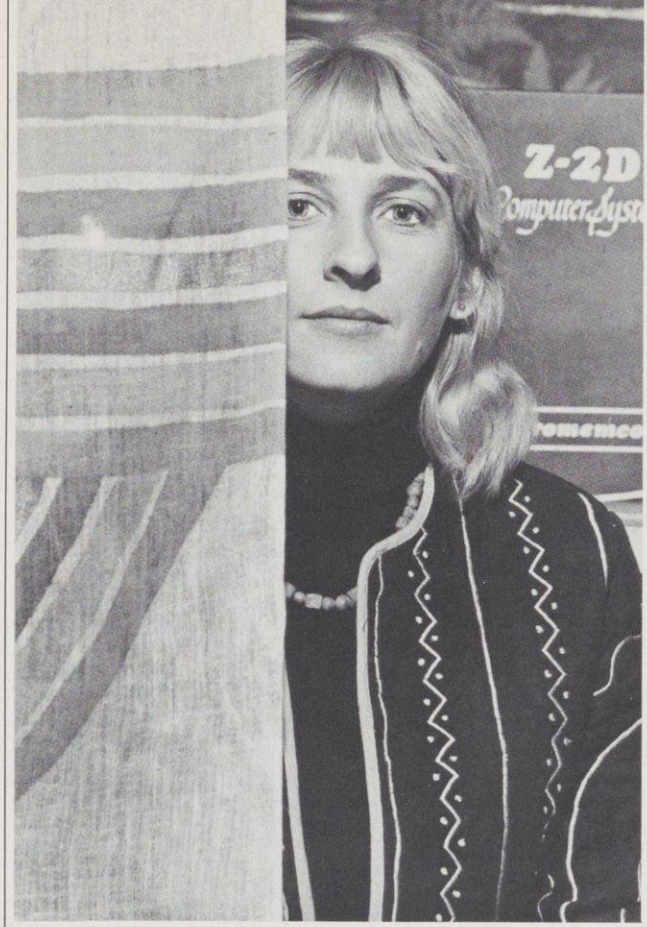
In fall she teaches a class she calls Humanistic Perspectives on the Environment, a survey of nature as a source of artistic and religious values. There is also the ILS experimental course, Critical Thinking and Expression. Schoff says that her students, by analyzing literature, statistical logic, art and advertising campaigns, learn not to be misled by the tyranny of numbers and pictures. A colleague describes the class as a way of keeping students from buying the Brooklyn Bridge.

Mrs. Schoff has BS degrees in chemistry and English from the UW-Stevens Point and an MA and Ph.D. from here. She's done postdoctoral work in theology at the University of Chicago, has been a Sloan Fellow here, and was honored with our Chancellor's Award for Distinguished Teaching in 1980. She's working on a study of communications in high-tech industry: how reports are prepared and how decisions are based on them.

In other moments Schoff turns to writing essays and verse which she sometimes gives as gifts. Lawrence University's Attic Players have produced some of her television scripts.

Weekends she devotes to her husband and three sons; they're musical—she plays the piano—and you'll hear duets.

**Photos by
Stephen Mason Gray**



Expanding beauty: **Pat Mansfield**

You can find Environmental Textiles professor Pat Mansfield in a rectangular room with a ceiling sloped like an artist's loft. This is entirely appropriate, for what she does there in the School of Family Resources is reconcile the seemingly unfusable worlds of computer technology and textile history and design.

Mansfield pioneered this unlikely pairing. Her work points to two uses for the textile computer. It can store data on and images of the historic textile collection housed at the school, and it can help the creative designer store or experiment with new patterns, shadings and frequencies.

The computer takes care of recording the image, be it of a hundred-year-old Navajo rug or a new design in the mind of the artist. It can then be recalled to a video screen for reference. Or the designer can play with the image on the screen, using it like a blackboard to test possibilities or nuances.

Mansfield began her career with two degrees from here in related art. She credits her husband Mike, a UW neurophysiologist who traffics regularly with computers, with introducing her to the disc and chip. Besides computers, the Mansfields have also shared an antique sailboat *Genesis*, on which they've logged nine summers on the Great Lakes. The boat was reluctantly sold when they came to Madison. In its stead is an antique fiberglass Hudson River packet ("a floating motor lodge") and an eighty-year-old fantail launch named —Pat says fittingly—*Miss Maybe*.

Tracking the outer limits: **Francis Nagle**

Fran Nagle has raised physical exercise from fashion to science. He is professor of Physiology and Physical Education and head of the Biodynamics Lab in Gym Unit II on the west end of the campus. The lab opened in 1967 as a clinic in which can be studied the way the human organism responds to physical activity, both in general and specifically, as in cardiac conditions. His work has prompted him to conclude that there are no unbreakable records, no two-minute miles that cannot be shattered. The human body, he says, is a dynamic machine which, within reason, is incredibly flexible.

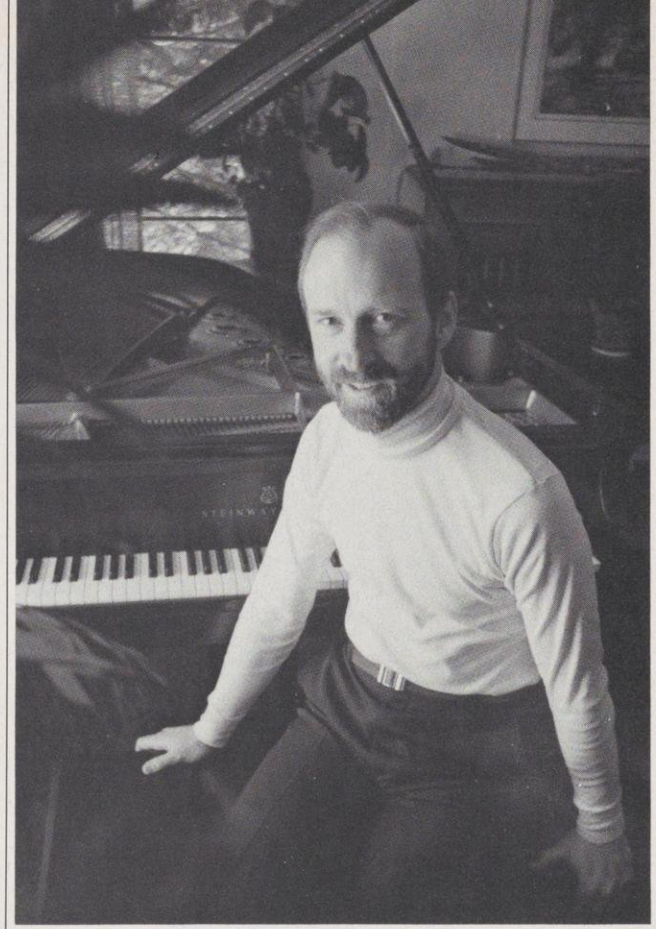
He has been well recognized for his contributions. He was an invited lecturer at the International Conference on Sports Medicine in Delhi, India in 1978. That same year he was chosen a member of the American Academy of Physical Education. His alma mater, the University of Nebraska, named him an outstanding alumnus during its annual Masters' Week in 1975. The year before that he served as vice-president of the American College of Sports Medicine, an organization of physiologists and physicians. He also sat on its board of trustees for four years.

Just about every facet of Nagle's life is involved with physical activity. "I don't read many novels," he says. He *does* split the fuel for the woodburning stove at home. He is a former Nebraska football player who's a veteran of the East-West Shrine, North-South All-Star and College All-Star games in 1950-51. He played pro ball for the Montreal Alouettes for a while. He gets to Ireland (where he has relatives) and to Europe.

Nagle's family includes seven children from his first marriage (he was widowed in 1967), three from his wife's (her husband died in 1965) and one child, now eleven years old, of their own.

continued

Barbara Wolff is on the news staff of WERN state radio.



Melding Judeo/Christian history: **Keith Schoville**

The day begins—voluntarily—at 5 A.M. Hebrew and Semitic Studies professor and department chairman Keith Schoville likes to use the rare early hours to read, grade papers and in general collect his thoughts. And for Schoville, who's been on the campus since 1961, there are a great many thoughts to gather.

His activities gravitate around two basic areas, the ancient urban settlement and the modern church. He has assumed a number of posts in each field. Secretary, treasurer and manager of the National Association of Professors of Hebrew. Vice-president of the American Oriental Society's midwest section. Editor of the *Journal of Hebrew Studies* and author of a definitive textbook. President of the Madison Biblical Archeological Society. L&S advisor during Summer Orientation. Elder and founding minister of Madison's Westwood Christian Church. Family man: wife, five children. Gardener: pumpkins and fruit trees.

He lunches at his desk; he takes a jog in the late afternoon to reassemble the necessary energy to teach an evening class in Biblical Archeology. This semester also finds him teaching Biblical Texts, but during the day.

Schoville is a Soldiers Grove native who holds an MA and Ph.D. from here. His interest in archeology and biblical history is relatively recent. He first saw Israel in 1965; his first dig there, at Tel Dan near Mt. Hermon, didn't occur until 1976. His favorite period of study is the Middle Bronze Age (roughly 2000-1500 BC), the age of the Patriarchs.

The plant and the piano: **Marion O'Leary**

Marion O'Leary, professor of Chemistry and Biochemistry, is a specialist in the way chemistry determines biological phenomena in plants. He also investigates the properties of enzymes and how they affect plant growth. It's an approach that is unusual, so much so that O'Leary is part of the "Australian Connection"—the UW and Australian National University. Down Under there is this handful of scholars who are doing the same work—studying the entire plant organism rather than just a part. It's "devilishly complex," O'Leary says, so it makes for camaraderie among its devotees, like ham radio operators or the first U.S. owners of Volkswagens who used to honk at each other on the highway.

O'Leary also held a Sloan Fellowship here in 1979-80 and has a Guggenheim for this year and next. He chairs our Committee on Academic Affairs of Minority/Disadvantaged Students: "Perhaps because of inadequate high school preparation or the demands of university life, minorities are less likely to get degrees. We're constantly looking at ways to help them finish what they start here."

Add to this a passion for music equal to his dedication to science. "It was a tough choice between the two, but science won because it was easier to get a job in that field." O'Leary consorts regularly with like-minded persons for chamber music. His piano prowess is close to concert quality.

He is a native of Illinois who's been on the Madison campus since 1967, bringing degrees from the University of Illinois and MIT. His days on the Eastern Seaboard have given him a taste for life near the shore; he and his family summer regularly on Door County's Washington Island, where he indulges a propensity to build furniture. □

Growing The Garden Of Campus Delights

*Tom Homburg and his staff
think dahlias in December.*

By Chris HacsKaylo



Don Schutt

Homburg and the annual start of something big.

Charles Dudley Warner, a contemporary and collaborator of Mark Twain, wrote, "To own a bit of ground, to scratch it with a hoe, to plant seeds and watch the renewal of life—this is the commonest delight of the race, the most satisfactory thing a man can do." Tom Homburg, the University's head gardener, agrees emphatically. His "bit of ground" encompasses thirty-five gardens and sixty-two large cement pots scattered from one end of our thousand-acre campus to the other. He and his crew—four men and a woman—are responsible for planning, seeding, planting and maintaining these award-winning flower beds. In late winter, while the rest of us daydream about backyard plots of lettuce and thyme, he supervises the care and feeding of some 200,000 cuttings and seedlings (the UW design in front of Lathrop Hall alone requires about 9,000 plants) inside three seventy-five-foot-long greenhouses behind Agriculture Hall.



*What a man needs in gardening
is a cast-iron back,
with a hinge in it.*

Charles Dudley Warner

Spring is Tom Homburg's busiest season, but work on this May's flowers started months ago: 6,000 tulips were planted last October; 15,000 alternanthera and geranium cuttings were taken around Christmas; 2,500 slow-growing begonias were seeded by the end of December. (Homburg does it by hand, filling row after row of wooden flats.) The crew transplants throughout the winter months, selecting the strongest seedlings, stepping them up, cutting them back. When there is a break, slack days are passed washing flower pots (about 6,000 of them), shoveling snow, painting greenhouse walls, repairing flats, cleaning tools and yearning for the outdoors.

In early May, they begin to prepare the ground for planting, rototilling the soil and laying out the beds with a string line. By mid-June the zinnias, begonias, marigolds, the geraniums, vinca and dusty miller will be in. For the most part, the campus wears familiar annuals; however, there is a small nook on the west side of Van Hise where rare-for-Madison wild flowers—trilliums and bluebells, columbine, bird's-foot violets and

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Overleaf: Henry Mall in late summer with everything growing according to Homburg's plan. Color photo/Norman Lenburg







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wild lupine—are planted among the boulders and rocks.

Summer brings long hours of maintenance. Grass is mowed, borders are trimmed, weeds are pulled, dead blossoms are picked, insects are sprayed and mold and disease combated. Twice a week everybody spends a full day watering. The University will enjoy a variety of blooms from the end of May through the middle of October.

In the fall, the crew cleans up. After the first frost, dead flowers are uprooted by hand. “Although you can pull them a lot faster than you can plant them, it’s almost as busy as spring,” Homburg said. The gardens are edged and cultivated. (Every two years, they are top-dressed with earth and manure.) Several truckloads of dirt are hauled up from a holding station on Picnic Point to supply the greenhouses during the winter. Since constant indoor warmth and moisture encourage fungus, the soil is screened, sterilized, and dried, then stored in the basement. The whole process takes about three weeks. They mulch the roses that blossom outside the Natatorium and the Camp Randall “shell” next to the Field House. When the rose population was smaller, each bush was wrapped individually in burlap; now 400 of them are bedded down with wood chips. Then the crew is ready to move indoors again.



For Homburg, Myron Turk, Leland Watson, Jerry Larsen, Mark Tiedt and Laura Paine the work is hard, but job satisfaction seems high. All come from gardening families, all love flowers and enjoy working the earth with their hands. Their tasks are varied, results tangible and feedback positive. It’s good therapy, too. “We’re not *always* one big happy family, but we get to go out, pull weeds and work off any resentments or hot feelings,” said Laura Paine.

Still, gardening takes patience: cuttings refuse to root, insects attack a flat; seeds germinate slowly or not at all. More than anything else, vandalism and theft discourage them. People stomp the tulips on the State Street mall. “It’s frustrating. You go back to a freshly-planted bed and find half the flowers stolen or destroyed. That can make an area look bad for the rest of the summer. We’ve calculated exactly how many to set out; we don’t have extras to fool around with,” said Homburg.



*Show me your garden,
and I shall tell you
what you are.*

Alfred Austin

He can’t remember a time when he didn’t like flowers. As a child he followed his grandmother around her garden, weeding, hoeing, picking up pointers. In his teens he earned enough money to put up a greenhouse of his own. (Today he raises cacti which “pretty much fend for themselves.”) He got his first job taking care of the grounds at a sanitarium, then worked for a small flower shop, making up bouquets and corsages, handling carnations from Colorado and orchids from Hawaii. The work kept him indoors but helped develop his eye for color and design. He joined the grounds crew here—raking leaves—in 1969, came to the greenhouse in 1970 and was named supervisor in 1977.

His crew describe him as a man who seldom flies off the handle and who sets a high standard by his own example. He says he’s “fussy. I enjoy planning and coordinating the beds, seeing something grow in a pattern I’ve put down on paper. Of course, there’s always an element of the unexpected.” There is little room right now for expansion (greenhouse space is limited) but Homburg thinks about improvement. He hopes for benches on Henry Mall and a fountain. “I imagine there are a lot of people who would like a quiet place to sit and think. Maybe they’ll build one there some day and name it after me,” he said, laughing.

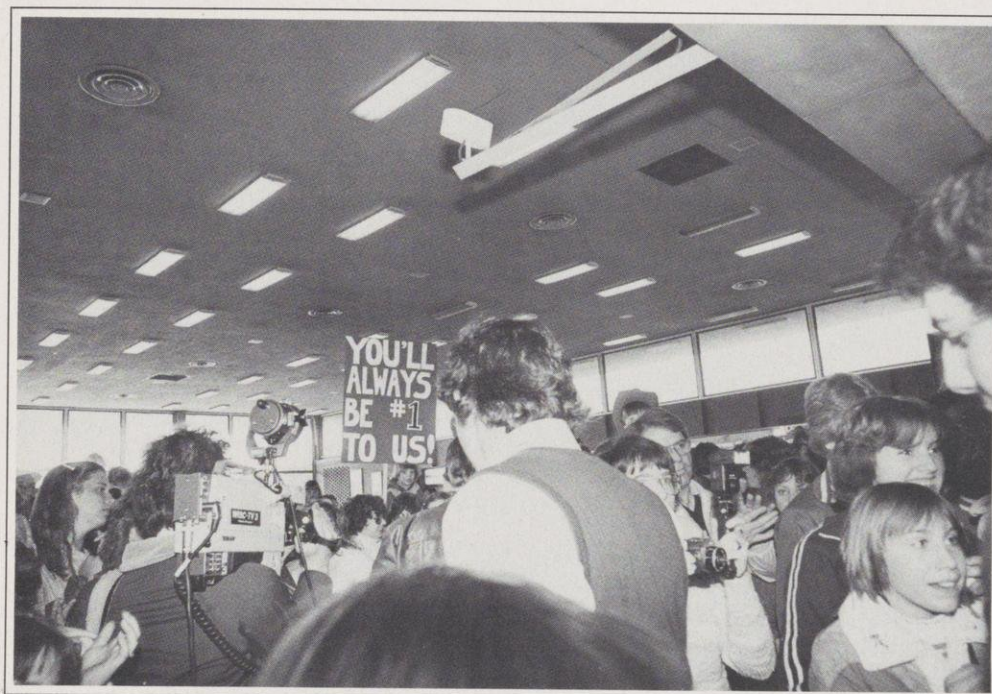


*Who loves a garden
still his Eden keeps
Perennial pleasures plants,
and wholesome harvests reaps.*

Bronson Alcott

Homburg has this advice for the novice gardener. Start with hardy varieties, zinnias or marigolds, for example. These are colorful, early blooming, pest free, easy to water and hard to kill. (The geranium and the begonia are his personal favorites.) Plant taller flowers in the middle of a bed, working outward and tapering down. Choose colors that contrast light and dark. Browse the bookstores and library shelves; *Crockett’s Victory Garden* is a good general introduction. Above all, he says, plant for yourself. “There are no rules. A garden, whether it’s full of cacti or roses, herbs or annuals, is an expression of you.”

No. 2 Is Still No. 1

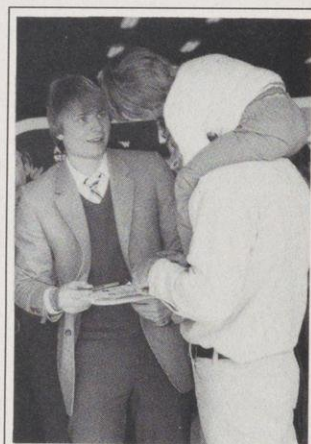


The hockey team lost the big one this year. North Dakota—the Klingons of Badger ice life all season—took the NCAA championship away from them by 5-2 in Providence, R.I. on March 27. But a sign-carrier in the welcoming crowd at the airport told Coach Bob Johnson's troops what "the greatest fans in the world" continue to think of them. Wisconsin finished its season with 35-11-2, and had we been able to beat North Dakota (after winning over New Hampshire the previous night) we'd have been the first team in ten years to earn back-to-back national championships.

T.M.



With wan smiles, John Newberry, Chris Chelios, Lexi Doner (who missed tournament play with a nerve-damaged left hand), John Johannson and Rick Heppner.



Photos/Gary Smith

A young fan high on Terry Kleisinger gets his autograph.



"Whenever I'm down in the dumps, I buy a new hat," could be Pat Flatley's old joke as he leads Jan-Ake Danielson and Jim Snuggerud.

Tired of High Maintenance Costs?

Consider a Gift of Real Estate to the University of Wisconsin Foundation

Many people wishing to benefit the University do so by means of cash or appreciated securities. But, there is another means of making a charitable gift that offers some appealing tax advantages—a gift of your residence, farm, condominium or vacation home.

In this era of highly inflated property values, the sale of real property, and particularly that of a vacation home, often involves a substantial capital gains tax. This can be avoided altogether where the property is gifted to the University of Wisconsin Foundation. In addition, you receive a charitable deduction for income tax purposes equal to the value of the gift, usually the full fair market value of the property when it is free of mortgage indebtedness.

If you plan to give your residence or vacation home to the Foundation under your will, you can get present income tax savings by conveying the property now and retaining the right to live in the home for life. You would gain, thereby, a tax benefit without changing your present lifestyle in any way.

You might wish to consider a charitable gift of an undivided interest in a home you do not use year-round. For example, if you give the Foundation an undivided one-half interest in your vacation home, you may occupy it one half of each year and take a tax deduction for one half the fair market value of the property. An additional gift of a remainder interest in the other half will entitle you to further tax benefits.

Most importantly, your gift of real estate can be used to fund a program of scholarships, medical or scientific research or to enhance an academic area of particular interest to you.

These and other gift options might well have a place in your charitable giving and estate plans. We would be happy to discuss them with you and your tax adviser.

For further information and a copy of our free booklet, *Taxwise Homeowner's Guide*, contact:

Fred Winding
Vice President - Real Estate
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608/263-4545

The News

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teen seasons at Eau Claire, the winningest active coach in the nation. He has been voted three times—twice consecutively—as NIAA National Coach of the Year.

The University had spent five weeks in a search for someone to fill the position after Cofield resigned under pressure. The job had been offered to only one other of a large field of rumored contenders, Bob Donewald of Illinois State. Donewald took himself out of the running two days before it was announced that Anderson had accepted.

Athletic Director Elroy Hirsch, incapacitated with a recurring back problem, was on a Caribbean cruise at the time of Anderson's acceptance and resignation.

Watch this space.

System Regents Make Changes In Extension

The UW Extension will undergo remodeling along lines suggested by UW System President Robert O'Neil and a special committee of the Board of Regents. It will continue under a chancellor, but the number of deans will be reduced from five to three, respectively heading general and special-mission programs, cooperative and related missions, and educational communications.

The announcement of the plan was made at the regents' meeting in April. It calls, further, for integration of Extension faculty with those of local campuses wherever possible. When an Extension faculty position opens, it should be filled from the campus, and only if that cannot be accomplished will it be filled from Extension ranks.

A search committee is seeking a successor to Extension Chancellor Jean Evans, who will resign July 1.

Minority Enrollment Outlook Bleak

Enrollment and retention of minority students here, an effort which has not met goals the University established for itself a decade ago, will be even more difficult to improve in the next few years, according to the Committee on the Academic Affairs of Minority/Disadvantaged Students.

In its annual report, presented to the Faculty Senate in April, the committee said the University had acted responsibly by creating a variety of programs and activities designed to increase minority representation on campus. But despite steady growth in the percentage of minorities in the last ten years—here they accounted for 2.9 percent of the total student population in 1972, 4.9 percent in 1981—the numbers fall far short of a faculty goal of achieving 6.5 percent by 1981.

In addition, retention of minority students, projected to equal that of non-minority students by 1981, has failed to do so. Figures cited by the committee indicate that 69.5 percent of non-minority students who first enrolled in 1978 were still here at the start of their fourth year; the figure was only 48.9 for minorities.

The report said several factors would make improvement of minority enrollment and retention difficult: the likelihood that state and University funding for minority student support programs will not increase significantly because of overall budget-cutting; an expected decline in coming years in the number of college-age students; and federal cuts in general and student financial aid, which will have their greatest impact on minority students (WA, Mar/April). Minority student applications for fall 1982 are down almost 30 percent from a year ago.

The report praised several minority student support programs, and a number of schools which had exceeded goals, including the Medical School (10.2 percent minority enrollment), School of Pharmacy (7.1 percent) and Law School (6.5 percent). The committee said new programs established in the past year, including a counseling service in L&S, were important and should be continued.

Joe Sayrs

ROTC Enrollment "Will Double Here," Officer Predicts

There is more than one reason for it, but a "resurgence of patriotic fervor" heads the list of why Lt. Col. Eugene Larson believes there'll be a 100-percent increase in ROTC enrollment here by the fall of 1984. Larson commands the campus Army unit. He told the UW News Service's Roger McBain that, "I've gone out on a limb," pledging that boom in student interest.

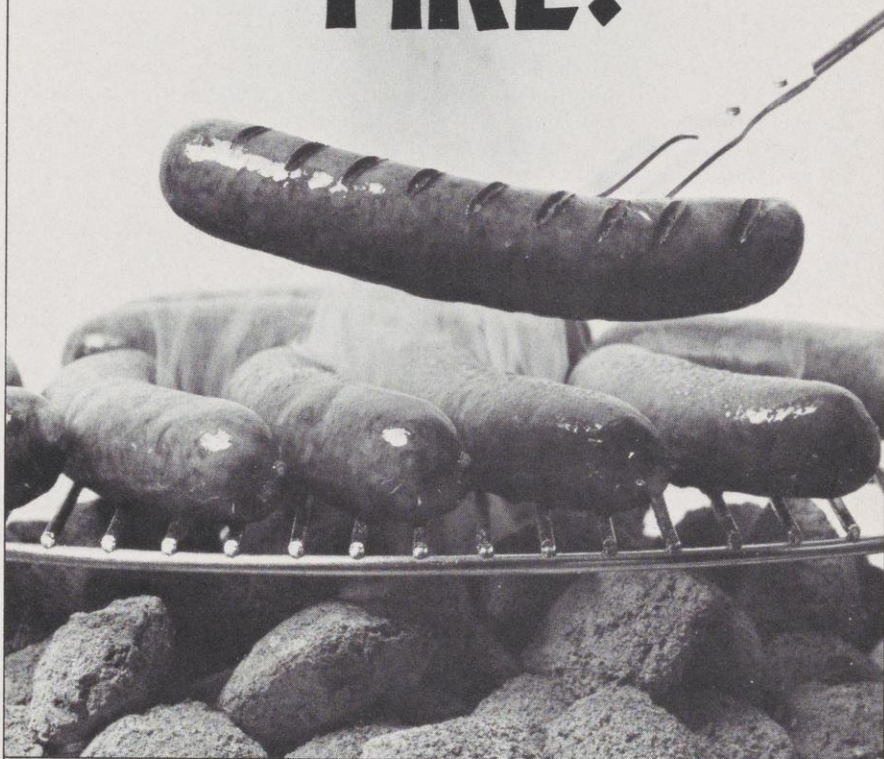
He has facts to back him. According to a *Newsweek* article last year, on campuses across the nation Army ROTC figures doubled from 1974 to 1981, with 76,000 cadets in the program last year.

Participation here hasn't been quite that promising, but that may be a carry-over from the very high anti-military feelings here during the Vietnam war years, Larson feels. We have more of that to overcome than do some other colleges and universities.

The colonel acknowledges that there may be a second strong reason for increased attention to the program. "The pragmatist in me knows that it's probably got something to do with money, too," in the face of threatened cuts in scholarship funds and the increase in all educational costs. ROTC scholarship cadets receive full tuition, books, lab fees and school-supply expenses, plus \$100 monthly for up to ten

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Youngblood

By Barbara Ward

You won't find it on any other university campus in the United States. It began in the early seventies and is a gathering place for students, a place where they can relax and get to know one another. Yet it's neither a communal living organization nor a cooperative. It is Youngblood, the University's permanent blood donation center.

John Kriek '74, '76 started pursuing the idea during his freshman year, working out of the Wisconsin Union Directorate. At that time the Red Cross had regularly set up three-or-four-day drives in different campus buildings. (John called them "cattle drives" because donors moved in and out very quickly.)

Late in the spring of 1972, with the help of the local Red Cross and particularly one of its nurses, Dorothea "Mac" Walker, John's idea took form. According to Mac, who today is Youngblood's coordinator, "The University was most delightful, so receptive because people realized the need. With the University Hospitals using so much blood it seemed practical for students to have access to a donation center all the time." Dane County Red Cross uses one hundred pints of blood daily; Mac supplies thirty.

But an exhaustive search found no campus location. Mac turned to the Wisconsin Union. "We really wanted a room in Memorial Union," she remembers, "but the only one available was tiny, with little ventilation and one small window." So Youngblood headed for the Union South, at Randall Avenue and West Johnson Street, and on February 22, 1972, it opened its doors in Room 302c.

"We had one donor that day," Mac says. "How he found us I'll never know."

Barbara Ward, from Ft. Atkinson, is a senior in Ag Journalism.

For the first semester the program averaged five-to-eight donors each three-afternoon week. In the fall it expanded to daily hours, and donors increased to five-to-eight per day.

For its first two-and-a-half years, it was operated by Red Cross nurses and city volunteers. Then, in the fall of 1975, students began donating more than blood. Michael McKeown, an accounting student, came in as a donor and left an hour later as director. He instituted eight-week reminder cards and donor-information forms. The latter started the volunteer program. Donors fill out a small card asking why they came in, their major, their year in school, and whether they would be interested in volunteering. Today there are thirty-two student volunteers.

Kathy McCarthy, a senior double-majoring in zoology and psychology, succeeded Michael for the 1979-80 school year. Zoology major Jim Hendricks '81 followed Kathy. This year, Cindy Hanson, a junior in advertising, is director. Each has refined Youngblood's publicity to increase the number of donations—the current average is thirty per day!

What's the pulsating beat behind Youngblood? "It's these students, of course," Mac Walker says. "There is a relaxed atmosphere and camaraderie all over the place." A veteran staff nurse, Ruth Olson agrees; "I love the students. They're the greatest thing since Cream of Wheat!" And it goes without saying that nurses such as Mac and Ruth are a major reason why students come back again.

Each semester, campus organizations—ROTC, fraternities and sororities, dorms—have donor competitions. First-timers might come in because of peer pressure, but "after the initial donation," Mac says, "we usually have them hooked."



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months each school year. The money available for the program, which provided 8,500 scholarships nationwide this year, will be increased to support 12,000 by 1984. On the other hand, Larson said, nearly sixty of the eighty cadets in our campus program this year are not on scholarship.

The result of a new regulation may have added to Larson's optimism. Since February, the cadets have been required to stay in uniform all day every Thursday, rather than being permitted to get back into civies following military science class. Larson said he thinks "the cadets are very pleasantly surprised" at the absence of harassment by any anti-military students.

Women's Basketball: Best Season Ever

The women's basketball team under sixth-year coach Edwina Qualls completed its most successful season when it lost to AIAW runner-up-champion Texas-Austin 73-61 in the second round sectional playoffs in Austin in early April. The 21-13 Badger season and post-season success is the first twenty-win season for Wisconsin, and the .618 winning percentage replaces .583 as the previous top of 14-10 in 1977-78. Wisconsin's only other winning season was the following year with a 13-11 record.

Qualls had consistency in her offensive unit with four players regularly hitting double figures led by forward Theresa Huff. The 5-11 junior maintained a 16.0 point output and an 11.6 rebound average which kept her among the top twenty rebounders in the nation all season.

After a slow start—three losses to Illinois State, Minnesota and Drake University—the Badgers defeated fifteenth-ranked Illinois 80-71 and won the last seventeen of the season's twenty-three games. In tournament play, they were number one in the Midwest AIAW Region V Championship and the Dartmouth Invitational and tied for fifth place in the Big Ten Basketball Championship and the Harvest Classic (Des Moines).

Correction to Ingraham Awards

We were in error when we said in our last issue that the Mark H. Ingraham Awards of the UW Press were endowed by him. They were named in his honor.

Alum On Pulitzer List

John Townsend Darnton '67 won the 1982 Pulitzer prize in the category of international reporting. The award was given for his dispatches to the New York Times from Poland cover the recent crisis in that country.

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Mail to: The Hub 22 W. Mifflin, Madison, WI 53703

"I See," Said The Blind Man

And he has a few things to show us all.

By Fred Wisner '82, '84

As told to Ilene Baldwin Ledvina '81

I had completed a five-year apprenticeship and established a skilled job in the steam fitting trade. It was a lucrative job. I felt that it would be my situation until I retired.

Suddenly one day, my vision started clouding up. It cleared in about a half hour, but a few days later it did the same thing. An inflammation had developed. It persisted despite medication and surgery. The process began when I was twenty-nine, but not until I was thirty-four did I lose my vision totally. I was lucky I had time to adjust. Some people lose their eyesight overnight.

As it was happening, I made up my mind to go to school. I didn't feel like sitting around not doing anything. I started night school, got my typing skills up-to-date, and taught myself braille in three months. I started in January, 1978 at the University of

Fred Wisner is a student attending the University and a student volunteer at the McBurney Resource Center for Persons with Disabilities. In his own words, he talks about himself, his goals, his philosophy, and his experiences. Fred's message will have meaning for those with handicaps themselves, or for those who know others with handicaps.

Wisconsin-Waukesha Center. Things went fairly well. I left with a 3.83 grade point average, which gave me the motivation to continue. Then I decided to come to Madison; I was ready for the bigger school.

I feel comfortable here. I believe everyone is treated as an equal. I contact all professors in advance, and tell them I'm a blind student and ask them to verbalize what they put on the board. They have really been cooperative.

I live in a coed dorm. I can always find someone I can question about a document or book. I enjoy interacting with other students, and I think it's a good learning experience for them to be associated with a handicapped person. Each floor is considered a house and I'm part of the house; I participate.

I'm also a student staff member at the McBurney Center. The center provides volunteers to read for me and even help with shopping. They find out if text books are recorded and send books to studios for recording.

I select my schedule three months in advance of registration. I can do that because the McBurney staff provides proxy registration and guarantees the classrooms and

class times for handicapped students. At Helen C. White and Memorial libraries, the visually impaired have aides like talking calculators, scientific braille calculators, braille dictionaries, braille writers, and tape recorders. Besides the special equipment in the low-vision reading rooms, other special aids are available on campus, such as the braille terminal located in the Computer Science Building.

All courses are accessible. If necessary, the class will be switched to an accessible room for a handicapped student. The University is upgrading its classroom and dorm accessibility by widening doors, braille elevators, lowering elevator buttons for wheelchair students and widening shower stalls so wheelchairs can go in with no problems.

The McBurney Center staff can also help students find out about financial assistance and other services. You can get a special pass from the Madison Metro Bus Company which will entitle you to reduced fares on weekdays and free rides on weekends. If you are temporarily disabled you can get a temporary pass. Visually handicapped students can get a waiver of their operator assistance charges by submitting a doctor's statement to the telephone company. There are a lot of services out there.

I think my whole attitude about life has changed. I do less keeping up with the Joneses because I don't know what my neighbors are up to anymore. I just live with myself and set certain goals and strive for them, and if they're not equal to someone else's it doesn't bother me.

Now I judge people by what they say and what's in their hearts. I'm not distracted by first impressions. I have talked to people, and later someone came up and said, "You know, Fred, that guy has hair down to his shoulder blades and a beard down to his T-shirt." But I didn't think about that because we had a good conversation.

I don't think losing my eyesight is a liability. I find myself more confident than ever. I'm heading in a direction that I think will benefit not only me but many people in the future because I will be getting a law degree. It's just a matter of persistence and time; how fast I can absorb the necessary material. I think I'm capable of performing whatever is involved in functioning as an attorney when I'm done. Losing your vision doesn't change your intellectual capacity or anything else. You just have to do a few things a little bit differently to achieve the end result. □

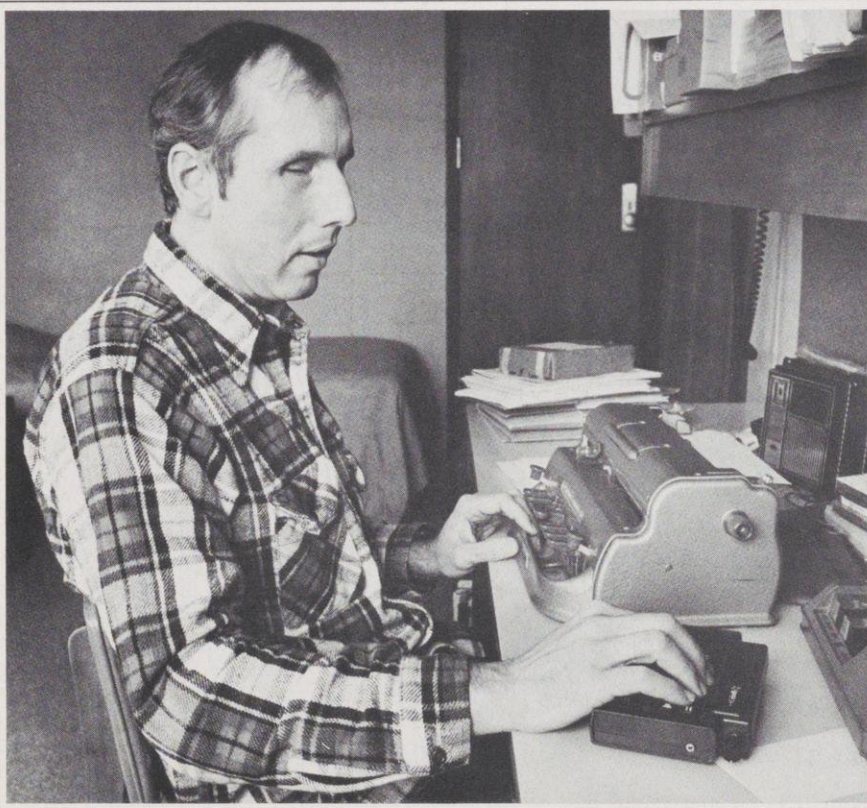
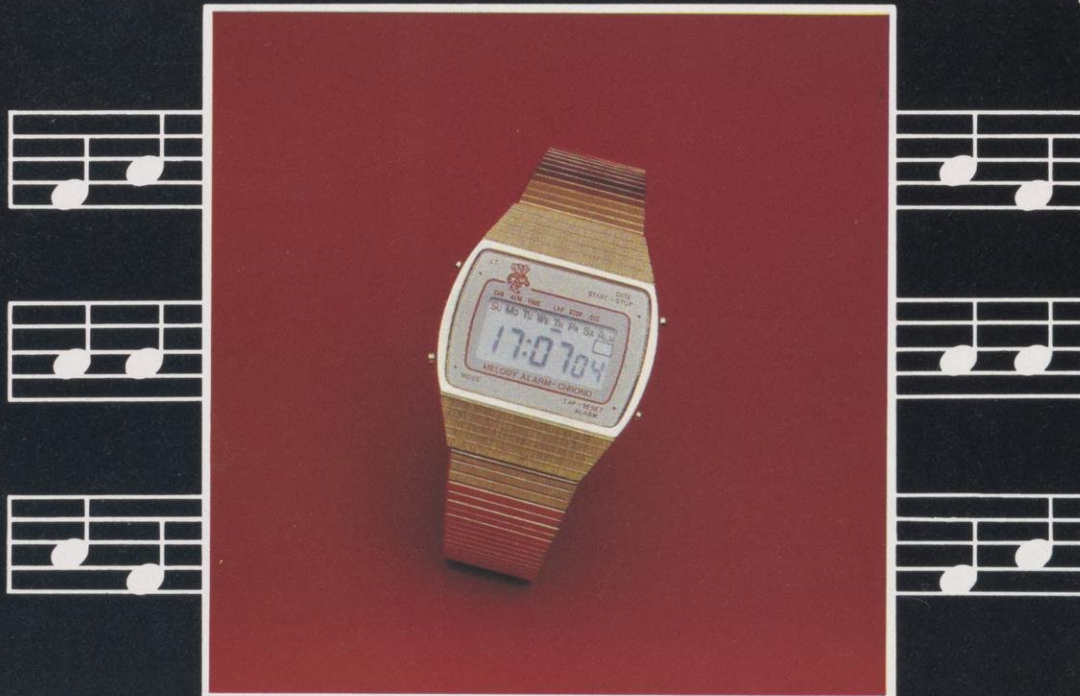


Photo: Norm Leuburg

The Alarm Watch That Plays "On Wisconsin" for Graduation and Father's Day




Now! For Badger alumni. A watch as dynamic and unique as the university it represents. A high quality timepiece for daily wear, with the distinctive alarm feature you'll want to share with those who know of your Badger pride. Play "On Wisconsin" ... as an alarm or manually whenever you wish.

Features: Your Wisconsin quartz timepiece accurately computes the hour, minute, second, weekday and date. It also has a stopwatch with split time, night light, 12 months calendar, a scratch resistant mineral lens, a slide clasp-on bracelet for ease in adjusting to the wrist, runs off of Standard Union Carbide 392 or equivalent batteries, and has a one year limited warranty. Satisfaction guaranteed or money refunded within 30 days.

It's the watch no Badger fan should be without ... handsomely styled for men in gold or silver tone. Instructions and warranty included.

PRESENTED TO YOU BY THE WISCONSIN ALUMNI ASSOCIATION

University _____		Qty	Amt
Name _____		Men's yellow	49.95
Address _____		Men's stainless	44.95
City & State _____	Zip _____	Texas residents add 5% sales tax	
Signature _____		Postage and Handling	2.00
<input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Visa <input type="checkbox"/> Master Charge		Total	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Inter bank No. <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Exp Date <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Check if interested in ladies style <input type="checkbox"/>	
Month Year			
800-527-1657 / 800-442-4701 Texas Only			
Send To: The Athlon Corporation			
P.O. Box 3142			
Richardson, TX 75080		Allow 4-6 weeks for delivery	

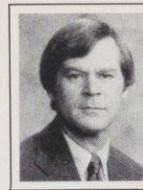
Member News



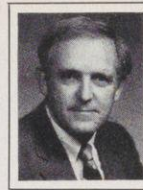
Kind '57



Olson '58



Ragatz '59



Welch '59

Pre-50s Donald N. Ferguson '04, Minneapolis, is featured in the spring issue of Sigma Chi's magazine as its oldest member. From 1913 to retirement in 1950, he was on the faculty of the music department of the University of Minnesota; for thirty years he served as program annotator for the Minnesota Symphony; and was the organizer of Minneapolis' Bach Society in 1933.

Randell E. Copeland '31, Haverford, Pa., retired as board chairman of Strawbridge & Clothier, with whom he's been affiliated since 1948.

At its district meeting in December, the Council for Advancement and Support of Education (CASE), the association of people in higher education and alumni work, honored **Ralph A. Mehlos '38** on his retirement from St. John's Military Academy after thirty-five years. His citation mentioned his service to the academy "as instructor, counselor, administrator and good neighbor." Mehlos, who lives in Delafield, is district governor for Lions Clubs International.

50s Edward O. Busby '50, '62, '71, dean of engineering at the UW-Platteville, has been appointed by the governor to the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors.

Juanita Sumpter Sorenson '50, '52, '71, on the elementary education faculty at the UW-Eau Claire, spent some time in late fall in Australia, and gave a paper in Melbourne to a conference on gifted children.

Binney & Smith, Easton, Pa., inducted six people, including **James M. Carr '50**, into its President's Sales Achievement Club. Carr lives in Kennelton, N.J. and has been with the firm since 1960.

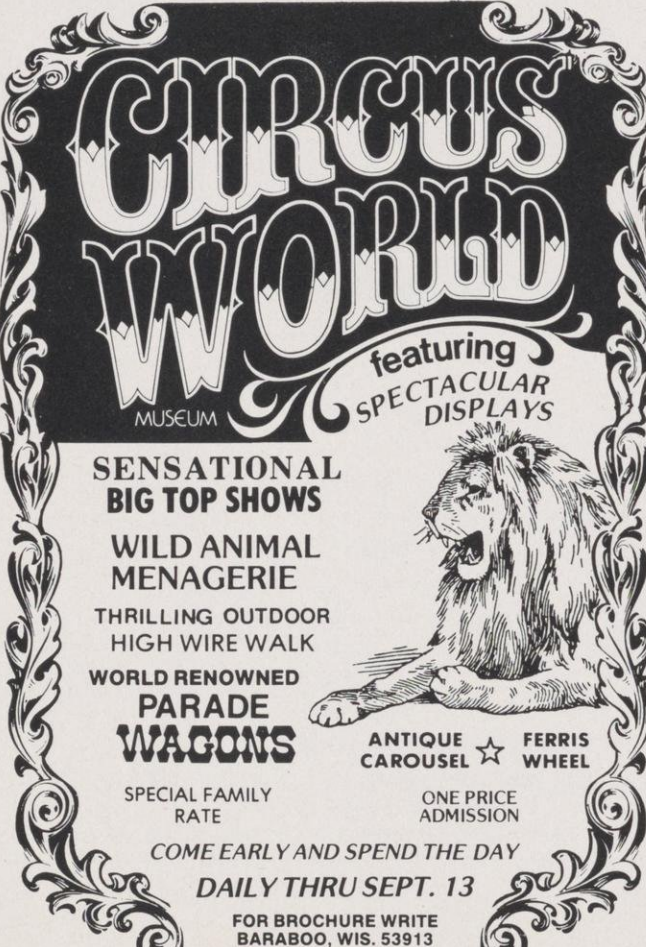
John A. Pederson '51, Lakewood, Colo., has been named a vice-president and petroleum and mining engineer in the Denver regional office of Security Pacific National Bank. He joined the bank last year.

Robert G. Heideman MS'52, Ph.D.'62, director of the Educational Placement and Career Service Offices in our School of Education, is the president-elect of the Wisconsin Association of Teacher Educators.

Charles F. Josvanger '55 is moving to Sun Prairie from Perrysburg, Ohio, to manage Goodyear's hose plant here. He's been with the firm since graduation.

When the Board of Directors of Methodist Hospital in St. Louis Park, Minn. holds a meeting, it could resemble Alumni Weekend. Its chairman is **Richard W. Ragatz '59**, Edina; and newly elected members are **Allan C. Kind '57** MD of Minnetonka and **Judy Bridgman Rummier '63** of Bloomington.

Ralph W. Olson '58, Marshall, Minn. moves up with PPG to manager of its insulating glass fabricating plant there.



CIRCUS WORLD
MUSEUM

featuring
SPECTACULAR
DISPLAYS

**SENSATIONAL
BIG TOP SHOWS**

**WILD ANIMAL
MENAGERIE**

**THRILLING OUTDOOR
HIGH WIRE WALK**

**WORLD RENOWNED
PARADE
WAGONS**

**ANTIQUE
CAROUSEL** ★ **FERRIS
WHEEL**

**SPECIAL FAMILY
RATE**

**ONE PRICE
ADMISSION**

COME EARLY AND SPEND THE DAY

DAILY THRU SEPT. 13

**FOR BROCHURE WRITE
BARABOO, WIS. 53913**



Thompson '50

Say, That Isn't!

In Our "Say, Isn't That . . .?" section of the March/April issue, we identified this man as Ray Thomlinson. We knew better: he is Dale R. Thompson '50. It must have been the fact that both gentlemen are barristers, both handsome, both upstanding members of the community, and look not at all alike, that caused the confusion. We apologize.

**Our 1982 Day With The Arts
is Tuesday, October 5**

Club Programs, Etc.

BEAVER DAM: May 18—Founders Day. Speaker: Hockey Coach Bob Johnson. Res., John Hoffmann, 885-6003.

MADISON: June 12—UW Foundation's Bascom Hill Society spring meeting. Visit to Arlington Farms. Res., Martha Taylor, (608) 263-4545.



Zoerb '68



Bridgman (Rummel) '63

Corning Glass Works has promoted *John A. Buch '59*, Elmira, N.Y. to manager of worldwide business development.

James L. McEathron '59, Wilbraham, Pa., has been promoted to second vice-president in real estate investment with Massachusetts Mutual.

The Upjohn Co., Kalamazoo, named *Gerald A. Welch '59* a divisional vice-president in its agricultural division. He's been with the firm since graduation and is also its director of animal and plant products.

60s *Donald B. Beidler '62* has been assigned to begin a clinical dentistry residency in July at Eglin Air Force Base in Florida. He'll go to class as Col. Beidler, the promotion being effective this month.

James C. Graham MS'64, Ph.D. '67 moves with his wife and two sons from Indianapolis to St. Louis as Monsanto promotes him to manager of Product Development-U.S. He joined the firm in 1966 and has held various positions in R&D.

Robert W. Virtue '64, chairman and president of Mead Reassurance in Paris, has been appointed to the board of the American College there.

Walter G. Schmid '66, with the H.J. Heinz Company in Pittsburgh since 1974, is its new director of corporate planning.

Minneapolis' Northwestern Bank South has promoted *Willard E. Rohde '67* to senior vice-president in loan administration. He joined the bank after graduation.

David F. Zoerb '68, West Bend, has joined DCI Marketing in Milwaukee as director of its marketing services.

Arnold W. Messer '69 has been named EVP of worldwide business affairs for Columbia Pictures. The Messers live in Encino.

70s *Kathleen Green Woit MS'73* and '81 has moved with her husband to Scottsdale, where she's joined the staff of Arizona State U as associate director of its centennial commission. She was formerly academic affairs coordinator for our forthcoming School of Veterinary Medicine.

Elizabeth (Liza) Hubbard '75 is the medical writer in public affairs at Boston's Beth Israel Hospital and edits its medical magazine *Wellbeing*.

The state DAR gave its award as "Outstanding Teacher in American History" to *John W. Eyster MS'79*. He is a teacher at Janesville's Parker H.S., and in 1973 founded Washington Seminar, which involves his students in in-depth studies of the federal government. It includes an annual week-long field trip to Washington and meetings with Wisconsin senators and congressmen.

John C. Hickman '80 has left Minneapolis for Atlanta and a vice-presidency in the international division of the First National Bank. ☐

Football Bash for Young Alumni

Classes of 1967-82

Featuring UW Alumni Professional Athletes

**Season opener
against UCLA
September 18
at Union South**

10:30-

Hear from—and talk to—our panel of your classmates who are former professional athletes.

11:30-

Social Hour: Cash Bar

12:00-

Luncheon

12:25-

The traditional UW Band concert on the terrace

1:30-

A special seating bloc for the Wisconsin-UCLA game.

\$16.50 per person.

(Program and luncheon only, **\$6.50**).

Seating bloc tickets are available only to those attending the entire program.

**Reservation deadline:
September 7**

Wisconsin Alumni Association
650 N. Lake Street
Madison 53706

Enclosed is my check for \$ _____ (check payable to Wisconsin Alumni Association) for _____ reservations (_____ at \$16.50) (_____ at \$6.50) for the Young Alumni Football Bash on September 18.

Name _____ Class Year _____

Address _____

City, State, Zip _____

Guest(s) _____

Deaths

The Early Years

Mrs. James B. Robertson (*Marguerite Eleanor Burnham '06*), Paoli, Pa., in February.
Walter George Minich '09, La Grange, Ill., last September.
 Mrs. Jay I. Greene (*Mary Ruth Woodward '10*), Aiken, S.C.*

* Informant did not give date of death.

Wm. O. Kleinheinz '11, Madison, in March.
Clifford B. Bullis '12, Eau Claire, in November.
Mabel H. George '12, Madison,*

Katharine F. Lenroot '12, Milwaukee, daughter of onetime U.S. Senator Irvine Lenroot, and head of the Federal Children's Bureau from 1934 to retirement in 1951. She helped set up a system of reporting infant mortality, fought for enforcement of child labor laws, worked to improve conditions of illegitimate children by increasing services for unwed parents; in February.

Mrs. Kemper Slidell (*Edith Josephine Viles '12*), Winter Park, Fla., in February.

Mrs. Bayard Taber (*Helen Cole Scofield '12*), St. Louis, in October.

Clifford Allen Betts '13, Denver, in February.

Mrs. Harlan Bradt (*Harriet E. Faville '13*), Lake Mills, in February.

Mrs. S.B. Groom (*Helen Therese Peterson '13*), Columbus, Wis., in January.

Catherine "Bessie" Mahoney '13, Juneau, Wis., in January.

John Wattawa '13, '17, '21, Washington, D.C., in February.

Mrs. Herbert M. Short (*Jenoise Brown '14*), Pittsfield, Mass., in January.

Ethalinde Grace Black Lotz '15, Concord, Calif., in February.

John Willis Reed '15, Vero Beach, Fla., last May.

Earl Wm. Brandenburg '16, Black Mountain, N.C., in March.

Curtis Everett Smith MS '16 MD, San Francisco, in 1979.

Gustave Hugo Watzke '16, Madison, in February.

Lowell Austin Leonard '17, Hendersonville, N.C., in August.

Louis Daniel McCudden '17 DDS, Chanhassen, Minn., in January.

Fred Carl Seibold '17, '23, '24, Madison, in February.

Bernice Fitz-Gibbon Block '18, La Crosse, in February. (See story, page 29.)

Esther Emeline Gifford '18, Racine, in 1980.

Severt M. Jensen '18, Vero Beach, Fla., in November.

Carl Frederic Kottler '18, Phoenix, in September.

Roger Gilbert Wolcott '18, Lexington, Mass., in February.

Wm. Walter Gurney '19, Winona, in December.

20s *John Arlington Anderson '20, '22, '26*, Piscataway, N.J.*

Herman Adolph Blau '20, Oakland*

Mrs. Paul Corrubia (*Helen Oneidia Carlson '20*), Tulsa, in January.

Edwin Samuel Godfrey '20, Stevens Point, in October.

Kesten, Homer '20, '21 and *Beatrice (Maher '20, '22)* both MDs, Inverness, Calif., she in October, he in November.

Lawrence Emmons Meyer '20, Leesburg, Fla., in January.

Robert Ernest Rettger '20, '23, Dallas, in November.

Roland T. Schafer MA '20, New York City, in February.

Paul Wm. Simonds '20, '21, Columbus, Ohio, in January.

Mrs. N.B. Conant (*Marion Edith McCullough '21, '25*), Brookfield, Wis., in February.

Mrs. Robt. Newman (*Frances Hamilton Latimer '21*), N. Muskegon, in February.

Frank Wm. Prescott MA '21, Ph.D. '25, Chattanooga*

continued on page 30



DEVIL'S HEAD
 "Your World of Recreation"

Presents its
CHAMPAGNE VACATION

Weekends **\$82.50***
 (Fri.-Sat.) per person

Weekdays **\$58.50***
 (Sun.-Thurs.) per person

* Complimentary champagne with Friday check-in. Sunday Strawberry Champagne Brunch available, three days, two nights, double occupancy; one dinner, one breakfast, 18 holes of golf each day, Circus World Museum tickets

(Motor Cars required till 4:00 p.m. daily)

Milwaukee Area 414-342-2040
 Chicago Area 312-236-0891
 Other Areas 608-493-2251
 Box 38, Merrimac, Wisconsin 53561

it's so nice
 to come home to...



**THE ATTIC
 ANGEL TOWER**

a sheltered environment
 for your retirement years
 retaining all the gracious
 aspects of your own home

THE ATTIC ANGEL TOWER

602 North Segoe Road
 Madison, Wisconsin 53705
 238-8282

Pure Gold From Old Teakettles



A week or two after I started in an advertising agency in 1949, I undid all the puffery I'd crammed into my resumé by asking, "Who's this Bernice Fitz-Gibbon you're all talking about?" I hadn't connected her with those Gimbels ads the boss ripped daily from the *New York Times* and tacked on the walls like fish scales. They were our inspiration, our witty thesaurus, our disciplinarian.

In the '40s and '50s, Bernice Fitz-Gibbon was the high priestess of retail advertising. She revolutionized the craft. Much (but not nearly enough) of what she initiated is common today. If she didn't give birth to the stopper headline, she reared it to an art form with the likes of: (for silk stockings) "Bare Legs Look Like The Bottom Of An Old Teakettle," and "Most Children's Shoes Are Good When They're Asleep," and (for a corselette) "Madam, Do You Have A Roll-Top Torso?"

She proclaimed to her staff, "Every ad should be un-lay-downable." The only deviation from her high good humor was a tight-lipped insistence on (a) the truth and (b) the best possible way of stating it. The public *did* turn to Fitz's ads because they *were* fun to read, and what Gimbels advertised on Tuesday morning usually sold out by Tuesday noon.

Bernice died in Onalaska late this past February, a few weeks before she was elected to the Advertising Hall of Fame, only the fourth woman to be so honored. She had returned to Madison a few years back (her husband is dead) and lived at Kennedy Manor until she moved last year to be nearer her daughter in La Crosse. Bernice was born on a farm near Waunakee, the daughter of a teacher-farmer who steeped his children in the glory of the English language and the joy of using it correctly and freshly. After Edgewood and the University, she set out to be a teacher. A year of that was enough; she got an editorial job on the Rockford paper. When an advertising manager came on at \$125 a week while the city editor was getting \$50, Bernice had a new goal in life. She headed for Chicago and Marshall Field's as a sales trainee with an eye on the advertising department. They put her in furniture, where she turned chairs upside down to check construction or re-

searched the fabric to find it was handwoven in Tuscany. She left Field's after a year—they'd never worked her into the ad department—for Wanamaker's in New York, but was soon stuffed out of there by the store's Philadelphia fathers who found her copy too sprightly. In 1923 she went to Macy's, which is where she wanted to be anyway. Fitz started at \$50 a week, and five years later she was getting \$15,000 annually. She coined the famous slogan, "It's Smart To Be Thrifty," pointing out that many millionaires get that way by being cozy with a nickel—and shopping at Macy's. She hung a sign for her staff: "No extreme statements. No words ending in *est*; no *best* or *finest* or *newest* anything. No empty bragging statements . . ."

In 1935 she left Macy's to go back to Wanamaker's for more money and another five years, but attitudes in Philly never improved, so when she got an offer from Gimbels she grabbed it. Gimbels was then a poor second to Macy's in size and sales volume. It was an ugly, utilitarian place; Fitz made capital of its plainness with a headline, "The Horse With The Hansom Behind." Her copy explained that, even in the 1800s, owners of hansoms were too snooty to shop at "plain old Gimbels." Instead, "for 101 years Gimbels has had the horse-and-buggy trade—the millions of solid, solvent, substantial Americans who have always let down hems, saved candle ends, counted pennies . . ." Then, with the backing of the brothers Straus who owned Gimbels, she persuaded buyers for various departments to add better-quality items whenever possible. It wasn't long before she could invite the world to shop at Gimbels for everything from "seersucker at 69¢ (one yard) to a Van Dyck at \$79,000 (about three yards)." By 1946 she was earning \$60,000, one of the highest paid businesswomen in the nation. (The average salary was \$2,359. For lawyers, it was \$6,960; for MDs \$10,202.) Fitz came up with probably the most famous retailing slogan of all time, the slightly precious "Nobody but nobody undersells Gimbels."

She hired only Phi Beta Kappas, gave them flexible hours (Mr. Straus juggled their time-cards so the Person-

nel Department wouldn't get wise) and seven weeks' vacation. She paid them peanuts to start but moved the good ones up rapidly. She saved money for the store by her own thrift where it counted. (Right down to convincing the owners to drop the apostrophe from the store name to reduce the cost of typesetting and ad space.) Fitz left Gimbels in 1954 and ran her own agency for a decade before retiring.

In 1967 she wrote her book, *Macy's, Gimbels, and Me* (Simon and Schuster). Its first purpose was to encourage budding writers to go into retail advertising and to get rich therein by using some of her rustic good sense and explicit, invigorating language. That market may or may not be what it was, and the book has a rather perky tone by today's standards, but it offers more stimulating instruction in the use of English than you could find on any campus. It's a book for—above all—anyone who uses the written word in any way as a means of livelihood. It's a book for those in public relations or public information; for reporters who write "none were" and for editors who sleep through it. It's a book for those who originate business letters, especially if they say "enclosed please find" instead of "here is." Certainly it's a book for all who teach journalism or English. It's for all students of anything. It's a book—*please*—for people who say, "I *could* care less," or who wear out each new verbal fad, "supportive" or "interface," "networking" or "in terms of." It's a book for all retailers and *all* their employees. It's for each of us as a consumer. It's a book for car dealers and interior decorators, real estate people and morticians (Fitz has fervorinos for all of them). God knows it's for academicians and scientists, lawyers, politicians, social workers, medical people, proudly mired as they are in the bogs of in-group jargon. It's for all secretaries.

Unfortunately, it's a book you can't buy new anymore; it's out of print. But most libraries have several copies. Anyone who is serious can supplement *Macy's, Gimbels and Me* with a few hours in the library's files of bound or microfilmed *NYTs* and the Gimbels ads from 1946-54. That promises an education in an afternoon.

Tom Murphy

Deaths

continued from page 28

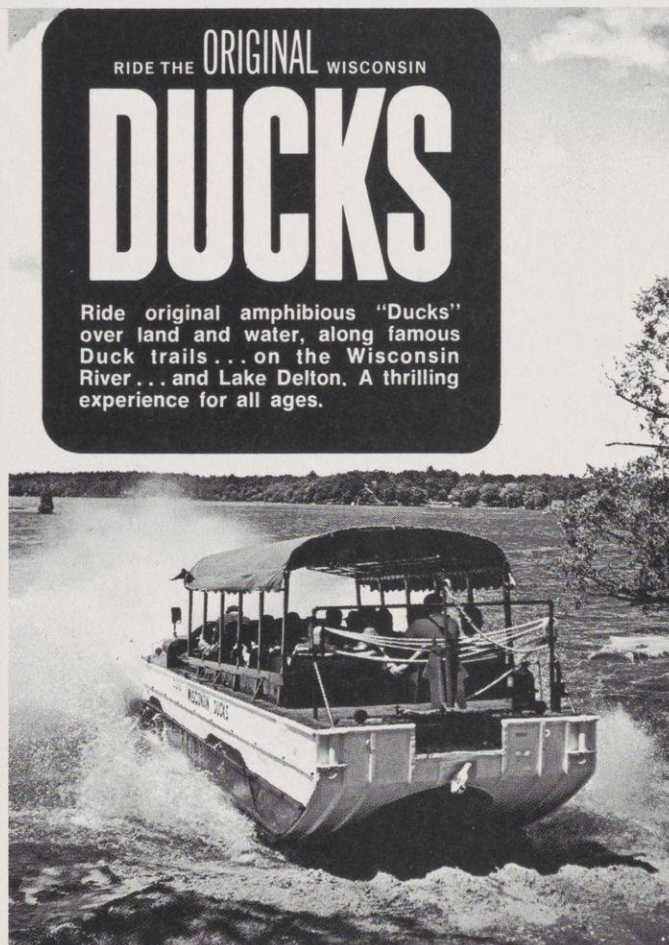
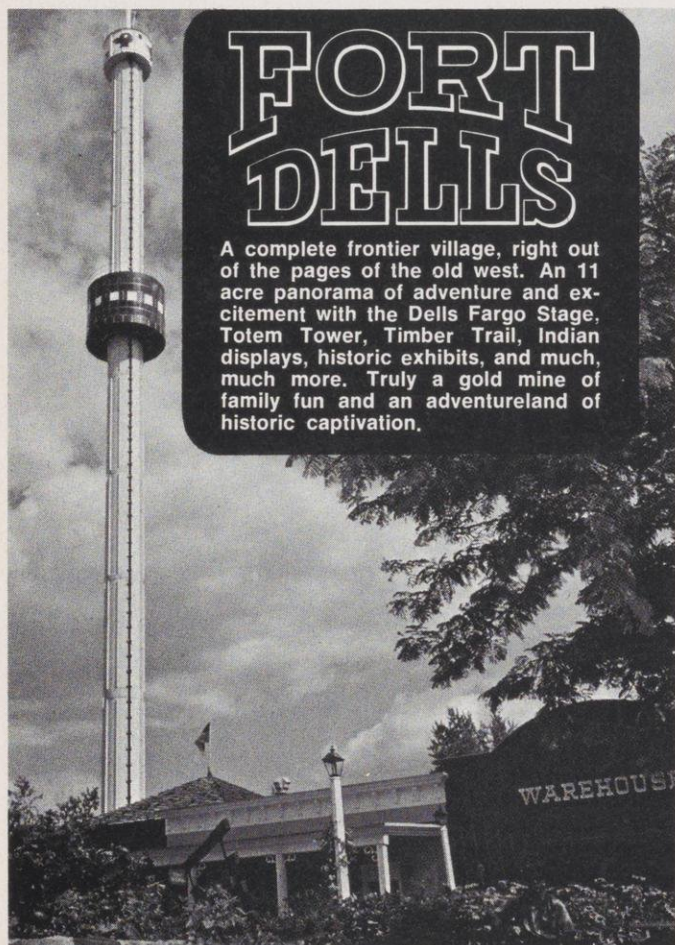
Elmer Wm. Chapleau '22, Madison, in March.
Samuel Robert Ellis '22, '25, '28, Inglewood, Calif., in February.
Hallie Farmer MA '22, *Ph.D.* '27, Anderson, Ind.*
Jean Emerson Hamilton '22, Baker, Mont., in November.
Honore Clinton Hubbard '22, '23, Hancock, Mich., in January.
Frank Lee Niederaur x '22, Bryan, Ohio, in December.
Willard Benjamin Albert '23, '24, '26, Clemson, S.C. in February.
Elsa Koenig Yunger Bocher '23 Des Moines, in July.
Harold J. Dvorak '23, MD, Milwaukee, in November.
Mrs. Ashton Gregg (Katherine Felix) '23, Eau Claire, in October.
Frederick Seaton Siebert '23, La Jolla, a national authority on newspaper law, and formerly director of the schools of journalism at Illinois and Michigan State; in March.
Charles Oswald Blaisdell '24, Pasadena, in August.
Mrs. John C. Doerfer (Ida Millicent Page) '24, Miami Beach, in February.
Walter Sherman Field '24, Long Beach, in January of 1981.

Mendez Nathaniel Hanson '24, Madison, in January.
George Lowen Merrill '24, Springfield, N.J.*
Hazel Katherine Miller '24, Racine, in 1980.
John Monteith Ph.D. '24, Big Arm, Mont., in 1980.
Mrs. Arthur Ogle (Ellen Charlotta Knight) '24, Ft. Lauderdale, in November.
Theodore Bruce Godfrey '25, Bethesda, in January.
Mrs. George H. Johnson (Sara Greenwood Fletcher) '25, Tucson, in March.
Roderic Malcolm Koch '25, Evansville, Ind., in November.
Keith Everett McKenzie '25, Madison, in January.
Earl Eugene Wheeler '25, Sun City, in February.
John Wm. Fitzpatrick MS '26, Madison, in January.
Mrs. Lloyd D. Gladfelter (Alice Marion Drews) '26, Sarasota*
Mrs. Palmer Narveson (Lillian Caroline Soldan) '26, Laguna Hills, Calif., in December.
Roy Marvin Robbins MA '26, *Ph.D.* '29, Ocala, Fla., in November.
Arnold Anthony Washbush '26, Madison, in February.
Ervin Edgar Zelade '26, Macon, Mo., in January.
Ward McFadden '27, Chicago, in 1979.
Gordon LeRoy Beach '28, Keyser, W. Va.*
Harold Carl Larson '28, Rockford, in October.
Ralph Phillip Rosenberg MA '28, *Ph.D.* '33, Plainville, Conn., in 1979.

Mrs. Norman Saukerson (Delia Marcella Sherman) '28, Milwaukee, in February.
Penrose Strong Albright MS '29, *Ph.D.* '36, Wichita, in January.
Mrs. R.L. Kidd (Mary Marjorie Quigg) '29, Bartlesville, Okla.*
Mrs. Otto Knopp (Alice Larue Knapp) '29, Ridgewood, N.J.*
Harold A. Lenicheck '29, Milwaukee, in February.
Wm. Folsom Neill '29, '47, '48, Madison, in January.
Adolph H. Toepfer '29, Idaho Falls, Idaho, in January.

30s

Richard Bosch MA '30, Atwater, Minn.*
David Harold Hackner '30, Chicago, in February.
Gertie L. Hanson Halsted '30, '31, St. Petersburg, Fla., a pioneer in radio broadcasting instruction on this campus and at the UW-Stevens Point; in January.
Mrs. John J. Hilt (Ruth Agnes Helz) '30, '31, Monterey, Calif., in January.
John A. Keenan '30, '32, '34, Ft. Madison, Iowa, president of the Wisconsin Alumni Association in 1957-58, in March.
Jean Douglas Kindschi '30, MD '32, Spokane, in December.
Theo Putnam Otjen '30, '33, Elm Grove, in January.
Leila Mae Barlow '31, Miami, in January.



Nicholas Anthony Focareto '31, Cleveland, in April of 1981.

Bruce Alden Greene '31, Stuart, Fla., in November.

C. Lyman Haswell '31, White Plains, N.Y., in January.

Mrs. J.H. Herriott (Margot McLellan '31), one of the founders of the Madison Theater Guild; in Madison in January.

Herman Jerome Posner '31, '33, Milwaukee, in March.

Carol Margaret Rice MD'31, Lynchburg, Va., in February.

Lloyd H. Rooney '31, Janesville, from 1947 to 1954 a federal district judge in Germany with U.S. occupation forces; in Kaiserslautern, Germany in February.

Sylvia Alma Fried Sarles '31, Monroe, in February.

Clinton LeRoy Simpson '31, Prescott, in March.

Earl Claire Hanson '32, Minnetonka, Minn., in October.

Chester Walter Wilson '32, '35, Largo, Fla., in November.

Susan Catherine Yeomans '32, '40, Albuquerque, in January.

Elsie May Larson Peterson Alcorn '33, Milwaukee, in March.

Wm. Ellison Chalmers Ph.D. '33, Champaign, in January.

Emerson Arthur Torrey '33, Chamblee, Ga., in February.

Wm. Herman Koenig '34, Waukesha, in 1980.

Mrs. R.R. Kelsey (Berniece Loraine Cary '35), Takoma Pk., Md., in February of 1981.

Mrs. Milton Keune (Bessie Gertrude Stewart '35), Seymour, in February.

Llewellyn Arthur Morse '35, Madison, in February.

Edmund Brehmer Bailey '36, Bossier City, La., in 1980.

Roger Kenneth Sohr M.Ph. '36, Gillett, in February.

Rheo Verdell Taylor '36, Viroqua, in February.

Lauren Francis Brush '38, Columbus, Ohio, in February.

Sr. Myra Mahoney MA '38, Sinsinawa*

Kenneth Luverne Swanson '38, Ellsworth, in November.

James Edward Bowler '39, San Antonio, in March.

Esther Ellen Bremer Strnad '39, Milwaukee, in 1979.

40s George Oberg Hipskind '40, Dallas, in January.

Aubrey Gordon Wood M.Ph. '40, Waukesha, in January.

Anthony Frank Krancus '41, Hubertus, in 1980.

Leonard M. Sommerfeldt '41, Wausau, in February.

Anthony Gerard Weinlein '41, Rockville, Md., in 1979.

Frank Arthur Kohlhasse '42, Barrington, in December.

Mary Louise Law Goodier Leimert '42, Waukegan, in February.

George L. Pink '42, West Palm Beach, in February.

George Elmer Smedberg Ph.D. '42, Wilmington, Del., in January.

LeRoy John Eckes '43, Tucson, in January.

Harold Edgar Romaine '43, DDS, Peshtigo/Sun City, in February.

Howard James Struck '43, Milwaukee, in 1980.

Mrs. Wm. S. Thompson (Mildred Louise Harrington '43, '48), (age 89), Stoughton, in January.

Janet Mary Jacobson Whitmore '45, MD'48, White Plains, N.Y.*

Wm. Philip McPherson '46, Superior, in January.

Donald Edward Nelson '46, Edgerton, in September.

John Raoul Redstrom '47, Palo Alto, last May.

Frank Maxwell Graner Ph.D. '48, Silver Spring, Md.*

Harold Sanford Hanson '48, Baltimore, last May.

David D. Morris '48, East Lansing, in 1980.

Edgar Donald Suckow '48, Northville, Mich., in January.

50s John Wm. Bie '50, Green Bay, in January.

Robert Gordon Bull '50, San Francisco, in December.

Kathleen Mary Hickson '50, '69, Superior, in February.

Kenneth Walter Jackson '50, Lone Rock, Iowa, in February.

Merle Arnold Peterson '50, Miles City, Mont., in January.

Mrs. Theodore Brenner (Ann B. Clemens Lowman '51), Fond du Lac, in December.

Walter James Tempas '51, '52, Peoria, in March.

Lois Evelyn Sorrentino Newcomb '52, Reedsburg, in 1980.

Worth Samuel Piper '52, '55, Madison/Key Largo, in February.

James Bowen Evans MS'54, Ph.D. '58, Denver, in February.

Hercules Maltravis Porter '54, Royersford, Pa., in January.

Gerald G. Zylstra '54, Kalamazoo *

Mrs. David A. Johnson (Mary Edith Bond '56), Beaver Dam, in January.

Robert Erwin Konovsky '56, La Grange, winner of Big Ten heavyweight wrestling championship three years in a row, and a tackle on the football team. He played pro ball with the Cardinals and Bears, then became a professional wrestler. He died in March.

Shirley Louise Field Klaver Elliott '57, in September, place unknown.

Homer Philip Winger '57, (age 76), Madison, in February.

60s Harley John Holt '60, Charleston, Ill., in November.

Charles Gene Scharf, Jr. '60, Des Plaines, in November.

Mrs. Hugh O'Hara (Dolores I. Kenn '61), Chicago, in 1980.

Louis James Junker Ph.D. '62, Kalamazoo, in September.

John Edward Fabke '63, Milton, president of the UW Alumni Club of Janesville, in February.

Michaela Crook '65, Corpus Christi, in 1981.

Marjorie Juanita Blackford MS'65, Brodhead, (age 69), in February.

Charles R. Thomas, Jr. '66, Norfolk *

Wm. John Georgiles MA'67, Lodi, in 1980.

70s Catherine Ka-Lam Leung Wong '72, San Francisco*

David Wilson Christensen '76 and his UW-student sister Susan, Waupaca/Madison, in a car accident in Kenya, Africa, in January.

Paul Matthew Goldmann '79, Sheboygan, in a car accident in 1979.

Mark Stephen Rands '80, Neillsville, Clark County district attorney, of an apparent heart attack, in January.

Faculty

Margaret H'Doubler Claxton '10, '24, recognized as the founder of modern dance in higher education, who developed our dance course here, in 1919, as the first such university course in the world. She was on our faculty from 1918 to retirement in 1954. She died in Springfield, Mo. on the evening of March 26 as the American College Dance Festival Association (the successor to Orchesis, which H'Doubler founded) was winding-up its week-long midwest meeting here. It had been dedicated to her.

Emeritus plant pathology professor Albert J. Riker Ph.D.'22, Tucson, on our faculty for forty-two years before retirement in 1964. He was considered a pioneer in forest-disease studies, and his efforts helped establish our department of forestry and the Biotron; in February.

John J. Solon Ph.D.'55, Milwaukee, sales manager and associate director of the UW Press from 1952 to 1965; a professor of English until that year, when he moved to UW-Milwaukee; in December.

Fall Activities

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

September 18—(UCLA game)
Young Alumni Day, 10:30 A.M. Union South*

September 25—(Toledo game)
Class of '62 twentieth reunion before game at Union South. Homecoming and Band Day. Post-game open house at Union South for all returning alumni.

October 5—Day With The Arts,
Wisconsin Center and Memorial Union, all day.

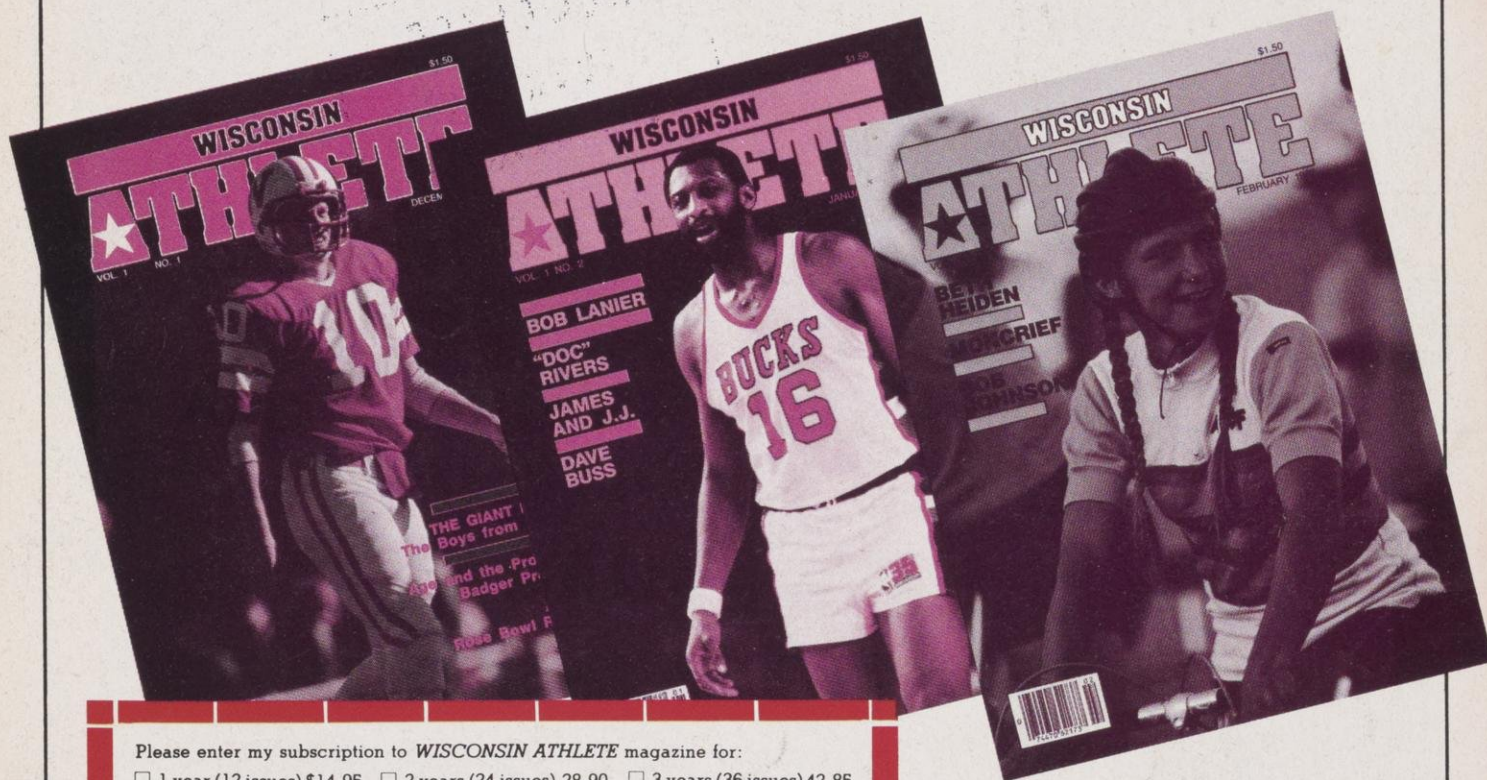
October 23—(Illinois game) Alumni Club Leadership Conference, 9:30 A.M., Ed Science Building*

*Participants in Young Alumni Day and/or the Club Leadership Conference may purchase game tickets in our special seating bloc. YAD order blank is on page 27; CLC blank will be provided later this year.

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