

Wisconsin alumni. Volume 90, Number 3 March 1989

Madison, WI: Wisconsin Alumni Association, March 1989

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

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

For information on re-use, see http://digital.library.wisc.edu/1711.dl/Copyright

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

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

ALUMI



LUCKY D. WAYNE LUKAS '57, '60
The record-earning trainer expects to win the Kentucky Derby—again

Join Madison's Rite of Spring

Don't miss the 8th Annual Crazylegs Run and Walk on April 29th. You'll have a great time enjoying one of Madison's favorite events, and proceeds go to support UW men's and women's varsity sports.

Run, Walk or Just Join the Fun

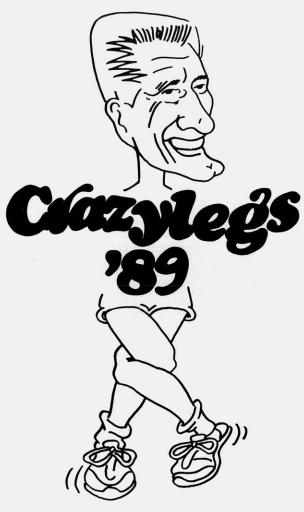
Crazylegs Day offers something for everyone, including the traditional five-mile run or a two-mile walk option. Of course, there's plenty of fun, food and refreshments before and after the race.

Even if you don't want to run or walk, you can help by sending us a \$10 donation, and we'll send you the 1989 Crazylegs T-shirt to show our appreciation.

Free with entry:

- Crazylegs T-shirt
- Trophies for age category winners
- Drawings for airline tickets, merchandise, gift certificates, and season football and basketball tickets
- Complimentary food and refreshments

G Hailaman Brawing Co



8th Annual 1989 Crazylegs Run/Walk April 29, 1989 at 10 a.m. Chance to attend McClain Athletic Facility dedication

All Proceeds go to UW Men's and Women's Varsity Sports.

You'll benefit from knowing that proceeds support University of Wisconsin men's and women's varsity sports. Your entry fee or contribution helps young men and women better themselves and the UW through our many fine varsity sports teams.

Register Today and Join the Fun!

To register, fill out the entry blank below. The five-mile run and two-mile walk will begin at 10 a.m., starting at the Capitol and ending at Camp Randall Stadium. Preregistration is \$8. Entries must be received by Monday, April 10 at 4 p.m. Late registration fee is \$10.

Mail Entries to:

Crazylegs Run and Walk U.W. Athletic Department 1440 Monroe Street Madison, WI 53711

Make checks payable to: Crazylegs Run—Big Red

Corporate Sponsors

neliellan brewing co.	Rayovac		WIBA	VI / FIVI	MI2C I	v Channe
Northwest Airlines	The Hiebir	g Group Advertising/Marketing		Famous Footwea		
Merrill Lynch	Coca Cola	Esser Distrib	uting	Kohl's II	H & M	Distributir
. — — — — —		Entry Fo				
Please enter me in	the 1989 Crazyl	egs Five-Mi	e Run.			
Please enter me in						
I'm enclosing \$10 t				's Varsity Sport	s but do	not wish
to enter the race. P				y opore	.,	771511
(Last Name)		(First N	ame)		(M.I.)	
(Street Address)		(City)		(State	e)	(Zip)
()						
(Emergency Phone Num	nber) (Birth	Date)	(Sex)	(T-Shirt Siz	e: S, L, XL,	XXL)
Tha	2					

ALUMNI

COVER

THE INTENSITY FACTOR

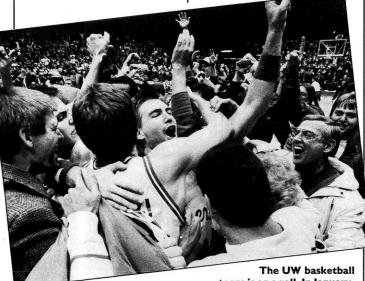
D. Wayne Lukas '57, '60, a former UW assistant basketball coach, has turned the world of thoroughbred racing upside down. The Antigo, Wisconsin native has embraced Vince Lombardi

logic to create a virtual franchise system of stables. Last year, his horses won \$17.5 million dollars in purses, three times the record earnings mark he set in 1984 and has continued to break each year. Here is a look at the man behind all this ambition—and at one of the most exciting Kentucky Derbies in history.

by Carol Flake



He was a rodeo rider and a former UW assistant basketball coach. Now D. Wayne Lukas '57 '60, a native of Antigo, Wisconsin, is the most successful thoroughbred trainer in history. See page 20.



team is on a roll. In January,
they did the incredible and beat Michigan 71-68. And in February they knocked off
fifth-ranked Illinois 72-52—Illinois's worst defeat in four
seasons. Now the Badgers are 15-7 overall, 7-6 in the Big Ten, and
contenders for their first NCAA tournament bid in 42 years. For
more UW news, see Compendium, page 10.

1989 DISTINGUISHED ALUMNI AWARDS

We are honored to present our highest honor to four alumni, all of whom have achieved prominence in their fields and rendered outstanding service to UW– Madison: Jack F. Kellner '38; W. Robert Koch '48; Walter M. Mirisch '42; and Robert B. Rennebohm '48. Our University Service

LIGHT YEARS

Michael Kienitz '74 has traveled around the world



A Palestinian refugee in Lebanon, 1984.

Award goes jointly to a trio of retiring administrators: Robert M. Bock PhD'52; Bernard C. Cohen; and E. David Cronon '49, '53.

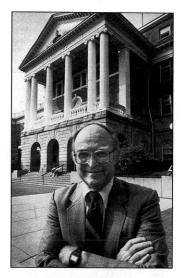
by Tom Murphy

to photograph people and places devastated by political turmoil. His powerful images have been published in Time and Newsweek and in U.S. News and World Report, and he's received UPI's best picture story award for his photos of Northern Ireland. We think you'll be equally impressed with this startling black-and-white portfolio, which documents wartorn regions from El Salvador to Afghanistan.

ON WISCONSIN 4
LETTERS 6
COMPENDIUM 10
DISPATCHES 26
OBITS 29

Cover Photo
Todd Buchanan/Courier-Journal

ON WISCONSIN



Robert M. Bock PhD'52 will retire in July.

When I became dean of the Graduate School twenty-two years ago, I could not even *imagine* the opportunities which lay ahead.

World War II had transported us young Americans around the globe, opening our minds to numerous cultures, and theirs to ours. The nation learned of the power of the fertile minds in universities to solve diverse problems—from languages to physics to infectious diseases. The GI Bill opened the doors of these universities which changed, and were changed by, the new clientele.

Research on serum proteins, antibiotics, and radar laid the basis for the explosion of technology and information. We placed our satellites in space, cloned antibody-forming cells, and decoded and synthesized genes, gaining the power to sample the universe. The progress of Farrington Daniels's dreams for solar energy, Folke Skoog's breakthroughs in plant breeding, and Verner

Suomi's revealing images of earth, planet, and ocean made an impact on the whole world. And there was no environment which rivaled the research university as vantage point.

The University of Wisconsin-Madison is the nation's top public research university with the nation's largest PhD program. In such a community of scholars, it has become routine to work daily with those who have outtraveled Marco Polo, taught more and better-prepared students than Plato, and who have learned from better teachers than any prince before our time.

But the past is only prologue. The powerful tools of today are rendered obsolete in a small fraction of our lifetime. We have the technical power to protect our planet, renew resources, recycle, substitute improved materials and conserve while enjoying ever greater comfort and safety. Information technology is advancing even more rapidly than our tools for gathering information. If we can learn to use our technical resources while evolving the political, social, and cultural systems to protect us from ourselves, the joy of learning need have no bounds. The challenge for all of us is to educate with credibility and to develop social consciousness at a pace that adequately copes with the rate of change.

This nation has the capability of setting its priorities for exploring the unknown. New tools for understanding the social and political behavior of peoples, nations, and cultures need higher priority than we've given them in the recent past. University scholars must prepare a clear agenda for social understanding just as they have done for earth systems, material science, and the human genome.

With few exceptions, the power of our tools of observation has increased many-fold more rapidly than has their cost. Great universities such as ours are dedicated to assuring freedom to inquire, access to information, and to sharing new concepts openly and widely. That dedication is amply rewarded by the product of generations of graduates prepared for life-long learning, and by faculty inspired by the opportunity to learn while teaching. This university is not complacent nor is it depressed. The diversity of students and ideas assure it a continued major role in shaping the future. \square

Robert M. Bock PhD'52 Graduate School Dean

ALUMNI

Arlie M. Mucks, Jr. '43 Publisher & Executive Director 608-262-2551

Gayle Langer '59
Associate Publisher and
Associate Executive Director
608-262-7545

Susan S. Pigorsch '80 Editor 608-262-9639

Thomas H. Murphy '49 Chief Writer 608-262-5895

Ann Lloyd '85 Advertising Coordinator 608-262-9599

Director of Accounting: Mark Blakeslee 8-262-9786) Director of Advertising, Membership and Promotion: Ann Benda Geocaris '79 (608-262-9648) □ Director of Campus Programs/Reunions: Suzanne J. Miller (608-262-9647) Director of Alumni Clubs/Student Relations: Brian J. Wilk '79 '87 (608-262-9630)□ Editorial Advisory Committee: Barbara Arnold '77, Legislative Co-ordinator, Commonwealth Edision; Betty Erickson Vaughn MS'49; Donald K. Davies '52, Features Ed., Wisconsin State Journal; Prof. Phillip M. Hamilton, Art Department; Prof James L. Hoyt '65, '67, '70, Dir., School of Journalism and Mass Communication; Mark A. Larson '80, Waldbillig & Besteman Adv Agency; Jonathan Pellegrin '67, Johnson Hill Press; ArthaJean Petrie Towell '53; Linda L. Weimer MS'72, Director, UW News Service.
WISCONSIN ALUMNI ASSOCIATION OFFI-CERS, 1988-1989: Chmn.: ArthaJean Petrie Towell '53, Madison; President: Charles P. La Bahn '49, Milwaukee; 1st Vice President: J. Charles Phillips '65, Reedsburg; 2nd Vice President: Orville W. Ehrhardt '54, Solon, Ohio; 3rd Vice President: Ted D. Kellner '69, Milwaukee; Treasurer: Stephen H. Sills '66, Chicago; Assistant Treasurer: Thomas J. Prosser '58, Neenah; Secretary: Charles E. Claflin '53, Rockford; Assistant Secretary: Robert Cattoi '50, Dallas.

Membership Information 608-262-9651

©1988 Wisconsin Alumni Association 650 N. Lake Street Madison, WI 53706

Represented By
CassCOMMUNICATIONS, INC.

New York, Evanston, Los Angeles TOLL FREE 1-800-323-4044 In Illinois Call (312) 475-8800

Your gift of real estate... benefiting you and the University of Wisconsin

lumni and friends frequently express a desire to make a significant gift to the University. It is sometimes difficult, however, to anticipate future needs and to make a contribution of cash or securities now that may be needed in later

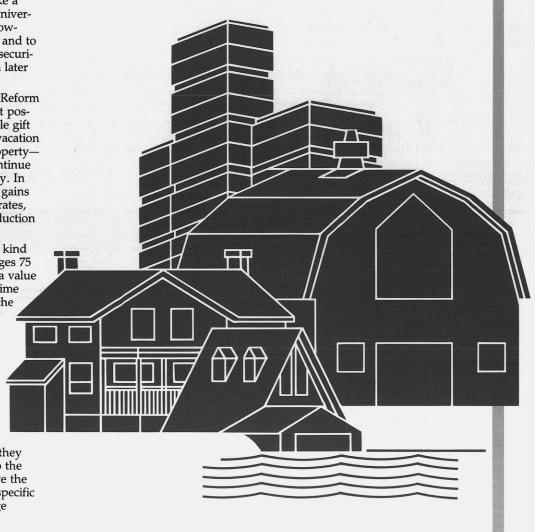
But, did you know that the Tax Reform Act of 1986 continues to make it possible for you to make a charitable gift of real estate-your residence, vacation home, farm or undeveloped property during your lifetime, and to continue your present use of the property. In addition, you will avoid capital gains taxes, now at ordinary income rates, and obtain a substantial tax deduction for the value of the gift.

Here is an example of how this kind of gift might work. A couple, ages 75 and 73, owns a residence with a value of \$200,000. If they make a lifetime gift of this property, reserving the right to continued occupancy, they would be entitled to a charitable deduction of approximately \$54,000. The exact figures must be based upon a qualified appraisal.

This couple will succeed in reducing their tax bill for the year of the gift and beyond, and their current lifestyle will remain unchanged. Ultimately they will provide a substantial gift to the University, which they will have the opportunity to designate for a specific discipline, department or college within the University.

Can you think of an easier or more affordable way to gain a present benefit from your property and, at the same time, provide a future benefit for the University of Wisconsin-Madison?

For further information, please contact: Fred Winding, Vice President University of Wisconsin Foundation 150 East Gilman Street P.O. Box 8860 Madison, Wisconsin 53708-8860 608/263-5554





UNF University of Wisconsin Foundation

LETTERS

That was a terrific piece on Bill Farber (November/December '88). It captured his energy, humor, and dedication. Congratulations, and thanks for including my remarks.

Tom Brokaw NBC News New York, NY

You captured Bill Farber perfectly in "The Iconoclast of the Ivory Tower" (November/December '88). Congratulations on a great story.

Pat O'Brien CBS New York, NY

I disagree with Ken R. Siegel '57, who had a letter in your last issue wondering whether Badger football was a subject best not mentioned in polite company. I take satisfaction in athletics at Wisconsin and know that our athletes are getting an excellent education—and that they aren't getting anything under the table.

Eliot H. Sharp '25 Morrisville, PA A recent issue of the ALUMNI magazine described a number of hotels on campus under the heading, "Where to Stay." We appreciate your mention of the Howard Johnson Downtown University of Wisconsin–Madison Hotel and would like to offer some new information to our loyal U.W. visitors.

Just recently we were elevated to a Howard Johnson Plaza-Hotel, which is the highest echelon among the 600 nationwide Howard Johnson hotels. It is in recognition of our recent refurbishing, our high occupancy rate, and customer satisfaction comment cards. University visitors can walk to most of the campus, the Fieldhouse or stadium, from our hotel, or use our day and night complimentary shuttle. Our new Executive Sections provide special services and amenities to further pamper our guests.

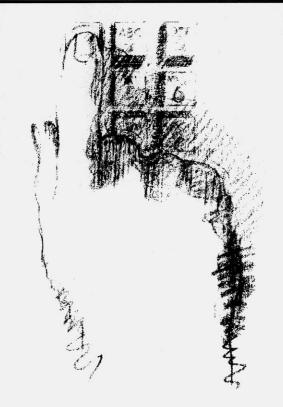
Daniel H. Neviaser Madison, WI

After reading Art Jorgenson's letter in the November/December issue, I began to recall some of the taverns where students gathered back in the late '30s.

Shorty's and Lammy's Log Cabin on State Street near Toby & Moon's Restaurant wasn't much larger than a phone booth, but students loved the atmosphere . . . and prices. About a block away on State Street was "Foamy Fred" Lohmaier's, where the big, ten-cent draft beers and popcorn provided sustenance for many students. On those rare occasions when someone had access to a car, we'd go to the Cuba Club on University Avenue. Seems to me there was a Tony's west side saloon, but where was Tony Frank's Tavern? I hate to think I may have missed a good one!

> George S. Robbins '40 Marinette, WI

Editor's Note: We haven't heard of another Tony's, but Tony Frank's is located where it's been since 1929 at 1612 Seminole Highway. We're sorry to report that the Cuba Club recently closed.



Now you can pay your monthly bills without writing a single check!

Introducing PayMate, the UW Credit Union's new electronic bill paying service.

You've got more important things to do with your time than spend it paying bills. Paymate lets you get the job done in minutes, without writing a single check, and for only 25¢ per bill paid.

Pay your bills day or night, from home or from the office. Use any phone with touch-tone service. Funds are electronically drawn from your UW Credit Union checking account and a complete transaction record will appear in your monthly statement.

Don't waste another minute! As a University alumnus, you and your immediate family are eligible to join the UW Credit Union.

Explore the possibilities of PayMate and our other "member-friendly" services today.

University of Wisconsin Credit Union



Home Office: 1433 Monroe St., Madison, WI 53711

Madison: (608) 262-2228 Milwaukee: (414) 332-2300

Whitewater: (414) 472-1031 Green Bay: (414) 465-2345

Call PayMate TOLL-FREE from anywhere in Wisconsin with TouchTone Teller. Contact your UW Credit Union office for details.

University of Wisconsin and Madison

"You Deserve A Fine Book Store"

Welcome to the University Book Store, Madison's favorite book store.

At the University Book Store we think you deserve:

A great selection of books. You get the books you want on your very first visit to the University Book Store. That's why our store stocks over 50,000 titles in over 125 subject categories. From art and science and books about Wisconsin to a special section devoted exclusively to young readers.

The University Book Store knows what the University of Wisconsin and Madison people are reading. Our computer inventory system helps us monitor sales on a day-to-day basis. That way we know just what and when to re-order. So we'll have the books you want when you want them.

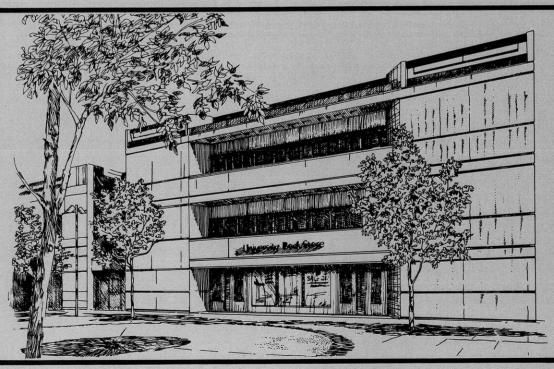
Friendly personal service. With our book locator service, it's easy to find books in our store. But if you do need help, just ask. Our service desk is staffed with knowledgeable people who are eager to assist you. We can special-order any book in print. We'll also gift wrap and mail books anywhere. And you can charge your purchases with VISA or MasterCard. At the University Book Store you deserve top-notch personal service.

A real bargain. On our bargain book and magazine balcony, you can save on former best sellers and find your favorite magazine. You can choose from a wide variety of subjects. Because you deserve great reading at significant savings.

A book store that sells more than books. In addition to general books, textbooks, technical and reference books, we also feature quality school supplies, collegiate clothing and souvenirs, engineering and art supplies, calculators and pens, lamps, brief cases, stationery, greeting cards and much more.

Our primary emphasis, however, is placed on devoting time, space and energy to books and the kind of service you deserve.

A book store that's exciting to shop. We've made the University Book Store a cheerful, bright store with lots of room for browsing. So, take a break during your busy day and stop in. We think you deserve it.



THIRD LEVEL

- Administrative Offices
- Rebates 9:30 A.M. 4:00 P.M.
- Gift Certificates

BARGAIN BOOK BALCONY

Bargain Books Magazines

SECOND LEVEL

- General Books
- Reference Books

FIRST BALCONY

- Lockers
- Public Phones

FIRST LEVEL

- Art and General Supplies
- Gifts, Cards and Calculators
- Collegiate Clothing

ENTRY LEVEL

Lockers

LOWER LEVEL

- Text and Reference Books
- Used Books Bought and Sold
- Lockers

Madison's Favorite Book Store
711 State Street, on the State Street Mall
257-3784

OPEN MONDAY - SATURDAY 9:00 til 5:30 SUMMER MONDAY - SATURDAY 9:00 til 5:00 the university book store

HILLDALE SHOPPING CENTER

- General Books •
- General Books •
- UW Clothing and Gifts
 Office and School Supplies

OPEN MONDAY - FRIDAY 9:30 til 9:00 SATURDAY 9:30 til 5:30 SUNDAY Noon til 5:00

The Wisconsin Alumni Association presents:





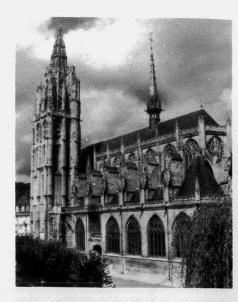
August 17-August 29, 1989

Join us on this premier travel opportunity as you visit Paris, the City of Light, and exciting London; and cruise the romantic Seine River through France's historic and colorful Normandy region.

This scenic journey combines stormy history, landmark art, lush pastoral scenery, picturesque towns, architectural marvels and fine cuisine. Best of all, you'll be pampered in high French style aboard your new, deluxe river cruiser, the M/S NORMANDIE, in its premier season. Spend six nights aboard this luxury

river cruiser as it leisurely traverses the storied Seine River on this, the first cruise of its kind. See scenic Honfleur with its charming Old Harbor; Rouen, the capital of Normandy; Villequier, closely associated with the life of Victor Hugo; and many more, including Bayeux and its famous Tapestry.

In Paris, join in celebrating the 200th anniversary of the French Revolution, and the 100th anniversary of the Eiffel Tower. And in London, see the Changing of the Guard and the magnificent Crown Jewels in the Tower of London—all the famous sights that you've heard so much about.



This rare opportunity is not to be missed, as you take part in the first Seine River cruise of its kind! \$3,495-3,595 *per person from Chicago, double occupancy, dependent on cabin category.

September 14-27, 1989

On this 14-day Imperial Treasures/ East and West journey through the heart of Middle and Eastern Europe, you'll experience the rich and diverse legacies of these power-swept lands. Warsaw, Berlin, Budapest, Vienna . . . history has deeply etched her often stormy, often glorious path in these Imperial cities.

From Chopin to Solidarity, from the Berlin Wall to Vienna's famed Ringstrasse—art, music, theology, politics, architecture, medicine and philosophy will surround you.

Begin this journey in Warsaw. This 900-year-old city is Renaissance and Baroque buildings, Saxon gardens and neoclassic palaces. Then travel to Berlin—a city divided. Visit the Schoeneberger Rathaus, and Olympic Stadium in



Imperial Treasures

West Berlin, and see the famed Brandenburg Gate and Berlin Cathedral in East Berlin. Next, travel to Budapest, the Pearl of the Danube, where you'll experience her eight bridges spanning the tranquil Danube. Finally, visit Vienna, the Imperial City of Austria-Hungary. Here, see the Vienna Woods and the incomparable Schoenbrunn, Belvedere and Hofburg palaces.

Behold the many treasures on this unusual and intriguing journey . . . as Past meets Present!

\$3295 *per person from Chicago, double occupancy.



Send to:

Travel Department Wisconsin Alumni Association 650 North Lake Street Madison, WI 53706 (608) 262-2551

Please send information on the trips indicated:

- ☐ The Romance of the Seine
- ☐ Old World Imperial Treasures
- ☐ Please add my name to the advance mailing list for Alumni Tours

Name:_____

City:_____State:____ZIP:___

THE WISCONSIN ALUMNI ASSOCIATION PRESENTS THE

1989 DISTINGUISHED ALUMNI AWARDS

FRIDAY EVENING, MAY 5 GREAT HALL, MEMORIAL UNION



Robert M. Bock, Dean of the Graduate School
Bernard C. Cohen, Vice-Chancellor of Academic Affairs
E. David Cronon, Dean of the College
of Letters and Science

ALUMNI WEEKEND SCHEDULE OF EVENTS

FRIDAY, MAY 5

- Half Century Club Luncheon in Great Hall
- · Elvehjem Museum of Art Tour
- Dave McClain Practice Facility Tour

Wisconsin Alumni Association

- Concert on Bascom Hill
- Alumni Dinner in Great Hall, Awards Presentation, and Wisconsin Singers Show



JACK F. KELLNER



W. ROBERT KOCH



WALTER MIRISCH



ROBERT B. RENNEBOHM

SATURDAY, MAY 6

- Financial Planning Seminar, sponsored by the UW Foundation
- Individual College Seminars and Tours
- FRCS Alumni Breakfast at Nakoma Country Club For reservations call Ellen Fitzsimmons, 3323 Lake Mendota Drive, Shorewood Hills, WI 53703, (608) 262-9908.
- Class of '39 Noon Reception
- Emeriti Grads Luncheon (all alumni through '38)
- Social Hours and Dinners, Class of '29, '34, '39 and '49

SUNDAY, MAY 7

• Open House at Chancellor Donna E. Shalala's Residence

DETACH AND MAIL

650 N. Lake Street Madison, WI 53706-1476	
Please send me	tickets for the May 5, 1989 Alumni Dinner at 7:00 p.m. Price is \$20.00 per person.
Name	Class
Address	Zin

A Wee Bit O'Luck For The Irish

Should you need a reason to celebrate St. Patrick's Day, you could raise a glass to the fact that, for one brief shining moment, your alma mater was a treasure chest of important Irish history and lore. And although most of the treasure seems to have disappeared, we've been left with a surprise package we never knew we had.

We go back to St. Patrick's Day, 1914, to a ceremony here on campus. Governor Francis McGovern was on hand, and Patrick Cudahy up from Milwaukee. There was Professor T.C. McCarthy along with a covey of other prominent Irish Madisonians such as the men of the Ancient Order of Hibernians. Father Patrick Knox, the pastor of St. Pat's Church on East Main Street, must surely have been on the platform.

They were here to present the university with a collection of rare Irish books and documents, a collection that all were immensely proud of. Curiously, the man behind the whole thing hadn't a drop of Irish blood in him. He was Professor Richard T. Ely, who was internationally respected for his work in economics. (He was also known locally as the teacher in whose defense the regents had issued the sifting-andwinnowing statement.)

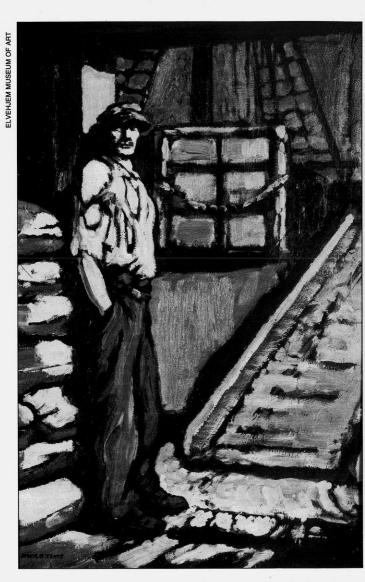
Ely was back from several months in Ireland where he'd been studying land tenancy. From there he'd written to Fr. Knox, telling him—as he told everyone else he wrote—that ''no other country in the world has so much of scientific interest for the economist'' as had Ireland. Wouldn't it be a fine thing, Ely suggested, if the University of Wisconsin

could have a "general collection of books on Ireland . . . the best collection in the country." Could Fr. Knox drum up \$500 toward that purpose? The priest wrote back that he was sure he could and more, enough for future purchases as well. It wasn't only for economics that Ely shopped in Dublin and London. His letters show that he haggled with book dealers over the price of Latin grammars and works by Defoe. And on St. Patrick's Day seventy-five years ago the books were given to the university.

The whole collection has since disappeared like mists from a bog. Or, maybe we should say it was as nebulous as those mists. We don't know what comprised it nor who was in charge, nor what became of whatever was in it.

We do have that surprise, though. In the Elvehjem Museum of Art are six fine Irish paintings. Art wasn't mentioned in Ely's proposal but these were clearly bought from the money Fr. Knox raised. They're described in the Wisconsin Alumni Monthly in 1915 as "representative of the best Irish art of the day." There are three oils by George William Russell (better known under his poet's nom de plume, A.E. Russell), one oil by Nathaniel Hone; and an oil and a watercolor by John Butler Yeats, the brother of Ireland's great writer.

Visitors to the Elvehjem might be familiar with one of the works, Russell's "Children Dancing on the Strand," which is frequently on view. He and Hone apparently loved the waters of Ireland; their works are placid scenes of river and sea. Yeats, on the other hand, turned to the political turmoil of his country. His two paintings are brooding figures caught in "the tragic emotions of



Sligo Quay, an oil on panel, was painted by John Butler Yeats, brother of the famous Irish poet and dramatist, William Butler Yeats. His brooding figures were said to capture "the tragic emotions of those who live on" through Ireland's civil strife. Yeats chose to live on away from his homeland, however, moving to New York City in 1908 and painting there until his death in 1922.

those who live on" through civil strife, as one critic put it. Yeats cheated a little, though. He painted those brooding emotions from the relative safety of New York City, to which he'd tied himself permanently in 1908.

There's more mystery. In July of 1920 the *Chicago Post* told its readers that Ely had now acquired seven rare lithographs from or through the British Museum. They'd been purchased with money willed to the fund by John Barnes, a

prominent state jurist. The framing was paid for by people in the insurance industry after former commissioner Michael J. Cleary put his persuasive arm on them. The prints, said the Post, would hang in the economics department in Sterling Hall as "another step in the effort to enrich the interior of (UW) buildings." But like the books, no one can find them, nor knows if they were the end of Ely's dream of "the best Irish collection in the country."

U

Study Says You're Too Smart To Smoke

Chances are you saw it on the network news in January, the report that the percentage of smokers falls faster as people become more educated. You might have missed the mention that the study was headed by Michael Fiore MD, an assistant professor in our medical school. He worked with colleagues from the Centers for Disease Control in Atlanta on the project from 1974 to 1985.

During that time, smoking by people with four or more years of college dropped from 28.5 percent to 18.4 percent. Among those with only a high school diploma the decrease was just 2 percent, and a startling 44 percent of young women with less than a college education smoked cigarettes. What's more, Fiore says that there are still around 50 million Americans who smoke, and something like 3,000 young people who pick up the habit every day.

MD's Research Leads to Sight, **Hearing Devices**

Over twenty-five years of research, Professor Paul Bach-y-Rita of our medical school has determined that the brain is able to get aural and visual information from sources other than the ears and eyes. The fact has brought a young Frenchman to Madison to establish a firm that will make products to help the blind "see" and the deaf "hear."

The entrepreneur is Christophe J-P Sevrain, 26, who says Wisconsin's governor and state officials provided him with the right business climate after Bachy-Rita's findings gave him inspiration. He has started his company, Sevrain-Tech, on Madison's far west side.

His hearing device is expected to be marketed this year. It consists of a sheet, worn over the lower part of the chest, which picks up sound and transforms it to a variety of electrical impulses. These are felt by the wearer, and can provide more information than lip-reading.

The product for the blind could be available in about a year. It consists of a cameradevice built into an ordinarylooking pair of glasses. It scans what is before it and "advises" the brain. Thus the wearer can avoid a piece of furniture or "read" words written on a blackboard.

Football Recruit Roster Is Promising

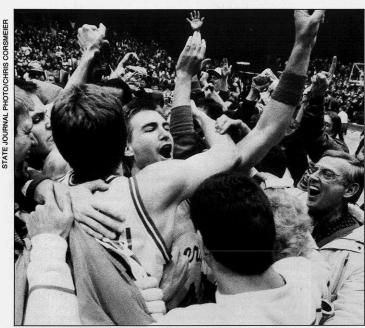
When it comes to deciding which college offer to accept, the minds of recruited high school football players are less than unchangeable. So by late January head football coach Don Morton was allowing himself only a tentative smile over the names of those supposedly heading our way. (Smiling is about all NCAA rules permit a coach to dono comments allowed-until letters of intent are signed on February 8, mailed and received.) Athletes, on the other hand, are free to make as many comments as they like, and some of them told reporters that they'd definitely be coming to Wisconsin. Eight of them are Wisconsin

all-staters. They are offensive linemen Tyler Adam of Sheboygan Falls, Rich Andrus of Oconomowoc, Cory Brye of Westby, and Bill Maksen of Kenosha. For the defense, safety Pat Cleary and lineman Mike Martin are from Oconomowoc; and there is Pat Rupar, a linebacker from Menomonee Falls; and Randy Kleinhans, a back, from Hartland.

There were promises from out of state, too, from the likes of QB Reggie Holt of Miami. He's the brother of Minnesota QB Alan Holt, and he logged 1,000 yards his senior year in high school on an option offense. Other outof-staters include Anthony McHenry, a defensive back/ wide receiver from Columbus, Georgia, and Tim Ware, another wide receiver, from St. Petersburg, Florida.



Celebrate the rites of spring and support UW athletics at the 8th annual Crazylegs Run/Walk. On April 29, five thousand fans will take a healthy tour of campus. Then they'll join the rest of the community for Butch's Badger Benefit at the McClain Indoor Practice Facility. Find out how you can participate in these and other UW-Varsity Sports Day activities by calling (608) 262-1811 or writing UW Sports News, 1440 Monroe Street, Madison, WI 53711. All proceeds go directly to the UW Athletic Department.



Badger players Tom Molaski, with back to camera, and Tim Locum celebrate their January 21 victory over Michigan. By late February, the Badgers were 15–7 overall and 7–6 in the Big Ten.

Big Win for Badger Basketball

On January 21, the UW enjoyed one of the most exciting games this season. There were nine seconds remaining and the Badgers led, 69–68, over sixth-ranked Michigan. The fans were screaming as Rumeal Robinson of Michigan missed his second straight free throw, and then it was a scramble for the rebound. UW's Tim Locum came out with the ball just before he was fouled by Robinson.

The clock showed three seconds remaining; Michigan's coach thought it should be two seconds. The officials referred to a television replay, which showed that there should have been four seconds on the clock.

Coach Steve Yoder said he was worried about his sophomore guard having to wait so long before he could shoot. But Locum wasn't worried. "I told the ref to take as long as he wants," he told a reporter. "It was a situation where I

could get my legs back, take a deep breath and go shoot the free-throws." He nailed them both, for a final Badger win of 71–68.

Researchers Find Genetic Link to Alcoholism

Researchers here hope they may have found a genetic factor in alcoholism. Gerald C. Mueller '43, MD'46, PhD'50 and his colleagues, chiefly Michael Fleming MD, came upon the discovery by accident during basic cancer research. Through landmark laboratory and clinical studies, they have shown that the risk of alcoholism in adult males is correlated with a greater ability to synthesize a unique derivative of alcohol.

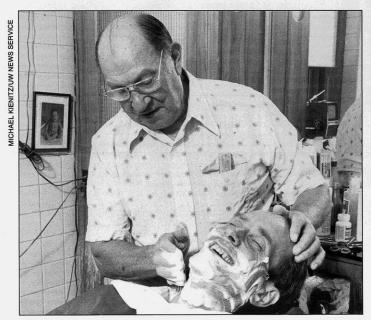
While a great deal more testing must be done, a pilot blood test was 68 percent accurate in identifying alcoholic sons of alcoholic fathers and 48 percent accurate in identifying the non-alcoholic sons of non-alcoholic fathers.

After 60 Years, He's Still Clipping Along

A few months back, Bus Topp celebrated his sixtieth year as the Memorial Union barber. Probably no male who ever went to school here hasn't at least poked his head in the shop door at one time or another. Depending on when he did the poking, he may have seen four chairs filled and several men waiting, or he may have found Bus there alone, waiting for the Beatles-inspired, long-hair craze to pass.

Topp has weathered economic ups and downs and

changes in tastes and today, at age 84, he works in almost the same spot he started in. In the 1920s there were four chairs and a manicurist; today Topp works alone in somewhat cramped quarters. He has a 1947 chair, a 1942 cash register, and a 1930s display case. He charges \$4.50 for a cut, and-now that the Prince Valiant look has gone—his personal economy is vastly improved over that of 1970, when he took in \$5100. Once again he's kept busy nearly all day every day, and that's the joy of the job for him; people to talk with.



There's nothing like an old-fashioned shave, especially in Bus Topp's old-fashioned barber shop in the Memorial Union.

Update

At commencement in December, 1,815 were eligible for bachelor's degrees; 615 earned master's, and 235 got PhDs or law or medical degrees. Second-semester classes began January 23.... Bibhuti R. DasGupta, a senior scientist in our Food Research Institute, has a seven-year \$1.6-million grant from the National Insti-

tutes of Health. He studies the neurotoxic proteins produced by the bacterium that cause botulism, research with important implications in such as Alzheimer's disease and myasthenia gravis, a disorder characterized by muscle weakness and fatigue. DasGupta was one of about forty-five scientists "with a distinguished record" to earn this grant.



Bucky In Washington

With last fall's elections, nine of your fellow alumni are in Congress. Wisconsin voters elected Milwaukee Bucks' owner Herb Kohl '56 to the Senate and re-elected to the House of Representatives Bob Kastenmeier '52, Steve C. Gunderson '73, David Obey '60, '68, and F. James Sensenbrenner '68. From other states, Virginia's

former governor, Charles Robb '61, went to the Senate, and Marcia C. Kaptur '68 of Ohio and M. Bob Carr '65, '68 of Michigan were reelected to the House. Let's include Wyoming's incumbent Congressman Richard B. Cheney, too. He did postgraduate work here for two years in the mid-1960s.





Bob Kastenmeier '52



Steve C. Gunderson '73



David Obey '60, '68



F. James Sensenbrenner '68



Charles Robb '61



Marcia C. Kaptur '68



M. Bob Carr '65, '68

Frautschi Family Donates Second Point

For five generations, Madison's Frautschi family has been significant in projects to benefit the university. Now they've added another. As a Christmas present for Walter '24, his two sons Jerry '56 and John presented the UW Foundation with \$1.5 million to buy the seventeen-acre Second Point on Lake Mendota. It lies between Picnic Point and Gallistel Woods, both of which the university already owns. Jerry and John said they were giving this beautiful land "as a symbol of our father's good life and devotion to his state, community and university." The university will keep it in its natural state, with controlled public access.

Civil Quarrels Don't Clog Courts

Some of the nations' top judges have said federal court dockets are overcrowded because we've become a litigious nation. But that isn't true, says Law Professor Marc Galanter. In a twentysix-year study of federal district courts, he found that business contract disputes are clogging things, not personal injury and property damage cases, the usual basis for individual civil quarrels. Civil filings rose 398 percent between 1960 and 1986; of these in the federal courts, contract cases rose by 258 percent, far outstripping the you-vs-me cases, which increased by 114 percent.

Galanter surmises that the boom in contract litigation is based on "the rise in franchising, the multiplication of corporate mergers and acquisitions, and the internationalization of the American economy." Civil rights cases constitute the fastest growing category of civil litigation. Other categories with significant growth are prisoner petitions, social security claims, and recovery cases such as defaulted student loans.

They're Smart Off The Field, Too

Nearly one third of our student athletes made B-or-better grades last semester, says Dr. Diane Johnson, who keeps a careful eye on their study habits. She's an assistant athletic director for student personnel services. There were 1,025 men and women in varsity sports, of which 327 hit at least a B average. Ninety were named to the Dean's List of their respective colleges, and eleven had straight-A's.

Butch's Badger Benefit

Help get the red out of the UW athletic department on April 29 at the new McClain Indoor Practice Facility. Festivities begin at 6 p.m. following the Crazylegs Run. For more information, call (608) 262-1811.

'89 Football Schedule

89 F00	tbali Scnedul
Sept. 9	Miami (Florida)
Sept. 16	Toledo
Sept. 23	at Cal-Berkeley
Oct. 7	at Michigan
Oct. 14	Iowa Badger Blast
Oct. 21	Northwestern Homecoming
Oct. 28	at Illinois
Nov. 4	at Minnesota
Nov. 11	Indiana
Nov. 18	at Ohio State
Nov. 25	Michigan State

1989

DISTINGUISHED ALUMNI

AWARDS

Presented annually to alumni who have achieved prominence in their fields and rendered outstanding service to the UW-Madison.

JACK F. KELLNER
'38
Milwaukee



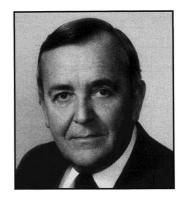
This Milwaukee businessman is known by his colleagues and friends as the kind of alumnus who makes things happen. His efforts are consistently effective, whether they involve fund-raising or athletics, scholarships or special events. And they're always offered modestly, without fanfare, which is exactly the way Kellner likes to operate.

He was captain of the track team here in 1937, and high hurdles champion of the Big Ten and the Drake Relays. He is a CPA, and for forty-two years he has been affiliated with Milwaukee's Western Industries, Inc. as a controller, then as a vice-president, and for the past quarter-century, as president.

The UW Foundation credits Kellner and his son Ted with a vital role in bringing about the new McClain center at Camp Randall, the \$9.5 million indoor playing field that will give UW athletes one of the finest practice facilities in the country. Kellner's support for UW athletics is quite a tradition, one that goes far beyond active spectatorship. Among the more visible aspects of his volunteerism are his past presidency of the National W Club and his four-year appointment on the Athletic Board.

Kellner is a director of several Milwaukee industries and institutions, including the M&I Bank and M&I Investment Management Company and The Milwaukee Athletic Club. He serves as a regent of the Milwaukee School of Engineering and currently co-chairs its capital campaign. He is a trustee of The Evan and Marian Helfaer Foundation of Milwaukee. He is also a member of the UW Foundation and its Bascom Hill Society.

W. ROBERT KOCH '48
Madison



The chairman and CEO of American Family Insurance

Group has fond memories of his student job at the old Chocolate Shop on State Street. The owner scrupulously encouraged and rewarded every good performance, from dishwashers to shift managers. From those years, Koch has often said, he learned a vital lesson in management. Safe to say, then, that it is no coincidence that American Family, Dane County's second-largest private employer, found in a recent survey that 96 percent of its more than 5,550 employees in twelve states would choose to work for no other employer. Nor is it by chance that in 1987, the Capital Times and the Sales and Marketing Executives of Madison named Koch Executive of the Year.

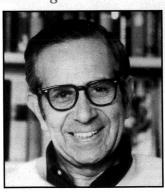
He has been with American Family since graduation. For twenty years he served in various divisions, and was then elected president of its life insurance company. Nine years later he became president and chief operating officer of the American Family insurance and life insurance groups, and moved up to his present position in 1982. The firm has more than four million policyholders and assets of over \$2.5 billion.

Within his career interests, Koch is a director and executive committee member of the National Association of Independent Insurers and has taught at Beloit College as an "executive in residence." He serves on the Governor's Business Roundtable and Council on Economic Issues and as a director of Com-

petitive Wisconsin, a group of business leaders concerned with the economic development of the state.

Koch is a member of the UW Foundation and of its Bascom Hill Society, and is currently active in fund-raising for the new School of Business. He has served on that school's Board of Visitors for more than five years.

WALTER M. MIRISCH '42
Los Angeles



In his long and successful motion picture career, Walter Mirisch has produced some of the industry's finest and most memorable films. He is president and executive head of production of The Mirisch Corporation, an independent organization that he formed with his two brothers in 1957.

"Since my early boyhood,"
Mirisch has said, "I've been
having a love affair with films."
His active pursuit of that affair
began in earnest after service in

World War II. By 1947 he was producing low-budget films for Monogram Studios. But it is the family corporation that has brought Walter Mirisch his distinguished reputation. Among the more noteworthy in a long line of impressive productions are The Magnificent Seven, Two for the Seesaw, Toys in the Attic, Hawaii, Same Time Next Year, Some Like It Hot, and the Pink Panther series. Along the way there have been three Academy Awards in the Best Picture category: The Apartment in 1960, West Side Story in 1961, and, in 1968, In the Heat of the Night.

It was also in 1983 that Mirisch received the Jean Hersholt Humanitarian Award from the Academy of Motion Picture Arts and Sciences, the recognition of one whose "humanitarian efforts have brought credit to the industry." This was one of several instances in which his peers have honored him.

Mirisch has retained his ties with his alma mater. He served on the Board of Directors of the Wisconsin Alumni Association from 1967-73 and is a founding member of the Wisconsin Alumni Club of Los Angeles and a member of the University of Wisconsin Foundation.

ROBERT B. RENNEBOHM 48 Madison



For thirty-three years, until his retirement as president in mid-1988, Robert Rennebohm

has guided the UW Foundation in the private fund-raising efforts so vital to a great university. That guidance has been as effective as it has been unpretentious. In 1955, the year he joined the then ten-year-old organization, its income from individual, corporate, and foundation giving was \$234,000 from 1,000 donors. In 1987, it was \$35.2 million from more than 45,800 donors. Through the years, Rennebohm's leadership has resulted in generating \$273.8 million, which has earned and gained an added \$98 million, for a total of \$372 million.

"We don't attempt to replace state funds," he has said. "But with private support, we can go beyond the bread-and-butter needs and supply extras such as professorships, scholarships, special equipment and buildings-so many valuable things." So many. The Wisconsin Center, Alumni House, the Elvehiem Museum of Art might not exist were it not for the UW Foundation and the generosity of those whom it contacts. Soon to come are the new buildings for the School of Business, an addition to the College of Engineering building, the renovation and expansion of Babcock Hall. Members of our alumni clubs across the nation are familiar with the Foundation's matching-dollar scholarship arrangements, which help send the brighest young people from their areas to UW-Madison.

Mr. Rennebohm's contributions to the advancement field extend far beyond the Madison campus. He is one of the earliest and most active members of CASE-the Council for Advancement and Support of Education—the national organization of those engaged behind the scenes in alumni and fundraising activities.

Rennebohm's retirement is not total. He will remain a consultant during the years of the UW Foundation's \$180-million capital campaign.

UNIVERSITY SERVICE AWARD

Presented to UW-Madison staff for professional achievement and community service.







Robert M. Bock

Bernard C. Cohen

E. David Cronon

Our 1989 University Service Award goes jointly to a trio of retiring administrators for their outstanding dedication and successful accomplishments in posts both demanding and highly visible. Together these individuals, in their teaching and administrative dedication, have served our university for nearly a century.

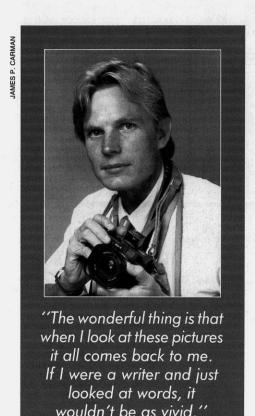
Robert M. Bock PhD'52 is stepping down as dean of the Graduate School. The holder of this position is the chancellor's principal advisor on research and is in charge of a unit which serves about 9,200. Ours is the largest PhD program in the nation. Bock has administered this graduate service for twenty-two years. He is a specialist in genetic research; he was a member of the international team that cracked the genetic code in the 1950s, and he has maintained an active research lab during his deanship, a project to which he will return.

Bernard C. Cohen, an internationally honored political scientist, retires as vice-chancellor for academic affairs. It is a post he has held since 1984, one of only several he has assumed since arriving on campus in 1959. This vice-chancellorship was interrupted when colleagues asked him, in 1987, to become acting chancellor upon the departure of Irving Shain. Before these appointments he was associate dean of the Graduate School from 1971 to 1975. and prior to that chaired the political science department for three years in the late '60s. In retirement, he will follow avidly the accomplishments of the university's Future Directions Committee, which he founded to set our goals for the next several years.

E. David Cronon MA'49, PhD'53 has headed the College of Letters and Science since 1974. This is, of course, our largest college, with an enrollment of more than 18,000 undergrads and 4,300 grad students, with an annual budget of \$117 million. Cronon is a historian, much published and popular (one of his books, Black Moses, has gone through six printings). Leaving the deanship he moves into an assignment both heartening to him and beneficial to alumni. For the past several years he has supervised two faculty experts in updating the history of the university begun by emeritus professors Merle Curti and Vernon Carstensen. Now he will join his staff in completing the next volume. \square

An awards ceremony will be held at the All-Alumni Dinner on Friday, May 5, 1989 during Alumni Weekend on campus. See page 32 for details.

EARS



PHOTOGRAPHS BY MICHAEL KIENITZ

Michael Kienitz '74 spent a decade in the most conflict-stricken corners of the world-in El Salvador and Nicaragua, Ireland and Afghanistan. He went wherever Time and Newsweek needed freelancers close to the action. For unlike war stories, war-time photos can't be conjured from the safety of an international hotel. In photography, there is no substitute for seeingand documenting—the real thing.

Kienitz's decision to enter the riskiest field in photojournalism had to do with political philosophy, in which he earned his bachelor's degree; with the Daily Cardinal, for which he was photo editor; and with his nationally published images of the Vietnam War years on campus, which gave him the kind of credibility that most photographers need years to establish.

As a student, Kienitz remembers that there was "a lot of talking" about world problems. "That left a lot of room for distortion," he says, "so I decided to see things for myself, and to photograph them so that other people could make up their own minds about the facts." That's why his foreign subjects tend to stand alone, facing the viewer, offering honest testimonies of how people live during times of political turmoil.

Kienitz rarely uses gimmicks or gags on assignment, yet some of his best known commercial photos—the ones you're probably familiar with—are of practical jokes. Remember the Statue of Liberty poking her head out of frozen Lake Mendota? Or that shot of the plastic flamingos. positioned by the hundreds on Bascom Hill? Those days in the late 1970s seem like light years ago-especially for Kienitz, who's now in Bascom Hall as the staff photographer for the University of Wisconsin-Madison News and Information Service. His photos have recently appeared in Newsweek, The Chronicle for Higher Education, Discover, and Business Week magazines, although he says he's still trying to forget the "horrors-slash-hope" that make this portfolio so memorable.

Elder & Child

On the Afghanistan Border 1984

"To get to this place we rode on the highest highway in the world, into the Hindu Kush. I was out with the minister of natural resources, who was showing off a camouflaged field depot near this village of the Kalash tribe, descendants of Alexander the Great. Women were in traditional dress while the men were wearing suits of a western style. What I see in this photo is the ease of the older generation facing change and the tension in the younger generation. With the incursion you knew they were going to be absorbed by the Pakistani culture."



Man with Fertilizer

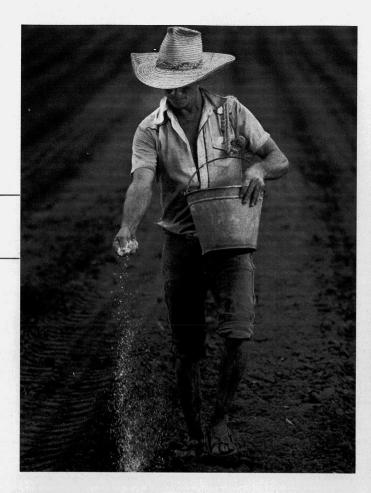
Near Matagalpa, Nicaragua 1980

"I shot this photo late in the day. The clouds were going by as rapidly (if I might say so) as the political situation. This man was walking down his planted rows. sprinkling fertilizer. The fact that only part of his face is showing is significant, I think, because the people who were not recognizably on one side of the conflict or the other were the survivors. The campesinos were the people in the middle, facilitating the rebels when they came through; they'd feed the army when they came through. They would listen to whoever had the guns, basically. Yet it was a very peaceful place."

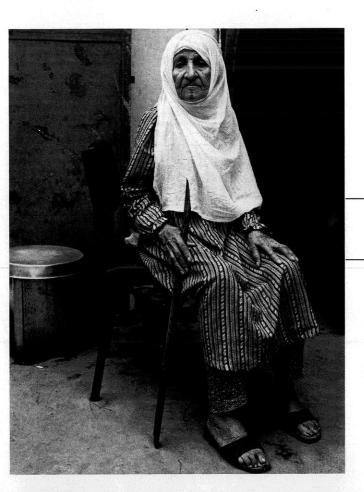
"I saw how real things were, how adaptable people were. It's frightening."

Cemetery Stones Belfast, Ireland 1981

"This was taken in the cemetery where the grenade went off last year, during the funeral of the IRA members who were killed at Gibraltar. The child was leaning on a gravestone, saying, 'When I was a kid, I used to make gas bombs. I used to throw stones at the Brits. . . . 'I thought, "What do you mean, 'when you were a kid.'" He was only seven at the time. But his father was in prison. His brother was in prison. He had to become an adult because of 'The Troubles'-that's what they call the conflict in Northern Ireland. I was on assignment for three weeks with the Milwaukee Journal, and the story won two awards—from UPI for the best picture story, and from the Sunday magazine editors' competition for the best cover photograph of that year."







Palestinian Refugee Beirut, Lebanon 1984

"Shortly after the massacre of Palestinian refugees in 1984, I came to the Sabra refugee camp. It had been bombed by the Israelis and bombed by the Christians. I was walking through devastation and there was a woman in a chair outside something about as big as a closet—but it was shelter, and it was still standing, and she was holding a broken stick as a cane. I couldn't speak, but gestured with the camera that I wanted to take her picture. She gestured back that it would be fine. There was just so much dignity in the way this woman was living despite all the hell that was happening around her."

"The reason I quit? I had breakfast with another photographer and he was dead in the afternoon."

Man with Oxen

La Libertad, El Salvador 1982

"This was taken at the height of the death squad activity in a rural canton of EI Salvador, which is smaller than a village. I travelled with Father Paul Schindler, from an Ohio diocese, who'd lived with two of the four American nuns who were murdered earlier that year. The townspeople were so ashamed of what had happened—not that it was directly their fault—that they'd be outside his home weeping, and they'd escort us everywhere to ensure our safety. The oxen were carting tiles that the man needed to repair his roof. He was with his kids. I don't think it's too much of a reach to say that his life is like that of the oxen. With raids, murders, and unexplained disappearances nightly, he was just as captive and as powerless."





Reprinted by permission: © 1988 Carol Flake. Originally in The New Yorker.



leven years ago,
D. Wayne Lukas '57,
'60, a former UW assistant
basketball coach, arrived at
the Santa Anita racetrack,
near Los Angeles, with a
small string of thoroughbred

has-beens and proceeded to

turn the game of thorough-

bred racing upside down.

From his base in California, Lukas has created a virtual franchise system of training, with racing stables operated in his name at tracks around the country. Last year, his horses won seventeen and a half million dollars in purses, three times the record earnings mark he set in 1984 and has continued to break each year. Already—Lukas is fifty-three—the total career earnings of his horses have surpassed those of the legendary trainers Woody Stephens and Charlie Whittingham, both of whom are seventy-five.

"What took Woody fiftysix or fifty-seven years to do we did in nine," Lukas, who tends to speak in the upbeat cadences of a business evangelist rather than in the scrimped platitudes of a horse trainer, said last winter. And he predicted, correctly, that he would soon "encompass" Charlie Whittingham's earnings record as well. "We'll roll right by him," he said. (Stephens actually began training in 1936 and Whittingham in 1930.) "Modestly or immodestly, in a matter of two or three years at this pace, we'll own all the records. That's by design."

Other trainers have their theories about the nature of Lukas's success. "Numbers," says Shug McGaughey, who trains for the Phipps family, one of the last of the old-time racing dynasties. "He's

not a genius per se," says John Veitch, who trains for the Galbreath family, another of the last great private racing stables, and is a history buff. "He's doing essentially what Napoleon said to do. How do you win battles? You have the biggest battallions." Until this year, however, Lukas hadn't been able to win the battle that counts most—the Kentucky Derby. For most trainers, taking a horse to the Derby is rare. But Lukas has made the pilgrimage every year since 1981. His best finish-third-had been with Partez, his first Derby horse and, in Lukas's words, his sorriest. Since then, he had accumulated the worst Derby record in recent history. This was evidence, as some saw it, that, for all his accomplishments, Lukas, who spent his formative racing years as a quarter-horse trainer, had yet to master the ultimate mysteries of the classic-distance horse.

A year ago, I called Lukas to ask about his Derby prospects for 1988, and he mentioned a number of possibilities, raising the spectre of a six-horse entry in a twenty-horse field. I asked if I could visit his headquarters, in California, as he plotted his strategy. He said yes, and added, "You'll be surprised by the inten-

sity of our operation." Lukas once named a horse You'll Be Surprised, and it is an expression he uses as an understatement.

rdinarily, Lukas's day begins at 3 a.m., when the alarm goes off at his home on the northern edge of Arcadia, a ten-minute drive from the west gates of Santa Anita. On the morning I had arranged to meet him at Santa Anita, he was running a little late and had skipped his usual stop at an Arcadia doughnut shop, where at 4 a.m. he raps on the window and wakes up the proprietor for coffee and a glazed doughnut. He had got in from New York at 1:30 a.m., he told me. He had been in his private plane, a Jet Commander with his silks painted on the tail, and it had made an unexpected refuelling stop.

A tall, solid, good-looking man with dark, deep-set eyes, Lukas is known for his Hollywood perfect teeth and what Sports Illustrated's Bill Nack calls a wraparound smile. In the afternoon at the races, sitting at his customary table in the top row of the star-conscious Turf Club, his eyes shaded by aviator sunglasses, Lukas could be a movie idol himself,



"I just hope they don't think I'm too far out, the way I like to pretty up my barn," Lukas once said. His monogrammed headquarters have been conversation pieces ever since his quarter-horse days in Park Jefferson, South Dakota.

except for an edginess that keeps him pacing between races. This morning, however, Lukas hadn't shaved, and his salt-and-pepper hair was tousled rather than perfectly blow-dried, as I was used to seeing it. He was wearing Mercedes cowboy boots, starched and pressed jeans and a green windbreaker to keep out the cold morning air. Lukas doesn't smoke, drink, or take vacations, and he would do without sleep, too, if he could. For six or seven years, he said, when he switched over to thoroughbreds from quarter horses, he got by on three or four hours a night. He would work out his schedule on a yellow legal pad, budgeting his time for twenty hours a day, seven days a week, allowing thirty minutes for lunch and forty-five for dinner. Things were particularly tight the first few years, when he was running thoroughbreds during the day and quarter horses at night. When he bought his home in Arcadia a few years ago, it had a scrubby back yard. He had it bulldozed and, with the help of a Mexican hotwalker, built a series of pools, fountains, and flower beds, doing most of the work after midnight, under floodlights.

There were no other cars in the horsemen's lot when we arrived at Barn 66. An awning with a W.L. monogram hung from the eaves, and embellishing a tiny lawn in front were scallop-bordered beds of yellow pansies, a wrought-iron love seat, and an iron lawn jockey, his silks painted Lukas green, a shade that some have described as the color of money. The design is Lukas's own. His barns, he has declared, are "vintage Lukas," a trademark, like the flashy white bridles his horses wear. All his barns across the country have that Lukas-green look, and they stand out on the backstretch like billboards for luxury living. Before he ships his horses, he sends an advance man to attend to the landscaping and decor, set up polished tack boxes and monogrammed stall webbing. His barns have been conversation pieces since his quarter-horse days at Park Jefferson, in South Dakota, where the backstretch was so run-down that one of his clients helped him build his own barn. People would make a special trip to Park Jefferson just to see it. When he first arrived at Santa Anita, in 1977, he said, somewhat ingenuously, to the sportswriter Joe Palmer, "I just hope they don't think I'm too far out, the way I like to pretty up my barn." Around Santa Anita these days, the Lukas



Before last year's win, Lukas (smiling, on right) had the worst Derby record in recent history, and owner Eugene V. Klein, left, had won everything but the Derby.

look seems to have caught on, with a hanging basket here, an iron jockey or a bench there. White bridles, too, seem to be in vogue.

In '74-'75, Lukas led the nation in wins and money won from quarter-horse racing. Last year, he set another record for thoroughbreds.

By 4:30 a.m., the Lukas operation was well under way. A van had arrived with horses from his stable across the valley at Hollywood Park, in Inglewood, where his son, Jeff, was in charge. "Look at that chrome," Lukas said, pointing to the van in the dim light spreading from the barn. Unlike most trainers, who use commercial vans, Lukas operates his own transportation service, with his own drivers and customized green-and-white vans. "You'll never see one of them pull in here with mud spotted on it," he said.

We walked down the shed row toward his office, past horses who poked their heads curiously over the webbing of their stalls. If they appeared taller than the average racehorse, it was because they were standing in straw eighteen inches

deep, a luxury on the backstretch. The edges of the straw had been neatly forked into tuffets, so that no stray strands spilled onto the dirt walkway. Our footprints were the first of the morning to disturb the dirt's perfect herringbone pattern. "It makes the night man mentally finish off his day in a positive way," Lukas said, explaining the neatly raked floor. "Ninety-nine per cent of trainers wouldn't care, but we insist on certain things. It's the same way in the military. You shine your boots when you know you're going into a swamp in Vietnam. You know that shine isn't going to last five minutes. But it's a mental thing."

In his office, he offered me a director's chair, and he sat down at a large desk, his back to a Xerox machine and a stand with a hand-tooled Western saddle on it. He consulted a series of lists and charts giving in detail the status of the horses he keeps in training around the countryabout two hundred, with around a hundred and fifty of them in racing fettle at one time. He also has a hundred or so untried two-year-olds. On the wall was a chart of the training schedule for the thirty-two horses at Santa Anita, and he quickly pencilled in the orders for the morningwalk, jog, gallop, or breeze. On another chart was the comprehensive racing

schedule for the month, with winners inked in yellow Magic Marker.

Lukas divides most of his horses between the East and the West coasts, where most of the prestige and the purse money in racing lie. His largest division of racehorses is in Southern California, where he shifts horses, as the racing venue changes, between Santa Anita, Hollywood Park, and Del Mar. Occasionally, he runs horses at the smaller tracks near San Francisco, Bay Meadows and Golden Gate. Since 1985, he has operated his own training center near Del Mar, north of San Diego, on land leased from his principal client, Eugene Klein. Klein, a former owner of the San Diego Chargers who has retained the Chargers' lightningbolt insignia as his racing escutcheon has built a horse farm and luxury subdivision next to what used to be Douglas Fairbanks, Sr.'s Zorro Ranch. Lukas trains the two-year-olds on a private track there, surrounded by locked-gate residential resorts and polo fields. On days when there is no racing at Santa Anita, he commutes to the training track in a helicopter that he shares with Klein, taking off from a landing pad on top of a hospital across from the track.

In 1960 Lukas was an assistant to UW Basketball Coach Johnny Erickson. He fully expected to make a career out of college coaching.

Lukas keeps a large division year-round in New York, stabled at Belmont Parkfrom which he can ship horses to Aqueduct in the winter and to Saratoga in the summer-and he sends smaller divisions to other tracks around the country, depending on the season and the size of the purses. With such a flexible system, he can choose the horse for the course, keeping speed horses in California on speed-favoring tracks, and shipping lateclosing horses to the deeper, slower tracks in the East. Horses that are not good enough to win at the top tracks in New York and California can be dropped down in class to minor tracks, like baseball players sent down to Triple A. He is notorious for the hit-and-run: shipping a horse in for a big stakes race and then shipping it out. "He's got us all flying," said a fellow

California trainer who now ventures East occasionally.

Lukas has taken advantage not only of an improved transportation system, which allows horses to be flown around the country rather than sent in boxcars, but also of extended racing seasons, larger purses, and rule changes that allow trainers to run more horses.

t was still well before daylight, and right on schedule came phone calls to the stable office from the assistant trainers around the country. This system allows Lukas to train by proxy—to coach his team, as he calls the process of conferring with his assistants. "That'll be Randy," Lukas said after the first ring, referring to Randy Bradshaw, a young man from Wyoming, who, with his wife, Alicia, was in charge of the Lukas string at Oaklawn Park. Next came a call from his son, Jeff, at Hollywood Park. Jeff joined his father full time in 1978, after the first semester of his senior year at the UW-River Falls. "I pulled Jeff out of the university with one semester to go," Lukas told me. "My comment was, 'You've been there long enough.''' Jeff had since become Lukas's second-in-command, to whom he entrusted some of his best horses. "I should have kept his mother pregnant for five or six years in a row," Lukas remarked later that morning. "I'd have an assistant trainer at every track in America, and they'd be superstars. I should have kept her in foal constantly. Little did I know she was going to be such a stakes producer." The next call was from his assistant in New York, an outgoing red-headed young Kentuckian named Kiaran McLaughlin. "You let that old Irish temper get a hold of you, but that's OK, you're a fighter," Lukas said, consoling McLaughlin for an unfavorable ruling from the stewards in a Maryland race.

Lukas is a longtime devotee of Vince Lombardi, and to work for Lukas is to enlist not only as a team player but as a believer. That holds true for everyone in his organization. Depending on the season, Lukas employs between two hundred and fifty and two hundred and seventy-five people, ranging from the assistant trainers to farm managers, financial planners, secretaries, grooms, and hotwalkers. This is Team Lukas, for which he presumes to speak when he uses the first

person plural, as he does even when he is talking about his childhood; he was always a team leader, one feels, even when he was a team of one.

That team spirit also pervades Lukas Farms, in Norman, Oklahoma, a sixhundred-and-forty-acre facility, where oil derricks bob in the fields next to the brood-mare barns. Norman is otherwise best known as the home of the Sooners. Lukas has a ranch-style lodging at Lukas Farms, built of Arkansas Hackett stone, as is the Lukas Farm administration building, which flies the flags of Lukas, the State of Oklahoma, and the United States. The ranch house and the office, like his barns and his other homes (he has homes in Del Mar and in Garden City, New York, as well as in Arcadia), are got up in a style that his general manager, David Burrage, calls "ranchy early American," with furniture from Mathis Bros., of Oklahoma City, the largest retail furniture store in the country. Its owner, Don Mathis, is a Lukas client.

Most of the paperwork for Team Lukas is done at Lukas Farms, by a staff of thirteen, including the general manager, a chief financial officer, a tax and financial planner, and a computer specialist. I had made a brief visit to Norman earlier in the winter, and had found an upbeat, close-knit, churchgoing group that believed very strongly in Team Lukas and in the kind of all-American values that Lukas preaches: optimism, hard work, and the bottom line. Scattered around the office were plaques that Lukas had made up bearing Lombardistyle proverbs. A special favorite of Lukas's is "The speed of the leader determines the rate of the pack."

The second of three children, Lukas grew up on a farm in Antigo, Wisconsin, a sparsely settled community of ten thousand or so, ninety miles north of Green Bay. Surrounding the town were dairy and potato farms and an occasional mink ranch, and to the north and east were large Indian reservations. Lukas's mother was of English and Irish ancestry, her roots in America tracing back to Lexington, Kentucky. His father, whose parents were Czech immigrants, delivered milk and did construction work to supplement the income from the farm.

Clyde Rice, a trainer about Lukas's age, who grew up on a farm less than a mile

from the Lukas household, remembers that Antigo was a community where assets were distributed equally, without extremes of wealth or poverty. The economy might swing up and down a bit, depending on the price of potatoes, but there was usually enough to get by. He says, "It was the kind of place where you could act on your dreams."

Lukas loved hanging around the horse business, and he picked up some substantial pocket change, but it never occurred to him that training horses might be a means to riches and respectability. His parents had urged him to do something worthwhile with his life. Dutifully, he enrolled at the UW, where he majored in physical education. On the weekends, though, he was riding broncs in a rodeo or hitting the horse sales around the Midwest. He and Rice, who was studying to be a teacher, would buy a horse, writing a check for it, and then spend the night cleaning up their purchase. They would hustle to a sale the next day, hoping to resell the horse, at a profit, in time to beat the check to the

bank. It was during those high-pressure times that Lukas learned some practical lessons about horse trading, about matching wits, as he put it, "with every thief in the world."

For all his dexterity with horses and his determination to win, Lukas had never been that good at athletics, and he had decided to channel his energies into becoming a great basketball coach. He made a careful study of the game, learning the systems developed by such successful coaches as Adolph Rupp and Johnny Wooden. After graduation, he took a job as a teacher and all-purpose coach at a small high school in Blair, Wisconsin. During his first year, he said, he tried to apply those complex systems to his undersized basketball squad and failed miserably. The next year, using more realistic methods, he had some success. Realizing, however, that he would never make the big time at that rate, he returned to campus to get a graduate degree in education.

Serving as a graduate assistant to the basketball coach, Johnny Erickson, he

organized practice sessions. As part of his master's thesis, he developed a design for a practice basketball shoe weighted with BBs in a rag-rubber sole. Theoretically, the player who practiced in heavy shoes would feel lighter of foot when he donned regular shoes for a game. Lukas took the design to the Converse Rubber Company's Chicago-area office, which marketed the shoe as the All Star Trainer.

Lukas fully expected to follow the road to college coaching, but in the meantime he accepted a job at Logan High School, in La Crosse, Wisconsin. He was expected to coach the basketball team and to teach a social-studies course. Unlike Antigo, La Crosse was big enough for social distinctions and for two public high schools. In the "right" part of town, where the professionals lived, was La Crosse Central. Across town was Logan, situated near factories and warehouses, in a blue-collar neighborhood. "I'm not going to say it was underprivileged," Lukas said, "but the railroad tracks ran right by the front door." It was the smallest school in its Continued on page 32

It was one of the most exciting twelve seconds in Derby history.



A former rodeo rider, Lukas usually heads out to the track on his big gray horse. "The speed of the leader determines the rate of the pack," he likes to say.

The filly Winning Colors, trained by D. Wayne Lukas Racing Stables, was four lengths ahead . . . and fading. Forty Niner, the prior year's champion colt, was closing fast, cutting the distance to a length, and then to half a length, and then, at the wire, to a neck. But Winning Colors prevailed, and for the third time in the Derby's 114-year history, a filly won the race.

The Lukas team broke lots of records in 1988, winning the most earnings in thoroughbred racing for the sixth year in a row. And with the 115th Derby approaching, we called Wayne in Arcadia, California, and asked him about his best prospects for 1989.

"We've nominated eighteen horses," he said, "and they're all possibilities. We like Houston and Is It True, but it all depends on how they run in the preliminaries. To be in the Derby, horses have to earn their place."

There are about thirty-five prep races held between February and the Derby, which runs on May 6. Lukas says the big ones that will help determine the odds are the Wood Memorial at Belmont, the Arkansas, at Hot Springs, Arkansas, the Santa Anita at Santa Anita, California, and the Florida Derby in Miami. They're all races worth losing some sleep over, we'd guess, since Lukas says he's still getting up at 3:30 a.m.-no matter what. "Six hours of sleep is a good night," he assured us. Just long enough for a few more fast-track dreams.

S C H

SIDELINES



The Chicago chapter of Women in Communications gave its 1988 distinguished service award to Barbara E. Arnold '77, its former president. Arnold is coordinator of the office of general counsel for Commonwealth Edison and on our Editorial Advisory Committee.



The latest suspense novel by Peter Straub '65,

Koko, set in postwar Vietnam, stayed on the New York Times's Best Seller List for ten weeks. Straub's earlier books are Ghost Story, Shadowland, Floating Dragon, and The Talisman (written with Stephen King).

TWENTIES THIRTIES

When attorney David Connolly '31, '33, '34 of Rockford, Illinois, announced his pending retirement, he left them laughing. His notice read: "David Connolly, who has practiced at the law business for fifty-four years but never really got the hang of it, has decided to retire ... to the great relief of his partners, associates and few remaining clients."

If You Want to Give a Badger, Make it '39

The University Archives has run out of 1939 Badger Yearbooks and would be overjoyed to get its hands on a few copies to help that class celebrate its fiftieth reunion on Alumni Weekend in May. The department is not permitted to buy materials, but it can pay postage for gift copies. In Madison, it will arrange to pick them up.

You can mail the book to UW Archives, Memorial Library, UW, Madison 53706, advising whether or not you wish to be reimbursed for postage. Or talk to archivist Frank Cook at (608) 262-3290.

FORTIES-FIFTIES

In thirty-five years in PR, news media, and aviation, Richard E. Stockwell '40 accumulated a large and respectable library and a collection of museum-quality Chinese porcelain. Now retired in Neillsville, he recently cleaned house in a most altruistic way. The best of the porcelain went to the Elvehjem Museum of Art, and some of the best books were donated to the campus library system for a special auction held in December.

Former Wisconsin Governor and U.S. Senator Gaylord Nelson '42 has been honored as the university's Centennial Alumnus. One person from each state was chosen in conjunction with the 100th anniversary of the National Association of State Universities and Land Grant Colleges. Nelson has been a national

leader in social and economic policy, education, foreign affairs and environmental issues.

Howard L. Huggins '43, Canfield, Ohio, returned from Lahore, Pakistan, as a volunteer with the International Executive Service Corps. He's retired from U.S. Steel, and served as an advisor to a Pakistani manufacturer of steel castings.

William F. Enneking '46, MD'49, Distinguished Service Professor at the University of Florida, Gainesville, was honored by the New Jersey chapter of the American College of Surgeons in December. Dr. Enneking is considered one of the world's authorities on bone sarcoma.

Roma Borst Hoff '48, '51, '56, professor of Spanish and education at UW-Eau Claire, was honored by the National Textbook Company. Her citation centered on her many efforts to build interest in foreign language education on the community level.

Robert O'Malley '48, '52 retired as chairman of Madison's Valley Bank.

In December, Robert B. Rennebohm '48, newly retired as president of the UW Foundation, was honored by 1,400 members of CASE, the Council for the Advancement and Support of Education. The group, from the Great Lakes region, meets annually in Chicago.

In Madison, Neil K. Steinhoff '52, who is administrator of the division of building and grounds for the state's Department of Administration, is the secretary-treasurerelect of the Building Owners and Managers Association International.

Madison attorneys Richard L. Olson '52, '58, '59 and Thomas G. Ragatz '57, '61 have been elected Fellows of the American Bar Foundation. The title is given to only onethird of one percent of the lawyers licensed in each jurisdiction.

Bruce Hapke '53, professor of geology and planetary science at the University of Pittsburgh, was elected chairman of that division of the American Astronomical Society.

Military historians studying unconventional, often covert, actions by specially trained forces have a new reference of sources. It's the book, Special Operations and Elite Units, 1939-1988, A Research Guide, by Roger Beaumont '57, '60. He's professor of history at Texas A&M University, College Station.

The December issue of the Wisconsin Medical Journal carried an editorial tribute to H. Bernie Maroney '59, '62, retiring from the State Medical Society. He's been on the staff since earning his law degree, most recently as legal counsel and assistant secretary. He plans to enter private practice.

Gerald A. Welch '59 moves up to corporate vice-president and general manager of the agricultural division of the Upjohn Company, Kalamazoo, Michigan. He joined the pharmaceutical firm right after graduation.

SIXTIES **SEVENTIES**

The U.S. Department of Agriculture gave a Presidential Rank Award to Gerald D. Seinwill '60, '68 of its Soil Conservation Service in Washington, D.C. He was cited for managing the placement of 3,000 microcomputers in offices of the Soil Conservation Service to increase the quantity and quality of information delivered to landowners and at a

Jan K. Ver Hagen '61 is now a vicechairman of Emerson Electric Co. in St. Louis. He will direct the firm's electric motor and original equipment manufacturer component divisions.

John D. Logeman '61, a brigadier general in the Air Force, may be a major general by the time you read this. He was nominated for that promotion in December. Logeman is commander of the 28th Air Division, Tactical Air Command, Bergstrom AFB, Austin, Texas.

In Brussels, Belgium, Richard Liss '62 was elected president of the International Association of Business Communicators. He is director of CCG, a company specializing in European business-to-business communications.

Willamette (Oregon) University gave a faculty achievement award to James A.R. Nafziger '62, '69, a law professor there. The award is given "for unusual effort devoted to ... the students' classroom experience . . . possession of high scholarly standards . . . and the publication of high-quality, original, and scholarly contributions."

Diana Walker Nelson '63 has joined Harris Bank in Chicago as vice-president and head of its public affairs department. She has been executive director of the Mental Health Association of Illinois and, from 1981-85, a state representative.

Ronald S. Leafblad '65 returned to the Minneapolis/St. Paul area as chairman-CEO of Leaf Industries, Inc., a tool manufacturing firm in suburban Plymouth. He's been in Cincinnati as president of a similar operation.

The monthly magazine, Atlantic Insight, published in Halifax, Nova Scotia, featured Teresa MacNeil MS'65, PhD'70 as its cover story in a recent issue. She heads the extension department of St. Xavier University there and is chair and president of Cape Breton Development Corporation, the federal Crown corporation which operates Cape Breton's coal mines.

A gallery in Belgrade, Yugoslavia, gave a solo exhibit of holloware by metalsmith Thomas R. Markusen '65, '66 while he was there for a two-week study of the nation's art. He is chairman and professor of the art department at SUNY College in Brockport. The show was repeated in December in a gallery in Rockford. Illinois.

Gordon Bakken '66, '67, '70, '74, professor of history at California State University, Fullerton, has published a reference book, Rocky Mountain Constitution Making. He's also on a committee of the Organization of American Historians preparing for the bicentennial of the Bill of Rights.

Anita Pierce MS'66, a kindergarten teacher at Lindbergh School here in Madison, earned a Teacher of the Year award from the school system in November.

The American Academy of Nursing elected to fellowship Laurie K. Glass '71. She is an associate professor and director of the historical gallery of the UW-Milwaukee School of Nursing. The academy honored her "for her important contributions to the field of nursing history and the renaissance of historical thought in the profession."

Susan Mueller Reinardy '74, a CPA here in Madison, has been elected a director of the National Association of State Boards of Accountancy. She's a former chairman of Wisconsin's board.

Patricia S. Algiers '76 is now with a Milwaukee architectural firm, Howard Needles Tammen & Bergendoff, as director of interior design.

Gary F. Karner MS'78, PhD'84 has been named a compliance representative with the National Collegiate Athletic Association in Kansas City, Missouri.

EIGHTIES

NCNB, a bank management organization in Texas, named Susan Ziegler Feldhausen '84 a vicepresident in its Dallas office.

Martha Blum '85, former PR coordinator for the Red Cross's Regional Blood Center here, has ioined the UW Foundation as a communications assistant.

In Minneapolis, Ben Deutsch '85 has taken on a new job in public relations, this one with Mona, Meyer & McGrath.

At a concert in Minneapolis last fall, the Minnesota Composers Forum premiered "The Stolen Child," a work by composer Warren Gooch PhD'88. He is professor of music theory and composition at Northeast Missouri State University, Kirksville.

Timothy L. Hoeller MS'87 has joined Milwaukee's Eaton Corporation. He is an engineer in its R&D center.

After two and a half years and four tryouts, Monica Blochowiak '88 went on "Wheel of Fortune" and came away with prizes and cash worth \$53,069. The four tryouts took place in Hollywood-Monica had to be there for other reasons each time-and involved an inordinate amount of standing in line, playing test games and smiling, smiling, says Monica. She graduated in December in nursing.

Pam Revsine '88 is with Chicago's Body Politic Theatre as a PR intern.

In April, the School of Journalism and Mass Communication will present its annual awards to five alumni. This year's honorees are Dale D. Buss '80, business editor of the Milwaukee Journal (see abovel: Lee B. Becker PhD'74, journalism professor at Ohio State University; Warren J. Heyse '48, president of the (Milwaukee) Journal Company; Lynn Giordano '70, EVP of LINTAS, New York City;

and ABC "Nightline" political analyst Jeff Greenfield '64 (who was guest speaker at the campus Founders Day observation in February).

FACULTY & FRIENDS

Jane Robbins, director of our School of Library and Information Studies, was named librarian of the year by the Wisconsin Library Association. One of the school's services is its outreach program-one of only two in the nation-which offers 130 annual hours of non-credit development programming on the state's Education Telephone Network. Last year 1,248 took those courses.

The UW Foundation's new chief fund-raiser for the financially troubled athletic department is John C. Swenson MBA'83. He is optimistic about private giving which already averages about \$1.4 million annually. John was most recently a fund-raiser for the Inter-Varsity Christian Fellowship.

Open Positions

Wisconsin Alumni Association

Assistant Alumni Director Position available July 1, 1989 Application Deadline: April 1, 1989

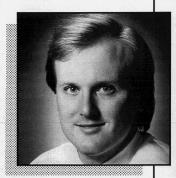
Assistant Editor Wisconsin Alumni Magazine Position available July 1, 1989 Application Deadline: May 1, 1989

Position descriptions available by contacting WAA, 650 N. Lake Street, Madison, WI 53706 (608) 262-2551

The School of Music has its first professor of classical guitar in Javier Calderon, a native of Bolivia, who studied with Andres Segovia.

Of the top-rated journalism schools in the country, ours was the only one to have faculty-authored articles in each of the nine most prestigious mass communications journals. A study published recently in Journalism Quarterly singled out professors

SIDELINES



After reporting and editing spots in Dallas, Detroit, and St. Petersburg, Dale Buss '80 has returned to Wisconsin as business editor of the Milwaukee Journal. In April he'll receive the J-School's Ralph O. Nafziger Award for professional achievement within ten years of graduation.



In June, Nelvia M. Brady MS'73 agreed to serve as interim chancellor of the City Colleges of Chicago. By December, Dr. Brady had made such remarkable improvements that she was offered the post permanently.

DISPATCHES

William Blankenburg (media and economics and management), Robert Drechsel (media law) and Sharon Dunwoody (science journalism) as among the fifty most productive journalism researchers in the nation.

Arlen Leholm, director of North Dakota State University's Center for Rural Revitalization, is joining the UW Extension. He earned widespread attention last summer with his assessments of the economic impact of the drought.

A ten-inch folded refractor telescope in the new observatory atop Sterling Hall is the gift of Russell Christesen '46 of Madison, New Jersey. The observatory has been named in memory of the Christesens' late daughter Linda Sue. Christesen is board chairman of Ebasco Services, Inc., an international engineering and construction firm.

"We're finally beginning to understand some of the physics of large-scale climate change," says Professor John Kutzbach '60, '61, '66. He directs our Center for Climatic Research, featured in a summer issue of Science magazine. Our center is part of an international project which has spent a decade documenting worldwide climate change during the past 18,000 years.

Correction

In our January/February issue, we incorrectly identified Stuart White MS'75, PhD'81 as a geologist. White is a geographer, and we read of his efforts to breed the nearly extinct Ecuadorian llama in the geography newsletter. We'd also like to note that Arthur H. Robinson MA'38, the cartographer whose global map projection was recently adopted by National Geographic, is likewise a geographer—as well as an emeritus professor.

Centennial Celebration

On April 6-8 the College of Agriculture and Life Sciences will commemorate its 100th year. For more information on the seminars and receptions planned for alumni, faculty, and students, contact: WALSAA, Room 116 Agriculture Hall, 1450 Linden Drive, Madison, WI 53706.

CLUB EVENTS

FOUNDERS DAYS

March 1 Austin. Speaker, Vice Chancellor Bernard Cohen. Contact: Joel Sher, W (512) 346-9983.

March 2 Portland. Speaker, Dean of Letters and Science E. David Cronon. Contact: Conrad Hutterli, W (503) 641-6262.

March 2 San Antonio. Speaker, Vice Chancellor Bernard Cohen. Contact: Glen Tanck, H (512) 497-8333.

March 3 Seattle. Speaker, Dean of Letters and Science E. David Cronon. Contact: Claudia Pogreba, W (206) 281-6820.

March 3 Cincinnati. Speaker, Director of the School of Journalism and Mass Communication James Hoyt. Contact: Gary Graff, W (606) 572-5338.

March 4 Houston. Speaker, Vice Chancellor Bernard Cohen. Contact: Robert Pilko, W (713) 498-8931.

March 4 Louisville. Speaker, Director of the School of Journalism and Mass Communication James Hoyt. Contact: Mary Kaiser, H [502] 425-8273.

March 8 Vacationland. Speaker, Chancellor Donna E. Shalala. Contact: Aural Umhoefer, W (608) 356-2318.

March 10 Denver. Speaker, Dean of Students Mary Rouse. Contact: Kendra Padgett, H (303) 797-2329.

March 18 Miami. Speaker, UW System President Kenneth Shaw.

Contact: Marilyn Gandt-Hudson, H (305) 661-9721.

March 19 Boston. Speaker, Chancellor Donna E. Shalala. Contact: Joen Greenwood, W (617) 266-0500.

March 19 Tampa. Speaker, Vice Chancellor Jay Noren. Contact: Don Winner, W (813) 442-5875.

March 20 Naples. Speaker, UW System President Kenneth Shaw. Contact: Fran Hoffman, H (813) 649-0903.

March 22 Vero Beach. The Wisconsin Singers. Contact: Joe Schemel, W (407) 231-3800.

March 23 Watertown. Speaker, Dean of the School of Nursing Vivian Littlefield. Contact: Gary Palmer, W (414) 261-6767.

March 28 Kenosha. Speaker, Chancellor Donna E. Shalala. Contact: Richard Shirven, W (414) 656-5391.

March 30 Twin Cities. Speaker, Chancellor Donna E. Shalala. Contact: Coleen Southwell, H (612) 426-7781.

April 2 Grant County. Speaker, Director of Sea Grant Institute Robert Ragotzkie. Contact: David Kurth, W (608) 822-6012.

April 7 Vernon County. Speaker, Dean of the General Library System Kaye Gapen. Contact: Kathryn Kreinz, H (608) 637-3769.

April 13 Hot Springs Village. Speaker, Dean of Engineering John Bollinger. Contact: Gerald Hawkinson, H (501) 922-2465. April 14 Mid-Indiana (Kokomo). Speaker, Dean of Engineering John Bollinger. Contact: Steve Sawell, W (317) 451-9962.

April 18 Chicago. Speaker, UW Band Director Michael Leckrone. Contact: Iris Shaffer, W (312) 353-5217.

April 18 Sheboygan County. Speaker, Chancellor Donna E. Shalala. Contact: Kathleen Blaser, W (414) 459-4713.

April 19 Columbus. Speaker, UW Band Director Michael Leckrone. Contact: Richard Wendt, W (614) 249-6759.

April 19 Fond du Lac. Speaker, Chancellor Donna E. Shalala. Contact: Robert Rucks, H (414) 922-3489.

April 19 Superior/Duluth.
Speaker, University Archives
Director J. Frank Cook. Contact:
John Mahan, W (715) 394-5536.

April 19 Wausau. Speaker, Vice Chancellor Bernard Cohen. Contact: Christine Freiberg, H (715) 845-5958.

April 20 Akron/Cleveland.
Speaker, UW Band Director Michael
Leckrone. Contact: Howard Hohl,
W (216) 524-9391.

April 20 Chequamegon Bay Area. Speaker, University Archives Director J. Frank Cook. Contact: Ed Ochsenbauer, W (715) 682-5231.

April 21 Marinette. Speaker, Director of the School of Journalism and Mass Communication James Hoyt. Contact: Nancy Krei, W (715) 735-9396. April 26 Green County. Speaker, Dean of Students Mary Rouse. Contact: Verla Babler, H [608] 527-2593. May 2 Door County. Speaker,

tact: Julie Gebauer, H (414) 743-7749.

May 4 Brown County. Speaker,
Professor of Cardiology A. James
Liedtke. Contact: Tom Gavic,

Chancellor Donna E. Shalala. Con-

W (414) 496-7232.

May 7 Detroit. Speaker, Supreme Court Justice, Law School Professor Shirley Abrahamson. Contact: Doug Griese. W (313) 540-5755.

May 9 West Bend. Speaker, UW Basketball Coach Steve Yoder. Contact: Chet Nielsen, W (414) 334-2381.

May 16 Washington, DC. Speaker, Chancellor Donna E. Shalala. Contact: Dana Hesse, W (202) 254-9336.

May 18 New York. Speaker, UW System President Kenneth Shaw. Contact: Kevin McKeon, H (718) 204-0798.

WISCONSIN SINGERS

March 5 Fox Valley. Contact: Tina Carroll, H (414) 722-5343. March 22 Vero Beach. Contact: Joe Schemel, W (407) 231-3800.

April 2 Reedsburg. Contact: Mary Yerges, H (608) 524-3991.

April 7 Janesville. Contact: Kevin McCarthy, H (608) 752-4971.

April 14 Kenosha. Contact: Jerry Bakula, H (414) 697-0741.

April 28 Wausau. Contact: Jeff Stubbe, H (715) 845-3111.

0

EARLY YEARS

Names are those on student records. Women's married names appear in parentheses. This list is limited to those whose death has been confirmed as occurring no more than two years ago.

Newcomer, H. Harry S. '09, ,'10, Menlo Park, California, in August. Habhegger, Margaret B. (Witte) '11, Milwaukee, in September. Markwardt, L. Joseph '12, '22, Madison, in November.

Scherer, Harold Lester '12, Rockford, Illinois, in July.

Ebinger, Ruth Elizabeth (Edwards) '16, Walnut Creek, California, in October.

Kimball, Archie W. '16, and his wife Lucille Campbell Cooper '18, Madison, he on December 13, she four days later. Mrs. Kimball was chairman of the School of Music capital fund campaign in 1983. In 1985 she received WAA's Distinguished Alumni Award for her leadership in improving the musical climate of Madison.

Harloff, Rose Alice (Bogart) '17, Lookout Mountain, Tennessee, in November.

Carson, Waller '18, Elm Grove, Wisconsin, in December.

Griffin, Clara Adelaide (Valentine) MA'18, Walpole, Massachusetts, in November.

Newton, Jay Earl '19, Madison, in November.

Hackbert, Clarence R. '20, Appleton, Wisconsin, in October.

Hahn, Rose L. (Dawson) x'20, Winnetka, Illinois, in May. Radke, Orville E. '20, Milwaukee,

in October. Vinje, Ethel (Walker) '21, Plymouth,

Wisconsin, in November.

Ewald, Edith V. '22, Winter Haven, Florida, in October.

Fitzgibbon, Helen C. (Cotter) '22, Madison, in December.

Jung, Hildegard E. (Neumeister) '22, Kingsport, Tennessee, in 1988. Kirk, Cecil H. '22, Butte, Montana, in October.

McKellar, Jessie Mae '22, Madison, in October.

Merrick, Dale M. '22, St. Paul, Minnesota, in November.

Schmidt, Dorothea M. '22, Freeport, Illinois, in December. Haves, Ellen Marie '23, Madison, in November.

Baxandall, Frank M. '24, Midland, Michigan, in 1988.

Bigelow, Beth A. (York) '24, Vero Beach, Florida/Oshkosh, in October.

Bilanksy, Joseph H. '24, Milwaukee, last April.

Conway, Helen L. (Ford) x'24, Madison, in November.

Hayward, Howard V. '24, Irving, Texas, in November.

Oertel, Everett '24, Baton Rouge, Louisiana, in October.

Carle, Josephine P. (Wheeler) '25, Sun City, Arizona, in September.

Koch, Elsie P. (Grimstad) '25, Wauwatosa, Wisconsin, in 1987.

Wood, Harry Maxwell '25, Green Bay, Wisconsin, in October.

Bopf, Arnold E. '26, Westminster, California, in 1987.

Collins, Mary Helen '26, Darlington, Wisconsin, in December.

Leinfelder, Placidus J. '26, MD'29, Iowa City, Iowa, in November.

Livingston, Alvin R. '26, Rockford, Illinois, in August.

Staley, George O. MA'26, Stockton, California, in 1987.

Trier, Gilbert John '26, Ironwood, Michigan, in November.

Andrews, Leslie Henry '27, '28, Green Bay, Wisconsin, in November. Davis, Elmer L. '27, Wauwatosa,

Wisconsin, in November. Larimer, Zella Zoe '27, Philadelphia, Pennsylvania, in October.

Osterberg, Harold '27, PhD'31, Thompson, Connecticut, in 1987.

Zola, Stanley P. '27, Carson City, Nevada, in 1988.

Forster, George '28, Madison city manager and three-term mayor ('51-'55); Madison, in November.

Fox MD, Meyer S. '28, Milwaukee, in November.

Olson, Harold Dewey '28, Baldwin, Wisconsin, in November.

Roberts, Hubert H. '28, Wauwatosa, Wisconsin, in December.

Schneider, Frieda D. (Andressohn) '28, Bloomington, Indiana, in October.

Berkness, Evelyn C. (Vesperman) 29. Detroit, Michigan, in September.

Donlin, William F. '29, '30, MD'32, Belleville, Wisconsin, in October.

Dowding, Gwendolyn F. (Baker) '29, Bloomington, Indiana, in November.

Fulton, Donovan H. x'29, Beloit, Wisconsin, in October.

Martin, Karen F. (Story) '29, Duxbury, Massachusetts, in December.

Pearson, Carl A. '29, Rockford, Illinois, in 1987.

Scott, Harold D. MA'29, Wauwatosa, Wisconsin, in 1987. Worzella, Wallace W. '29, Plover, Wisconsin, in November.

THIRTIES

Olson, Gilbert B. '30, Rice Lake, Wisconsin, in 1988.

Skaife, Milton J. '30, Blanchardville, Wisconsin, in December.

Woolsey, Theodore D. '30, '31, Beloit, Wisconsin, in November.

Barnett, Thomas J. '31, Winnetka, Illinois, in 1988.

Bindley, Wm. F. '31, Terre Haute, Indiana, in December.

Boeing, Radford Emil '31, '45, Oshkosh, Wisconsin, last March. Dow, James E. '31, '32, Elkhorn, Wisconsin, in November.

Elliott, Edward H. '31, Sandy Spring, Maryland, in October.

Giles, Wilbur x'31, Darlington, Wisconsin, in July.

Hull, Harmon H. MD'31, Santa Fe, New Mexico, in October.

Isbell, Robert N. PhD'31, Wake Forest, North Carolina, in September.

Leahy, William E. '31, '50, Sauk City, Wisconsin, in December.

Loscher, Caroline R. (Higgins) '31. New Berlin, Wisconsin, in November.

Nusbaum, Charles MS'31, PhD'34, Raleigh, North Carolina, in 1987.

Spicka, Edward A. '31, Port St. Lucie, Florida, in 1987.

Wehrle, Fern (Scott) ' 31, Wisconsin Rapids, in June.

Baker MD, Henry K. '32, Chanute, Kansas, in 1988.

Breckheimer, Kathryn M. (Roy) '32, Fond du Lac, Wisconsin, in November.

McGreane MD, Norbert A. '32, Darlington, Wisconsin, in October.

Thomas, William B. PhD'32, Lewiston, Maine, in 1987.

Chevdleur, Eleanor P. '33, MD'36, Champaign, Illinois, in August.

BOOKMARKS



When a Doctor Hates a Patient And Other Chapters in a Young Physician's Life

Richard E. Peschel '68. MD **Enid Rhodes Peschel** University of California Press

Richard Peschel gives us a series of not-uncommon vignettes from his medical practice. Each raises questions in his mind about professionalism, about caring, about ethics. Then, with Enid ("a literary scholar," the preface tells us), they cite similar examples from literature that explain to their satisfaction why the profession sometimes acts as it does.

0 B T S

Pease, Helene H. (Eldridge) '33, Pawcatuck, Connecticut, in November.

Feld, Stanley '33, Palm Beach, Florida, in October.

Hidde, Frederick G. '33, MD'35, Sheboygan, Wisconsin, in November. Hook, George O. '33, Milwaukee,

in October.

Hovey, Martha V. (Kachel) '33, Mequon, Wisconsin, in October.

Jackson, Wendell A. '33, Pasadena, California, in October. Schmidt, Gordon W. '33, South

Bend, Indiana, in 1988. Steele, Clarence A. MPh'33 Richmond, Virginia, in October.

Bickett, Helen M. (Fiegel) '34, Elkhorn, Wisconsin, in October.

Donohue, Abigail E. (Jenson) '34, Mequon, Wisconsin, in July.

Esterly, Robert A. '34, '37, Carthage, Missouri, in June.

Hasslinger, Kathryn M. (Lehmann) '34, Elm Grove, Wisconsin, in October.

Krug, George C. '34, Louisville, Tennessee, in July.

Lamb, Newell A. '34, '35, Indianapolis, Indiana, last March.

Schaefer, Milton W. '34, West Bend, Wisconsin, in November.

Steinmetz, Christian R. '34, Milwaukee, in October.

Thier, Margaret E. (Mapes) '34, Lancaster, Wisconsin, in December.

Trayser, Margaret E. (Ellis) '34, Oconomowoc, Wisconsin, in December.

Kay, Robert E. '35, '36, Neenah, Wisconsin, in December.

Lauder, Ruth F. '35, Washington, D.C., in December.

Lueck, Mildred L. (Paffrath) '35, Eagle River, Wisconsin, in November.

Grootemaat, Oliver A. '36, Naples, Florida, in June.

Kleinschmidt, Karl W. '36, Prairie du Sac, Wisconsin, in December.

Shipman, John Lee '36, Anchorage, Alaska, in May.

Calvi (Mrs.), Jane O'Neil (aka Jennie Maurine) '37, '38, Kailua, Hawaii, in October.

Grueber, Henry T. '37, Mequon, Wisconsin, in May.

Halbert, Margaret A. (Wright) '37, '38, Missoula, Montana, in September.

Kohlman, Julia H. (Hagedorn) '37, West Point, Georgia, in November.

Sauer, John C. PhD'37, Hockessin, Delaware, in November.

Urist, Bernard D. '37, '38, Dolton, Illinois, in November.

Arndt, O. Harold '38, Milwaukee, in November.

Beath, Andrew B. '38, Sierra Vista, Arizona, in October.

Effland, Richard W. '38, '40, Tempe, Arizona, in October.

Gilbertson, Merrill T. '38, Minneapolis, Minnesota, in September.

Hornig, Roger O. MA'38, Wisconsin Rapids, in December.

Covert, Syneva E. (Murati) '39, Silver City, New Mexico, in May. Flynn, Doloras MPh'39, Wausau,

Wisconsin, in 1987. Johannesen, Gunvor A. (Stoos) '39, Wheaton, Illinois, in 1987.

McRoy, Paul F. MPh'39, Carbondale, Illinois, in October.

Soman, Charles H. '39, Antigo, Wisconsin, in 1987.

FORTIES

Feile, Clarence W. '40, Manitowoc, Wisconsin, in October. Finch, John Vernor MA'40, Beloit, Wisconsin, in November. Hill, Gust E. '40, Zephyrhills, Florida, in October. Merwin, Henry D. MS'40, Norfolk, Virginia, in 1987. Ranta, Hugo Armas '40, Silver Spring, Maryland, in September. Wartinbee, William J. '40, Pittsburgh, Pennsylvania, in October. Willard, Donald E. '40, Marshalltown, Iowa, in November. Zambrow (aka Zambrowicz), John L. '40, '46, Lincolnshire, Illinois, in 1988. Adams, Edward F. '41, Superior, Wisconsin, in 1987. Dubester, David J. '41, Superior, Wisconsin, in November. Gesley, Ruth M. (Selkurt) '41, Indianapolis, Indiana, in October. Gilkey, John N. '41, Merrill, Wisconsin, in September. Kuckuk, Inez B. (Mintzlaff) '41, Madison, in November. Peterson, Gordon M. '41, '45, San Mateo, California, in October. Watson, Richard C. '41, Elm Grove, Wisconsin, in October. Williams, Wayne R. '41, Madison,

in October.

Young, Walter A. '41, Merrill, Wisconsin, in October. Phillips, Stephen J. '42, Madison, in 1987.

Roberts, Douglas D. '42, Port St. Lucie, Florida, last March.

Sodemann, Paul C. '42, Louisville, Tennessee, in October.

Colby, Donald M. '43, Stevens Point, Wisconsin, in October.

Nelson, Joyce E. (Hendrickson) '43, Platteville, Wisconsin, in October.

Skeels, Robert F. '43, MD'45, Santa Monica, California, in October.

Hess, Daniel N. '44, Raleigh, North Carolina, last April.

Anderegg, Lillian (Cummings) '45, Porterville, California, in November.

Constantine, Charles M. '45, Racine, Wisconsin, in December.

Jarrard, Thasia J. (Mauch) '45, Williams Bay, Wisconsin, in October.

Lindell, Helen A. MA'45, Estes Park, Colorado, in July.

Cook, Warren F. '46, New Preston, Connecticut, in 1988.

Lavine, Sam Leo MS'46, Superior, Wisconsin, in December.

Dahl, Dane J. '47, Wisconsin Rapids, in October.

Halloway, George A. '47, Waukesha, Wisconsin, in December.

Lerner, Philip '47, Milwaukee, in May.

Lundsted, James E. '47, Oshkosh/ Superior, Wisconsin, in December.

Rude, Victor A. '47, Neenah, Wisconsin, in November.

Rudolph, Elaine M. (Quirk) MS'47, Madison, in October.

Zuehlke, George H. '47, '48, Madison, in October.

Crowley, Clement J. MS'48, Racine, first president of the Wisconsin Education Association; in November.

Erickson, Eugene W. '48, Lauderdale by the Sea, Florida/ Hudson, Wisconsin, in November.

Anderson, Robert T. '49, Mundelein, Illinois, in November.

Carew, James Sylvester '49, Madison, in December.

Franklin, Jesse O. '49, Littleton, Colorado, in October.

Nicksic, Stephen W. '49, '50, '52, Brea, California, in 1988.

Stillman, John M. '49, '51, Milwaukee, in September. Tinkham, Joida M. (Sexton) '49, Madison, last March.

FIFTIES

Bauman, Elwood D. '50, Umatilla, Florida, in November.

Calmes, Amalia F. MS'50, Wausau, Wisconsin, in 1987.

Gorski, Roger J. '50, Milwaukee, in June.

Seegert, Frederick C. '50, Milwaukee, in August.

Seyferth, Joyce E. (Hopkins) '50, Leominster, Massachusetts, in November.

Eyler, Gerald A. MS'51, Sparta, Wisconsin, in October.

Wollschlaeger, Carolyn L. (Maby) '51, Houston, Texas, in October.

Boardman, Donald C. PhD'52, San Diego, California, in December.

Davis DVM, Lawrence H. '52, Oconomowoc, Wisconsin, in October.

Grorud, Albert A. MS'52, Riverside, California, in November.

Placzek, Ervin Frank (aka Bro. Marion) '52, Gate City, Virginia, in October.

Adams, Howard T. MS'53, Mayville, Wisconsin, in November.

Garvey, Esther E. '53, Appleton, Wisconsin, in November. Lameka, Leonard L. '53, Mercer,

Wisconsin, in October. Treske (aka Trzesniewski), Ralph

N. '53, Hales Corners, Wisconsin, in December. Urbscheit, Lawrence F. MS'52,

Viroqua, Wisconsin/Fredonia, New York, in October.

Heenan, David K. PhD'54, East Lansing, Michigan, in October. Rellin, Robert '54, Milwaukee,

Wolter, Eldred I. '54, '56, Madison, in November.

in November.

Getzin, Louis W. '55, '57, '58, Puyallup, Washington, in November.

Johnson, David C. '56, '57, '63, New York City, in May.

Voelz, Helen G. (Ryon) MS'56, West Chicago, Illinois, in August.

Wendland, Eugene R. MS'56, Madison, in December.

Schweppe, Frederic C. PhD'58, Carlisle, Massachusetts, in July. Stoehr, Henry C. '58, Bruce,

Wisconsin, in October.

Jordan, James R. MS'59, Winfield, Illinois, in 1987.

Krahn, Laverne E. '59, Waunakee, Wisconsin, in December.

Post, Nancy M. '59, Milwaukee, in September.

Provancher, Richard J. '59, Sheboygan, Wisconsin, in November. Sundseth, Kenneth R. '59,

Lauderdale by the Sea, Florida, in September.

SIXTIES **SEVENTIES**

Hansen, Ronnie J. '60, New York City, in November.

Leith, James M. MS'60, Spencer, Iowa, in 1987.

Eynon, Alfred E. MS'61, PhD'68, Verona, New Jersey, in November. Grindrod, Donald F. MS'62,

Wauwatosa, Wisconsin, in 1987. Oxnem, Mary Josephine (Kelly)

'62, De Pere, Wisconsin, in October.

Pesce, LeRoy F. '62, Manitowoc, Wisconsin, in November.

Wald, Richard '62, Rumson, New Jersey, in June.

Mayr, Robert A. '63, Beaver Dam, Wisconsin, in November.

Zucker, Stanley MA'63, PhD'68, Carbondale, Illinois, in November. Chiou, Jiunn P. PhD'64, Detroit,

Michigan, last March. Todd, Christopher PhD'64, Norwich, Vermont, in 1987.

Millin (Mrs.), Thelma J. (McCammond) MS'66, Harlingen, Texas/Madison, in November.

Sikdar, Dhirendra N. PhD'69, Milwaukee, in December.

Galvao, Rev. Ulysses MA'70, PhD'75, Los Angeles, California/ Rochester, Minnesota, last March.

Pollack, John E. '72, Anacortes, Washington, in November.

Danen, Thomas W. '73, Waukesha, Wisconsin, in June. Peckham, Rick K. '73, '76, Portage, Wisconsin, in November.

Bates, Gary W. MA'74, PhD'81, Athens, Ohio, in September. Coggins, E.G. PhD'75, Oregon,

Wisconsin, in December. Abel, Eugene W. '76, Harmony,

Minnesota, in 1987. Easland, Gene S. '76, Madison,

in October. Vanda, Charles C. '77, '84, Minneapolis, Minnesota, in November.

EIGHTIES

Radant, Stewart R. '81, Elberton, Georgia, with his wife in a flash flood in 1987.

Grundemann (Mrs.), Josephine A. MS'82, Middleton, Wisconsin, in October.

Tsuchiya, Colin Ross '85, St. Louis Park, Minnesota, in 1987.

FACULTY & FRIENDS

Emerita Professor Helen A. Dickie '35, MD'37, Madison, in December. After graduating first in her class, she joined the medical faculty in 1942. At retirement in 1983 she headed the school's pulmonary section, and at one time served as chief of staff of University Hospitals. Memorials to a scholarship fund in her name through the Medical Alumni Association, 1300 University Avenue, Madison 53706.

Emeritus Professor Charles F. Edson, 83. Madison, on our history faculty from 1938 to retirement in 1976; a specialist in early Greek and Roman civilizations, the first American to edit publications of the German Academy of Sciences, and holder of several international awards; in December. Memorials to the scholarship fund he established to honor his late wife: Lavinia S. Edson, c/o UW Foundation, 150 E. Gilman Street, P.O. Box 8860, Madison, WI 53708-8860.

Richard W. Effland '38, '40, on our law faculty from 1946-67, an expert on property law, wills and probate; in Tempe, Arizona, in October.

Emeritus Professor Archie H.

Easton, 75, an international expert on safety, retiring from our civil and mechanical engineering faculty in 1978 after thirty-two years; Madison, in December. Memorials to Bascom Hill Society of UW Foundation (see address above).

Doreen Steinhauer Scales, 68, Madison and Sun City, Arizona, widow of former WAA president Harold E. Scales '49 and, like him, a prominent backer of UW athletics; in Sun City in December.

WELCOME ALUMNI

Howard Johnson Plaza-Hotel

The best value for alumni is also the most convenient.

- Free Movies Free ESPN Sports Free Parking
- On Campus Location Large Attractive Rooms
- Executive Section Extras Fax Service Available

For reservations call 1-800-654-2000 Serving the University of Wisconsin

HOWARD JOHNSON

Plaza-Hotel

525 W. Johnson St. • Madison, WI 53703 • 608-251-5511

Also: Howard Johnson Hotel & Conference Center 4822 E. Washington Ave., Madison, WI 53704 608-244-6265

THE BEST GIFTS ARE FROM WISCONSIN



proof is in our packages!

> Assortments of impressive products from \$8 to \$50—are the perfect way to say

"Happy Birthday" or "Enjoyed Our Stay." Call or write for a free brochure.

PRESENTING WISCONSIN

P.O. Box 611 Middleton, WI 53562

(608) 233-4390 or (608) 829-3008 Intensity Factor Continued from page 25

conference. As for the available talent, he recalled, "I knew we were going to have to have a good year to compete in our conference. We were undermanned, sizewise and talent-wise." Lukas was always dressed impeccably in suit and tie, even on the sidelines of the gym. He drove the team hard in practice. For size and talent he substituted aggression. "We tried to address the personnel at hand, which was not strong," he said. "We did something about the things we could. We felt that nobody would be in better shape or try harder."

For all his enthusiasm, the team never won a championship, and Lukas began to think that coaching might not be his true calling. During his coaching career, he had never stopped fooling with horses. He had acquired a few clients and a string of horses that he kept stabled eighty-three miles away, in Rochester, Minnesota. He had settled on quarter horses rather than thoroughbreds, since "short" horses, as they are sometimes called, require less training in order to race. He would get up every morning at four and drive his pickup over the Mississippi River to Rochester to check on the horses, then drive back, arriving home in time to clean up and head for class. In the afternoons, he would return to Rochester to train the horses. In the summers, he would camp out at Park Jefferson, a little track near Sioux City, South Dakota. At Logan, his fellow teachers called him Luke, but at Park Jefferson and elsewhere in the horse world, where

men often went by initials or two names, he was D. Wayne, pronounced, as one word, drawled: "Deewayne."

In 1966, Logan won only three basket-ball games, but Lukas won thirty-eight races and made more than four thousand dollars from his quarter horses, increasing his earnings by nearly two-thirds. He decided to resign from Logan and make the plunge into full-time racing. But two of his players talked him out of it, and he agreed to stay. The next season, the team won two games and lost sixteen, including eleven games in overtime. At the end of the school year, Lukas wrote a letter of resignation, then tore it up; wrote another; and left town.

hen Lukas headed west with his horses, pari-mutuel quarter-horse racing, compared with thoroughbred racing, was still in the frontier stage, with hundreds and hundreds of gypsy trainers dragging two-horse stables in two-horse trailers from meet to meet, from straightaways newly cleared from the brush to bush tracks with rickety grandstands. Most quarter-horse meets were conducted at tracks designed for both breeds—with the straightaway for the quarter-horse races feeding into a five-eighths-mile thoroughbred-racing oval—and the purses were small.

Lukas decided to base his operation in Oklahoma, at a small training track near Claremore, northeast of Tulsa. "I knew those Okies trained there all year round," he says. But he wasn't prepared for the icy weather, and after waiting two months for the track to thaw out he packed up and headed for the warmer climate of

Laredo, Texas. Two years later, he moved his operation to El Paso, from which he could drive to the New Mexico tracks, Sunland Park and Ruidoso Downs.

Lukas, who was known on the backstretch as Mr. Clean, got along well with the Sun Belt oil men, ranchers, and newmoney entrepreneurs who loved the sport. In winner's-circle pictures from those days, everyone, including Lukas, is decked out in silver-buckled belts, cowboy hats, and boots. A Kentucky bloodstock agent who met Lukas then recalls that there was something different about him, something that set him apart. He thought that the "D" in D. Wayne Lukas stood for "Doctor"—that Lukas had just dropped the "r." By 1970, he led the nation in number of races won. The former quarter-horse jockey Bobby Adair recalls, "He wasn't that knowledgeable when he first came in, but he became a better horseman." If one thing didn't work, he'd try another, says Adair, who once remarked that riding racehorses was like gunfighting, since "the second-fastest time ain't good enough."

The long hours, the single-minded devotion to racing, had taken their toll. "You're going to make some sacrifices if you're that intense," Lukas told me, "and with me it was marriages—and any chance for a leisure or social life." He and his first wife, Janet (Pope) '57, whom he had married just out of college, were divorced in 1971, when their son, Jeff, was thirteen years old. A second marriage, to the daughter of a horse trainer, also failed. He married his current wife, Shari, a serene, willowy woman, who frequently accompanies him on his travels, during Derby

THE MADISON INN

Small enough to give you the personal touch

- Free Indoor Parking
 - Meeting Facilities
 - Restaurant & Lounge

(608) 257-4391



arge enough to take care of all your needs.

- All Major Credit Cards
- Approved
- Bring your WAA card and receive the university discount rate.

601 Langdon Street

DOWNTOWN ON CAMPUS

Madison, WI 53703

Week of 1984. Immediately after the ceremony, the newlyweds returned to the racetrack to tend to the two fillies Lukas had entered in the Derby.

In the late fall of 1971, Lukas decided to move on to California. After the divorce, Ianet came back to Wisconsin, taking Jeff with her. Lukas had made a generous settlement, and he arrived in California broke, driving a beat-up Mustang, back at the bottom of the ladder. A few of his clients had agreed to send horses with him, and he set his sights on the top quarter-horse track in the country-Los Alamitos, in Orange County, near Disneyland. One

For all his enthusiasm, the team never won a championship and Lukas began to think that coaching might not be his true calling.

day, as Lukas looked at the seven ordinary horses in his barn, he told Tom McKenzie, a former cowboy and starting-gate attendant at Ruidoso, whom he had brought along with him from El Paso, "You know what we need? One superstar horse to draw attention to the stable." As it turned out, the potential star was already in his barn, a late-blooming gray mare named Native Empress, who was descended from Native Dancer, and whom he had claimed in New Mexico for \$3,500.

Most quarter horses peak at two or three, but Native Empress won her first stakes race when she was five years old, in 1973, and she was named Horse of the Meet at Los Alamitos that year. Native Empress was a drawing card that allowed Lukas to ply his skill as a horse trader. She was sold a total of eight times, the last time for \$250,000, and she remained in his barn each time. One of the buyers was Mel Hatley, a Texas-born Oklahoma banker and real-estate developer, who became a close friend. In 1970, the two men entered a partnership that was to last fifteen years, with Hatley managing the financial end of Lukas's operations.

In 1974 and 1975, Lukas led the nation in wins and money won from quarterhorse racing, breaking every record in the book. . . . In 1977, he began planning a move across town to race thoroughbreds. Hatley recalls that he showed a certain reluctance to leave the sport where he had become king of the mountain. And he went on racing quarter horses for a number of years. But Lukas says that it was for this move that he had been preparing all along, to cross the barrier of Continued on page 35

DP PROFESSIONALS

Our commitment to information technology is



CUNA Mutual Insurance Group provides insurance products and technology related services to credit unions and their members, worldwide. Tremendous growth and a commitment to technology has resulted in career opportunities for highly motivated individuals to design and develop computer systems. Systems Analysts are responsible for the design and development of systems solutions to support strategic plans and business needs. Stateof-the-art applications are mainframe or PC-based systems which utilize data base and VSAM structures and electronic communication.

An innovative new salary structure and work hour options accompany this great career opportunity.

Candidates should have:

- Degree in Computer Science, MIS, or equivalent combination of training and experience
- Two or more years experience in systems analysis and design, and project management activities
- Excellent communication skills
- Demonstrated skills in problem solving
- Experience with large mainframe environments: IBM, TSO/ISPF and COBOL preferred

Qualified candidates must also be a U.S. Citizen or Permanent Resident, and be a non-smoker.

You expect the best in career opportunities and that is why we provide the finest all around program. "We take care of our own" is the theme CUNA Mutual has built its reputation on. This theme is prevalent throughout the corporate culture and extensive compensation program including: professional environment, comprehensive insurance, flexible work schedules, full service cafeteria, exercise facility, and superior continuing education programs. And this is just part of the complete package awaiting successful candidates.

For this position and other information systems positions such as SYSTEMS MANAGERS and PROGRAMMER/ANALYSTS send your credentials or call between 10 A.M. - 4 P.M.

> John E. Ritchie Technology Manager/HRD (608) 231-7583



CUNA MUTUAL INSURANCE GROUP

Dept. 1A-12, P.O. Box 391 Madison, WI 53701-0391 CUNA Mutual is proud to be an Equal Opportunity Employer Principals only.



The Milwaukee Golf line of fine clubs presents:

THE ULTIMATE GIFT FOR THE GOLFER WHO LOVES THE BADGERS

Take Advantage of Our 4-Point, No-Risk Gift Plan.

- Read this ad thoroughly.
- Call us toll-free at 1-800-245-0186, and ask for Graham Hume to discuss your gift.
- Place your order with any customizing needed.
- Encourage the golfer to play with these clubs for 30 days.
 If he/she is not completely satisfied with any or all of the clubs, return them for correction or A COMPLETE REFUND.

Alumni, students, faculty members and friends of Wisconsin naturally take great pride in their association with one of America's greatest Universities. We take great pride in offering these superb quality investment cast golf clubs with the "cast in" raised figure of Bucky Badger and the school name. They're ideal as a gift for graduations, birthdays, holidays and anniversaries—or to give to yourself, you've earned it! Our well-built clubs are beautiful, durable and well-engineered; you will be proud to own a set yourself or to present them to a favorite golfer.

30 day FREE TRIAL, money back guarantee.

We're so confident of the quality and design of these unique clubs, that we offer the best warranty in the industry! You see, to effectively make the transition from your older



clubs to new ones, we think a golfer needs 30 days and maybe six to 10 rounds of golf. Then, after 30 days, if the golfer is not satisfied for any reason, the clubs may be returned for a FULL REFUND. We also guarantee workmanship and materials for one full year after purchase.

Investment cast stainless steel means lifetime durability.

Ordinary carbon steel forged club heads require extensive finishing; including machining, grinding, shaping, heat treating and triple plating, which can chip and cause rust. But our investment casting process



Actual Size

enables us to cast our club heads from stainless steel instead of carbon steel, resulting in very durable non-corrosive club heads. This special process also enables us to cast the University of Wisconsin identity directly into the back cavity of the club head. Wouldn't you rather have Bucky Badger cast in your club head than some manufacturer's name (such as

Ping, Hogan, Wilson or Yamaha)?

Perimeter weighting improves your game. This unique design feature distributes the weight around the outer edges of the club head, which substantially broadens the hitting area or sweet spot. Even if the golfer hits outside the sweet spot, it could still be a 65-75% shot, as opposed to a 35-50% shot with a smaller sweet spot found on forged blade-type improvements.

Offset design feature in the hosel means better ball contact for you.

The offset design in the hosel helps the golfer keep hands in front of the ball at address and at contact during the swing. It also allows the ball to make contact higher up on the club face in the center of the sweet spot.

Swing weight control means better consistency for you.

Although each club in a set has a different length, it's important that the swing weight is the same for all clubs. We build them that way. Keeping the swing weight variation to an absolute minimum within the set is the best way we can help you develop consistency in your game.

USGA approved square grooves.

This design features square grooves for better bite on greens.

Customized assembling at no extra cost.

While a majority of golfers may use regular design clubs with no customizing, we feel you should have these customizing options:

- 1) Regular, stiff or ladies' flex shaft;
- 2) Length of shaft + or from regular length;
- 3) Lie angle at the hosel + or from regular.

Graphite Shafts are available at an optional extra cost on all clubs.

Specify Men's or Ladies' Clubs:

- Putters (two styles) #520, #550
- Pitching Wedges 50°-55°
- Sand Wedge
- Set of 8 Irons (includes 3 through Pitching Wedge)
- Set of 5 Irons (choose either 3-5-7-9 & Wedge, OR 2-4-6-8 & Wedge)
- Driving Irons #1 and #2
- Matching Metal Woods Polished or Black (1-3-5)



PRICES:

- Individual clubs \$47.50
- Any combination of 2 \$45/each
- Any combination of 3 \$42.50/each
- Set of 8 irons \$288/set
- Set of 5 irons \$185/set
- Extra clubs ordered with set of irons, \$35/each
- Graphite Shafts \$25.00/each for irons, \$40.00/each for woods
- Metal Woods (1-3-5) \$150.00

Name		
Address		
City	State	Zip
Phone (day)	(even	ing)
Mastercard/Visa	(circle one)_	
Exp. date(personal check	s also accepted

CLUBS ORDERED	AMOUNT
Handling	
TOTAL	

SHIPPING/HANDLING COSTS: 1 to 4 Clubs - \$4.00 5 to 8 Clubs - \$8.00 more than 8 Clubs - \$10.00

STOP IN AND SEE THESE FINE CLUBS, OR WRITE TO: Milwaukee Golf Inc. 13105 W. Bluemound Road Brookfield, WI 53005

FOR QUESTIONS OR ORDERS

1-800-245-0186 (U.S.A.) (414) 782-3500 (WI) class and pedigree which separated the two racing worlds. Hatley and other quarter-horse owners, including the Texas oilmen Bob French and Barry Beal, were ready to make the move with Lukas, confident that he would find a way to get to the top, as he had with quarter horses. . . .

Ten years later, Lukas set a new record for number of stakes victories and for money won in the thoroughbred circuit. Two of his horses won championships. For the third year in a row, he received the Eclipse Award as the leading trainer and Eugene Klein received his third as the leading owner. But Lukas's Derby record, which demonstrated that there were still chinks in the armor, reached a low point.

In the winter of 1988, as his army of young colts began to falter, there was the filly Winning Colors, the ace up his sleeve. Winning Colors, whom Lukas had picked out at auction as a yearling, for Klein, had rated an eight-plus at Keeneland, the highest rating Lukas gave any horse that year, and she had grown into a tall, awe-inspiring three-year-old. A roan who might have been carved out of Italian marble, she possessed not only quarterhorse speed but the classic, long-bodied build that allowed her to carry that speed a distance. With Winning Colors, Lukas changed the pattern of training that had been customary with his precocious superstars, and that he was using with his colts that year. Instead of running her early and often, driving her to a two-year-old championship, Lukas let her develop slowly after her debut, at Saratoga, entrusting her to Jeff's care at Hollywood Park, increasing the difficulty of her races by increments.

In her second stakes race last winter, Winning Colors lost by a neck to Goodbye Halo, a chestnut trained by Charlie Whittingham, who would prove to be the best three-year-old filly in the country after Winning Colors. But Goodbye Halo had had to give it everything she had, changing leads three times in the stretch, and appearing to take two strides to every one taken by Winning Colors. When Winning Colors beat Goodbye Halo in their next race as though the little filly were hardly there, Lukas knew that Winning Colors was a Kentucky Derby horse. And in the Santa Anita Derby, when she made the best colts in California seem to be moving in slow motion, Lukas began to realize that she would be his only Kentucky Derby horse.

Continued on page 37

BRING YOUR UNIVERSITY MEMORIES HOME



The fond memories of days at the University of Wisconsin-Madison campus will remain vivid for life with "On Wisconsin."

This unique videotape is a dazzling pictorial keepsake. "On Wisconsin" is a panoramic view of the University's colorful history and character. With archival photos and current video sequences, many highlights of the fascinating UW-Madison campus are captured. Alumni recall experiences ranging from distinguished scholarship to pranks, and Chancellor Donna Shalala speaks about the UW-Madison's future.

You'll enjoy viewing this memorable 24-minute videotape often. It's for anyone who feels proud and sentimental when they hear the familiar refrains of "Varsity," or the high-spirited fight song, "On Wisconsin."

To order, fill out the order blank below or charge-by-phone.

1-800-537-2475

NAME		
ADDRESS		
CITY	STATE	ZIP
If you wish to have a pleas	any items shipped to an address e specify on a separate sheet of	other than your own, paper.
QUANT	TITY @ \$29.95 each	DESCRIPTION "On Wisconsin
Shipping & Handling a	dd \$4 per tape copy	FORMAT
Wisconsin residents on	ly, add 5% sales tax	VHS PRICE EACH
	TOTAL	
Please allow 4-6 weeks	delivery	
☐ Check enclosed ☐ M	Master Card USA	Evairation Data



Invites You To Cruise To The

Golden Greek Isles

Departing September 27, 1989

From its heart at Athens, the Greek civilization sent colonies out to its neighboring islands and onward to all the shores of the Mediterranean. Next fall, The Wisconsin Alumni Association-Madison and Royal Cruise Line invite you to sail aboard the newly refurbished *Golden Odyssey* to a fabulous 16-day air/sea cruise itinerary of the Golden Greek Isles.

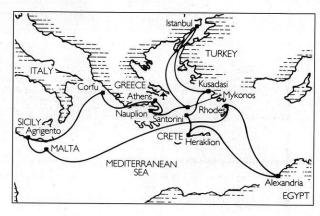
You'll begin and end your cruise adventure in the historic city of **Athens**, Greece. From there your Odyssey takes you to: sun-soaked **Corfu**, fascinating **Sicily**, quaint **Malta**, the forbidden city of **Rhodes**, enchanting **Cairo**, lovely **Heraklion**, beautiful **Santorini**, mysterious **Kusadasi** and **Istanbul**, colorful **Mykonos** and scenic **Nauplion**.

Royal Cruise Line, famed for its warmth of service, excellent entertainment and superb cuisine invites you to experience the finest in luxury cruising.

London Showtime for only \$299 per person!

SHIP REGISTRY: GREECE

Begin or end your cruise with a two-night *London Showtime* hotel and theatre package. For only \$299 per person, double occupancy, you'll be our guests at a first-class hotel in London and enjoy one night at the theatre. Royal Cruise Line hospitality desks will be available to assist with any questions you may have.

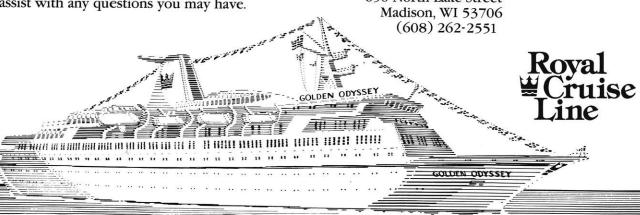


Special Group Fares and Bonus Amenities!

Early Bird Discount cruise fares begin at just \$2909 per person if booked by April 15, 1989. This includes a special 25% discount, plus FREE air fare to and from most U.S. cities. While onboard the elegant *Golden Odyssey*, alumni members, their families and friends will enjoy two hosted receptions, souvenir name badges and one group photo per couple.

For reservations and more information please contact:

Travel Department
Wisconsin Alumni Association
650 North Lake Street
Madison, WI 53706



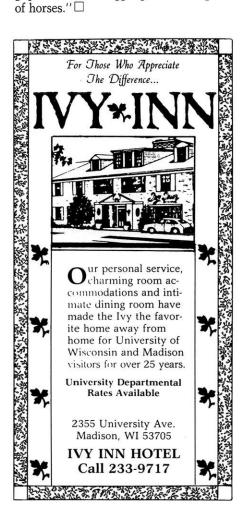
ukas arrived in Louisville the week before the Derby a different man. Last year, there was humor and whimsy and confidence. Lukas told those who cautioned him about his record, "We've been in the post parade, we've seen our silks go around the track, and we've sung 'My Old Kentucky Home.' And now we're ready to win.'

Everyone was talking about the fillyabout her devastating early speed that would give her such an edge unless someone dared to run with her. But among all those interesting horses there was no other horse with early speed except Forty Niner. Only Forty Niner was capable of challenging Winning Colors on the lead. But Forty Niner, a son of the sprinter Mr. Prospector, was not expected to be able to last for a mile and a quarter. And without another speed horse Lukas was in the position he loved to be in—he was controlling the variables. Late-running horses had to depend on racing luck; they could get lost in the pack. But a speed horse with staying power could dictate the pace and the outcome of the race. What was more, Winning Colors, despite the fact that she was a filly, simply looked bigger and stronger than any other horse in the race except the towering Risen Star, a huge son of Secretariat.

During Derby Week, Woody Stephens, Forty Niner's trainer, drilled him like a Marine sergeant. By contrast, Lukas seemed almost insouciant, letting the filly gallop at her own pace. He hadn't been so confident, he said, since he sent out Codex in the Preakness. For once, he said, everything had gone right, even the draw for post positions. Winning Colors, who would be ridden by Gary Stevens, had drawn Post Eleven, between the two smallest horses in the field, Proper Reality and Sea Trek, while Forty Niner was stuck out in the hinterland at Post Seventeen.

When the gates opened for the start of the Derby, Proper Reality and Sea Trek parted for Winning Colors like the Red Sea, and she shot out to the lead with her easy, loping stride. Forty Niner, ridden by Pat Day, made an initial run at her from his outside post, but when Stevens swung her out around the clubhouse turn, forcing him wide, Day decided that conservation was the better strategy, and he took the horse back. Winning Colors was a blaze of gray as she streaked around the backstretch alone. And in the middle of the turn, when the other jockeys would have to begin their moves, Stevens preempted them, as he and Lukas had planned, by pushing the filly up to her highest gear. Winning Colors, whose size belied her agility, had always been able to accelerate on the turns, and this time her move took the heart out of the rest of the field. A quarter of a mile from the finish, Winning Colors was flying at top speed, just as the rest of the field was beginning to get going.

When the dust cleared at the top of the stretch, only one horse had the speed left to take up the chase. Amazingly, it was Forty Niner, burning up the track like the wrath of Woody Stephens. Forty Niner accelerated out of the pack, charging past little Proper Reality, who for a moment had had only one big gray horse between him and the Derby. Finally, however, Winning Colors met the challenge, and she swept under the wire a neck ahead of Forty Niner. "My turn," said Lukas, who had watched the race on a screen in the track superintendent's office. And later he said, "I was thinking of where we started, in Park Jefferson, South Dakota, running for \$350 pots. If it can happen to me, maybe it'll give some hope to other guys out there struggling with a couple





Thursday, May 4, 1989

MORNING PROGRAM

Professor Bert N. Adams College of Letters & Science/Sociology

Professor Alma S. Baron School of Business/Management Institute

> Professor Folkert O. Belzer, M.D. School of Medicine/ Department of Surgery

> Professor Joyce Marquess Carey Family Resources & Consumer Sciences/ Textiles & Design

Professor Dennis G. Maki, M.D. School of Medicine/Infectious Disease

Professor Kenneth H. Nordsieck College of Letters & Science/Astronomy

AFTERNOON PROGRAM

Greeting Chancellor Donna E. Shalala

> Javier Calderon School of Music

AFTERNOON TOURS

Biotron Medical School Space Astronomy Lab

Previous attendees will receive a mailing in early April with full details and reservation information. Others may call or write the Wisconsin Alumni Association, 650 N. Lake Street, Madison, WI 53706 Phone: (608) 262-2551



The Wisconsin Clock

"Old times, they are not forgotten..."

With each passing hour, the old times together become more cherished. . . and what better way to symbolize those days than the University of Wisconsin Clock.

Not only a beautiful tribute, but a useful one, too. For what home or office doesn't need another clock? One designed for wall mount or display on shelf or mantel. *Especially* one that reflects your good taste and your pride in the University of Wisconsin.

Now, at last, the American craftsmen of Royal Windyne Limited, experienced makers of fine furnishings for museums, historic properties, private clubs and leading homes, have designed and built such a clock for the University of Wisconsin.

A Source Of Pride

The Wisconsin Clock is a personal source of pride, as it represents your insistence on quality and your personal ties to the University of Wisconsin.

Only the finest American components are used, because this special clock is designed to last and to be enjoyed by future generations of your family. In a world of mass production, you will own a legacy of quality.

The traditional walnut frame around the face, with handpainted gold border, the classic gold and black reverse-glass painting and the solid brass pineapple finials, the symbol of hospitality, make this reminiscent of the handbuilt clocks in

the homes, estates and offices of ancestors.

Centuries-Old Technique

Its classic, traditional design enhances any decor, and compliments your good taste. . .

- The seal of the University is reverse painted in gold on the double-thickness glass, centuries-old technique. With a rich black background, the glass is edged with a classic, painted, gold-bead border.
- The size (20"x 10"x 4") is considered to be ideal for home or office. It is easily wall mounted, or its flat base allows great latitude of free-standing use, including on a mantel, table or shelf.
- With its American-made quartz movement, (battery included) this clock is guaranteed accurate. It requires no winding, there are no



A handsome way to show your pride in Wisconsin—and what room doesn't need another clock? Ideal for use on wall, mantel or shelf. Case:20"x 10"x 4".

cords to hide and it is silent and maintenance-free.

• The face molding of select walnut and the case of kiln-dried poplar, stained to match,



are selected for grain pattern and color, and furniture-finished by hand to complement the finest room furnishings.

Personalized Engraving

An engraved plaque on a family or office clock has always been special; your "personal touch" adds even more classic character to this clock. So, upon your request, we will engrave a solid brass plaque with your name, and other information you wish, such as degree/year, fratemity/sorority,etc.



An engraved brass plaque, optional, adds your "personal touch."

And, don't forget, the gift of a personalized clock is a thoughtful, timeless tradition. We will even hand letter a special gift card and pack it with your clock—for delivery directly to the recipient, if you choose.

How to Order; Satisfaction Guaranteed

These days most clocks are either inexpensive imports or, when you find a good clock, more expensive than you're looking for. This one is tasteful, and, as you are able to acquire this clock directly from the maker, it represents an especially good value. To receive your clock, simple use the order form below, or with your credit card, call (800) 336-4678 for prompt, personal service. Satisfaction is guaranteed or you may return it for a refund anytime within one month.

If you are a graduate of the University, or have a family member who is, this is a proud and useful legacy of those fond memories of the good old days at the University of Wisconsin.

© 1989 RWL

Satisfaction Guaranteed	or Return in 30 Days	s for Full Refund
	Windyne Limited	
	Grace Street, Dept.	K2
	Virginia 23220	
	orders: (804) 358-18 EE: (800) 336-4678	399
solid walnut, poplar	ve the Wisconsin Clo r, brass and reverse-p ersity. Satisfaction g	painted glass bearing
I enclose \$159 plus	\$3 shipping, as payr	ment in full.
Also, please include	the optional person	anlized brees plaque
My written inscript		ed on a separate shee
My written inscript (two possible lines: added \$15 for this.	ion request is enclose	ed on a separate shee baces each). I have
My written inscript (two possible lines: added \$15 for this. Check or money o	ion request is enclose 30 characters and sp order enclosed for \$_	ed on a separate shee baces each). I have
My written inscript (two possible lines: added \$15 for this. Check or money o	ion request is enclose 30 characters and sp order enclosed for \$ MasterCard	ed on a separate shee baces each). I have
My written inscript (two possible lines: added \$15 for this. Check or money o Charge to: VISA	ion request is enclosed 30 characters and sporter enclosed for \$MasterCard	ed on a separate shee baces each). I haveAm. ExpressEx:
My written inscript (two possible lines: added \$15 for thisCheck or money oCharge to: VISA Account No	ion request is enclose 30 characters and sp rder enclosed for \$ MasterCard	ed on a separate sheepaces each). I have Am. ExpressEx:

For Virginia deliveries, please add \$7.16 tax for clock, and \$.67 for engraved plaque.

insignia Balfour House

- Quality Champion Clothing
 If it Says WISCONSIN—we've got it all!



- A. Wisconsin Full Front Red, white, grev
- **B. Bucky Badger** Grey
- C. Wisconsin Left Chest Grey
- D. University Seal Grey

All Styles: L-XL \$38 XXL \$42

Also Available:

- E. Reverse Weave Sweat Pants \$31 M-L-XL Red, grey
- F. Reverse Weave Shorts \$24 M-L-XL

REVERSE WEAVE®

- THE HEAVIEST, STRONGEST COTTON FLEECE ON THE MARKET
- UNIQUE KNITTING PROCESS MINIMIZES **VERTICAL SHRINKAGE IN ALL** CHAMPION REVERSE WEAVE SWEATS
- RIBBED SIDE INSERTS FOR FREEDOM OF MOVEMENT
- FULL SIZE ATHLETIC CUT
- EXTRA-LONG RIBBED CUFF AND WAISTBAND

WHY BUY A CONTENDER WHEN YOU CAN WEAR THE REAL THING?

1.00	ite ot. • Ivia	dison, WI 53703 • Tel. (6	508) 251-0	5495		
Name _	3 3 4	- (W) = - (W)			-	
					1+	
City		State		Z	ip	
specify of		ny items shipped to an addi heet of paper.	ress other	than y		please
Key Letter	Qty.	Description	Color	Size	Price Each	Total
	nd Shipping: A	dd \$2.50 for first item				
	ach additional					

☐ MasterCard ☐ Visa ☐ American Express

Wisconsin Alumni Association

650 North Lake Street Madison, Wisconsin 53706 Address Correction Requested H099604345 MEMORIAL LIBRARY -UW SERIALS-KOOM 216 728 STATE STREET MADISON WI

ALMAGZ

☐ Check enclosed

Charge Card #_ Interbank # MC only

53706

NON-PROFIT ORGANIZATION **BULK RATE** U.S. POSTAGE PAID COLUMBUS, WI PERMIT 106 THIRD CLASS