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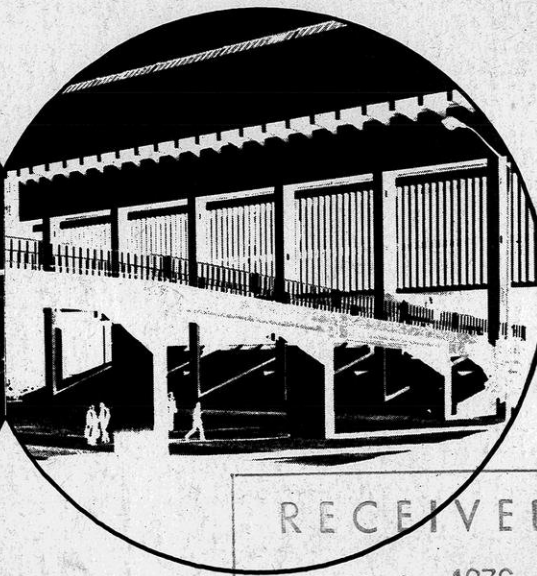
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Wisconsin Alumnus

Volume 77, Number 3



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What's Been Going
Up Here?

Wisconsin Alumnus

Volume 77, Number 3
March, 1976

- 4 Letters
- 5 Badger Bookshelf
- 6 Biofeedback Studies
- 11 What's Been Going Up Here?
- 14 University News
- 19 Alumni News
- 30 Your New Campus Map

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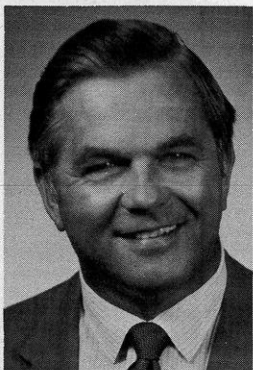
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On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

On page 14 of this issue you'll read a short news item that reports an unfortunate first for this campus, the denial of enrolment privileges to some qualified students. Since we knew you would want to discover more of the background than we have room for on our news pages, we're reprinting here that information as it appeared in the March issue of MADISON NEWS-LETTER, the monthly publication for the campus community.

The Closing Door

For the first time in its history, the University of Wisconsin-Madison will deny admission to some qualified freshmen seeking admittance.

About 1,000 qualified prospective freshmen soon will be sent letters of denial for admittance to study here in the fall semester.

Madison Chancellor Edwin Young said the denials were made "reluctantly." "No one in the University is pleased about this decision but we do have to face the circumstances of limited capacity."

Accompanying the denial letters will be information on a Higher Education Location Program run by UW Central Administration which gives information on other System campuses where there is space remaining for the fall semester.

About 7,000 prospective freshmen have been accepted for next fall, with about 4,200 expected to actually register.

A painstaking process was followed to select the freshman class of 1976, according to Director of Admissions Lee Wilcox. Nearly 2,300 applications were reviewed individually by at least two persons in his office. Final selection was made on the basis of "the likelihood of academic success." The criteria included: Nature of the high school curriculum; the school itself; test scores, if any; recommendations, and trends or patterns of each student's grades. In cases of equal likelihood of academic success, preference was given to those students living within a forty-mile commuting distance of the Madison Campus. By geographic breakdown, the denials represent about 65 percent in-state applicants and 35

percent out-of-state, accurately reflecting applicants to the freshman class.

In 1975 the UW System Board of Regents directed the UW-Madison to establish enrollment limitations based on funding available from the State Legislature. Each of the degree-granting campuses made decisions on how many students could be accommodated through which programs. . . . If free access were allowed to run its course, total enrollment would surpass 40,000 at the UW-Madison this fall. Officials are aiming for a fall target of 39,500 to stabilize enrollment.

Wilcox pointed out that transfer applications for next fall still are being accepted. Students denied admittance now may attempt to transfer to the UW-Madison at a later date. He said the denial letters "will end much uncertainty, but will produce even more anxiety among students, parents, and counselors."

Letters

Another View on Death

I rejoice that the *Wisconsin Alumnus* could find room in the November, 1975 issue for Dr. Schoville's able and scholarly discussion of death. It is a topic of undying importance, but one seldom broached in the pages of alumni journals. However, much as I admire this article, I cannot accept its conclusions.

My difficulty begins with the basic assumption explicit in this paragraph: "What is it to be human? Man is flesh, *soma*, in line with Wald's definition of death given alone, but man is more than this. In the more recent medical definition of death as 'the cessation of cerebral activity despite the presence of biological functions' is a tacit assumption of the existence of a non-material aspect of human existence. *Man possesses some element or 'principle' substantially different from the biological forces and matter that comprise his living body. The element has been variously described as mind, spirit, and soul. It is an abstraction but it is nevertheless a reality.*"

What I regard as a misleading concept is clearly stated in the italicized lines. Moreover, to the question-begging words, "mind, spirit, soul" I would add the empirically meaningful words, "self" or "personality" and remind the author that as William James wrote so many years ago, the self is not a single principle or element but that we have "as many selves as there are persons who know us."

We can cut through Dr. Schoville's dilemma if we stop thinking of "the self" as our spiritual body image, a diaphanous reality in space. It is really an event. It is "a happening," an emergent quality of bodily activity existing solely in time. Where does the light go when the candle is extinguished? A meaningless question. What follows it? Darkness. A real question.

Our "lives" are our "histories" and one speaks mere truth, not eloquent praise, when one says at a man's death, "He belongs to the ages." Things, or objects in space leave a residue. When ended, events leave not residue but consequences. Like sound, itself an event, great personalities like great sounds go "echoing down the rounds of time." The law of cause and effect is a basic aspect of time even as gravity is the very fiber of space.

Finally, as Dr. Schoville says, Freud was doubtless correct about man's feeling for his own immortality. No least link is ever dropped from the endless chain of cause and effect. But ancient peoples, from the dimmest past, have struggled against the confusion wrought by the belief

the "self" or "soul" or "Ka" is a thing. They have been heedless of the wisdom in Lucretius words, "When we are, death is not, when death is, we are not." After death there is no residuum of "self" or of "person" or to name a mystical element, of "soul" or "spirit." We indulge children in the fantasy of a belief in Santa Claus and good and bad fairies, well aware ourselves that the names do not denote substances but, at best, values. We indulge ourselves in a belief in a "mind" stuck as full of ideas as a pincushion is of pins, although long ago we should have accepted William James' "stream-of-thought" and discarded the mystical pincushion. Man troubles himself needlessly when he mistakes the flow of conscious behavior, ever-changing, ever-novel, emerging from changing relationships in bodily states, a marvelous and almost incomprehensible flux with the spatial endurance of a stone, or the relative permanence of "the everlasting hills." Once and for all the self is not a thing, even though man has the uncanny skill to double on himself and view his passing consciousness as an object among other objects in his world.

Ethel Sabin Smith '08
San Jose, Calif.

African Connection

Thank you for the timely article in January by David Wiley. "The African Connection" was a noble attempt to bring to the attention of the alumni some facts and insights about African society, economy, polity and culture which might stimulate some thinking and some reordering of priorities among financial supporters. Such information was long overdue, of course, and wasn't helped by the article which followed written by a 1974 alumna, and which reeked with typical white American classism and racism in spite of apparent efforts to appear otherwise.

I have often wondered why I continue to read the *Wisconsin Alumnus* when so little of it ever reflects the other than elitist country-club syndrome. The air of superiority and snobbery that usually emanates from the pages and which reinforces the whole UW posture of omnipotence, is so foreign from the real world in which some of us alumni daily operate, that it is difficult to tolerate. Wiley's sharing was a refreshing change, although I imagine the significance was lost to most readers. In fact, I'll bet many are still hung up on being identified with those Americans who are ignorant, insensitive, deceiving, patronizing, exploiters and cheats.

Wisconsin Badgers? Never!

May I respectfully offer two observations for the African Studies Program director: (1) Black Americans have more than two hundred years of historical evidence that America's short-sightedness regarding the African connection has never been temporary, but rather was permanently fixed since at least the landing of the Mayflower; and (2) If the percentage of Black Americans included in the thirty-five ASP faculty, and the over one hundred other faculty who have had the opportunity to research, teach, and live in Africa, is as small as I suspect it is, I, for one, am not chagrined to learn that your funding remains inadequate and uncertain.

Dolores Simms Greene '51
McFarland, Wisconsin

Mr. Wiley responds: *While American foreign policy concerning Ireland, Cuba, Israel and most European nations is watched carefully by a national lobby, the beginnings of such a lobby for Africa can be traced only to the 1960s. Unfortunately, if instruction about Africa has been poor in the average American school, it probably is worse in the average black American school, which, on average, has fewer resources for audio-visual materials and accessory texts on Africa. That, too, is changing, and we find a new interest in predominantly black schools. It is this lack of interest in Africa that is the source of our lack of funding to bring Africa into the schools. It is not the lack of blacks on our staff. Of the thirty-three faculty who teach regularly about Africa, seven (almost one-fourth) are black, of which three originate from Africa. The ratio could be better, we admit, but it is not insignificant.*

... Having been in Africa half a dozen times, I found the article most interesting . . . (But) I wonder whether (Prof. Wiley) wasn't resisting a temptation to speculate as to what would be the present status of the lower tiers of Africa, (and) the outlook for those countries without the white men. I know this sounds chauvinistic. Yet despite the Hilton and the Conference Center and the impressive appearance of Kenyatta at the World Bank meeting, even Kenya and certainly other countries south and west have changed—for better or worse—as a result of the white man's presence. Now that he is being driven out—many have been and more will be—what of the outlook? I have friends in Rhodesia and in South Africa who are engaged in what

continued on page 26

Badger Bookshelf

Recent books of general interest by alumni, faculty, and former students.

Thomas M. Coffey '43

THE LONG THIRST

Norton; 319 pp.; \$9.95

Prohibition cost the taxpayers \$129 million in largely ineffectual enforcement efforts, birthed a new breed of gangster to turn city streets into battlegrounds, gave religious and racial bigotry a field day, and failed. This makes Prohibition a fairly dismal episode, and yet when an able writer tells the stories of some of those involved in it, whether national figures, suddenly rich losers, sharks or short-term heroes, the human comedy takes center stage.

Coffey starts with the national angers that motivated the passing and eventual repeal of the Eighteenth Amendment—those of political parties and interest groups—so that we get the big picture. Then he brings on the principals and fringe figures.

In again, out again they weave (some literally) through his admirably researched documentation. There's roly-poly Izzy Einstein, an ex-postal clerk whose masterful disguises made him the most successful enforcement agent the government had, so the government fired him. There's Larry Fay, a cab driver on a roller coaster ride to illegal wealth, with Texas Guinan joining him at the start but knowing when to get off. There's Chicago's Mayor Big Bill Thompson, friend of the working hood, and comedian Joe E. Lewis, surprised to find himself the enemy of one.

There's the bigoted Methodist bishop, James Cannon, with feet of clay up to the knees, and George Remus, a bootleg baron who gave away 100 new cars to as many ladies attending his mansion-warming. And Bill McCoy, a rumrunner whose reputation for delivering good goods gave rise to the appellation "the real —." We meet Al Smith, Warren G. Harding, F.D.R. and Herbert Hoover. There's William Jennings Bryan and the Anti-Saloon League's Wayne Wheeler, a martyr to his convictions. There's Al Capone et al, and Pauline Sabine and her Women's Organization for National Prohibition Reform.

They're all here and more, funny or tragic or both, carefully limned in this lively history of one of our major national bloopers.

Prof. Wm. L. Sachse
History Department

LORD SOMERS: A POLITICAL PORTRAIT

UW Press; 323 pp.; \$25

This is the first full biography of Somers, who served as Lord Keeper and Lord Chancellor during the reigns of William and Mary and of Anne, and who was a significant figure in the formulation of England's Bill of Rights. Nicely told, scholarly and factual, it is confined to his public life and demands a working knowledge of English history.

Caroline Bird (Mahoney) '39

ENTERPRISING WOMEN

Norton; 248 pp.; \$8.95

Timed to capitalize on the women's lib/Bicentennial market, here is a book that can help a lady win a bet with a male chauvinist. From it she can rattle off statistics about a number of American women who, from Revolutionary days on down, made an entrepreneurial go of it in the "man's world" of business and the professions. Some merely took quiet, unexpected initiative to help save farm or firm, others went on to fame. The book jacket promises that Miss Bird "rescues from anonymity" her chosen women, but she doesn't. Never does she probe deeply enough to show that they were people, let alone to help us discover qualities that lift an individual above the crowd. The result is a lifeless parade of look-alikes.

Eugene Kinkead '28

A CONCRETE LOOK AT NATURE

Quadrangle; 240 pp.; \$7.95

Five of Mr. Kinkead's thirteen chapters appeared originally in *The New Yorker*, which is not surprising since he has been a stalwart of that magazine's editorial staff for more than forty years. All of them have

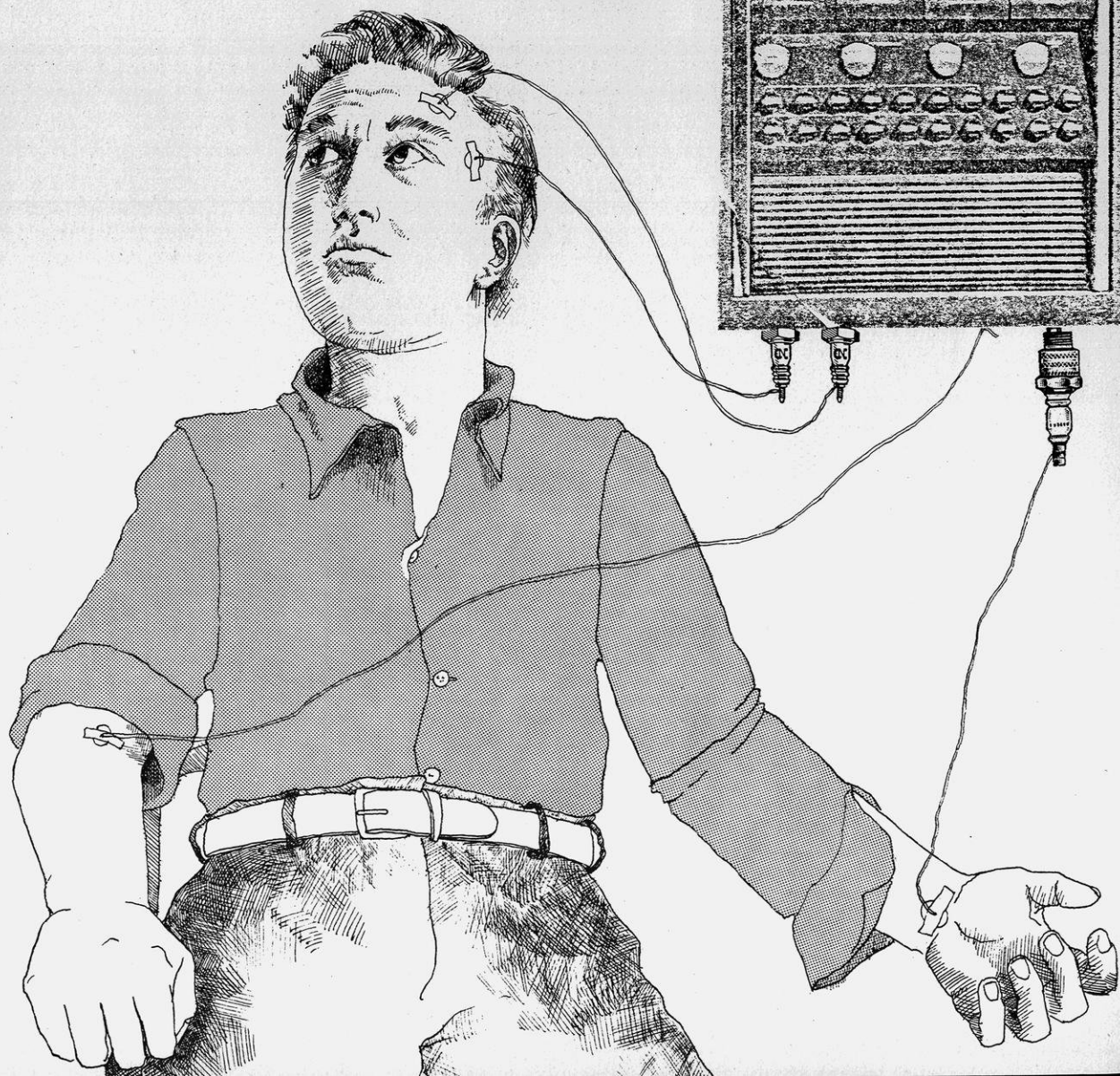
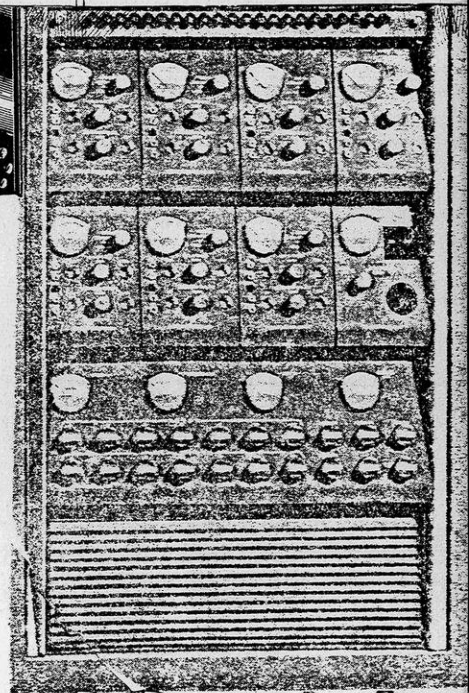
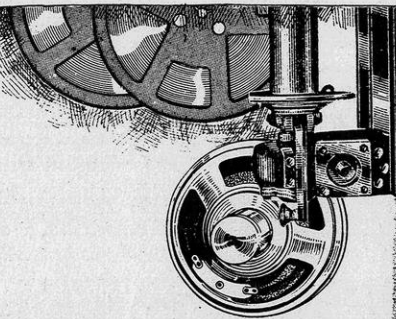
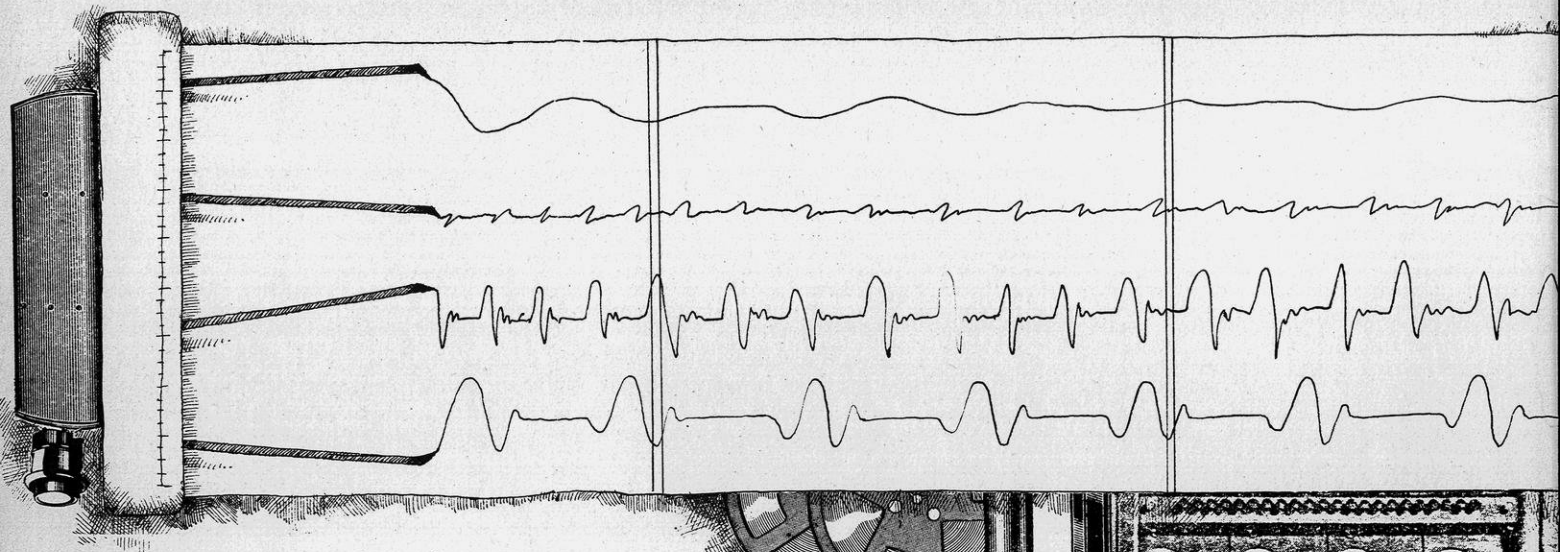
to do with some of the surprisingly pastoral aspects of the city and its environs. There is, for example, a hard-working game warden for Manhattan, and there's a stand of virgin timber in the Botanical Gardens. There are people who pay attention to the microscopic animal life of Central Park, and who like to talk to a good interviewer about it, as do some of the residents of a rural Virginia area which was doused with thirty-one inches of rainfall in an eight-hour period in 1969. The reader who is well-informed about New York and the East may find his enjoyment heightened thereby, of course, but the author so clearly savors uncovering the unexpected and telling about it in that clean *New Yorker* prose that unfamiliarity with the locale will hardly matter at all.

Mortimer G. Rosen '52 MD, and Lynn (Schwartz) Rosen '52 Ed.D.

IN THE BEGINNING: YOUR BABY'S BRAIN BEFORE BIRTH *Plume; 136 pp.; \$3.95*

This fine little paperback may well become the book that precedes Spock in the lives of most prospective parents. Moreover, its honesty in correcting myth makes it important reading for teenagers and an excellent guide in answering the younger kids' questions about what happens after conception. (Hard to believe that one text can speak to so broad a span, but this does.) The Rosens begin with the fundamentals—all the things you've forgotten from Zo lab about the cell, its nucleus, chromosomes, etc. Then, since everything that influences the development of the fetus is first "computerized" in its developing brain, the Rosens discuss these stimuli in the light of new research in brain waves. It's all about nutrition, drugs, stress, happiness, noise—the whole fetal environment, and it's *without* scare technique. It's a warm, joyful, authoritative primer that should lead to wiser parents and healthier babies.

continued on page 17



Doris Ettlinger : illustration



Biofeedback

Frank Gates, a middle-aged businessman, sits alone in a room quietly concentrating on relaxing. Tiny electrodes glued to his forehead detect minute changes in his muscles and send the information to stark cabinets standing like monitors around the room. The tone Gates has been listening to gets softer. He is beginning to relax.

The setting is a biofeedback session. Gates is learning to control his tension headaches. He is typical of the growing number who come to the campus Biofeedback Clinic, headed by Charles C. Cleeland MD.

Dr. Cleeland teaches this new form of body control which is sweeping into psychologists' and physicians' offices across the country. It allows the patient to observe changes in his body, then helps him learn to manipulate them. Cleeland's work centers around control of tension headaches, but therapists elsewhere are using it to help influence heart rate, general anxiety and brain waves. (How patients learn to regulate these systems is not completely understood, says Cleeland, but they *do* learn to know when they have reached a desired physical state).

Therapists in the field use specially designed equipment to monitor body changes and to allow the patient to see them. Electrodes record scalp muscle tension in the headache patient, who hears a continual tone which varies with the degree of tension. Gradually, he identifies general feelings associated with different levels of the tone. By attempting to maintain these feelings he learns to control the tone and, therefore, to reduce the muscle tension.

Public enthusiasm for the technique is reflected in the growing list of books on the subject; some have become best sellers. Most bookstores group them in sections on mystical body control along with yoga, zen and transcendental meditation—the subjects which respond to our desires for increased self-worth and confidence through mastering something in ourselves. But Cleeland says biofeedback doesn't belong in this category: it is fundamentally different from the others because—granted that it aims at self-control—its approach is technical rather than philosophical. The transducers and amplifiers it uses remove the mysticism. Yet I found a near-mystic excitement in talking to Cleeland about it. It's a new kind of learning—learning applied to the autonomic nervous system which controls the blood vessels, the glands, the intestinal tract, stomach and brain. These are the organs over which mankind has always been thought to have little control.

Cleeland gets excited about his subject, too. "Two advances brought biofeedback to the point where it is today," he says. "The first was the electronic revolution. With a mushrooming knowledge bank, it didn't take much money to develop instruments to monitor changes in the body, whether they were heart rate, muscle potential or brain waves. With the electronic revolution came learning *evolution*. In the Fifties, researchers in psychosomatic medicine began to oppose the age-old dogma that some physiological responses in the autonomic nervous system could be merely *classically* conditioned, using a specific stimulus to evoke the response and then rewarding it, as Pavlov rewarded his dogs. We had always

***Not a cure-all,
but getting a lot
of attention here.***

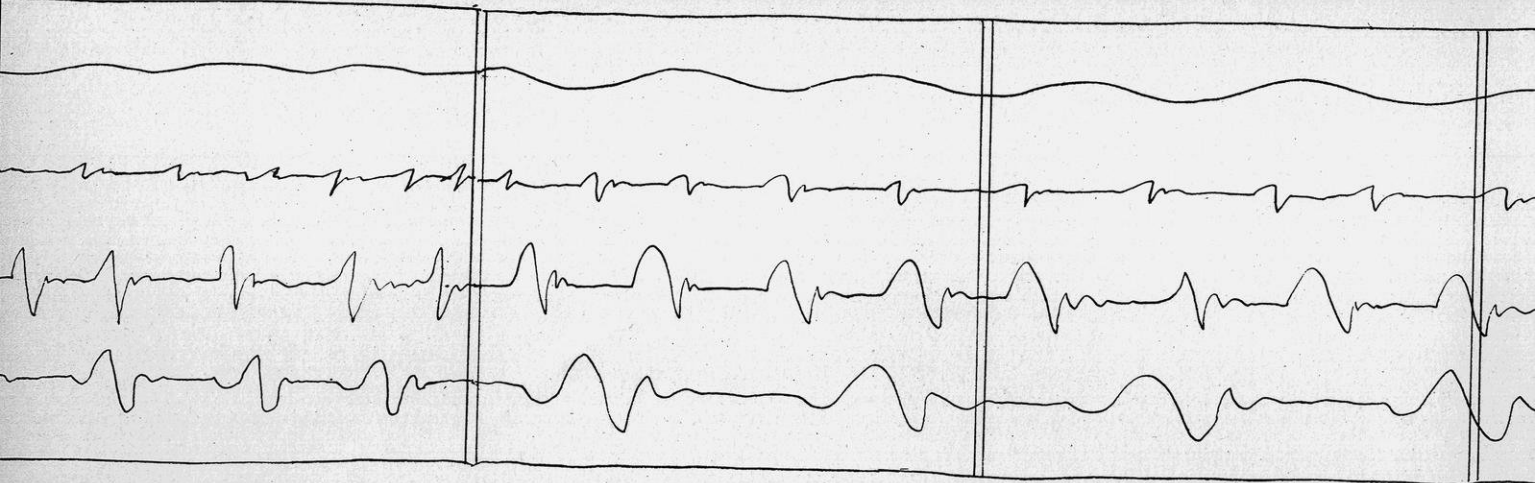
**By Kris Luttropp Hancock '69
UIR Science Writer**

been taught that you couldn't promote learning by rewarding a response that happened on its own, so you could not control heart rate, gut movement, sweating or other autonomic responses.

"But now researchers pointed out that patients *often* learn responses operantly, without a specific identifiable stimulus. For example, someone who, early in life, got attention when he complained about a stomach-ache, might thereby have 'learned' excessive secretion of gastric juices which have caused his ulcers today. That's what we mean by operant conditioning. By the Sixties, medical people were beginning to agree that the theory was quite logical; resistance to it began to break down. Those who had disagreed were swayed when researchers showed, for example, that a subject could consciously control levels of sweating. (Skin sweating was a natural starting point for biofeedback research because it produces easily measured electrical impulses.) Later it was proven that this control could be applied to heart rate and even the rigidity of the blood vessels.

"Operant conditioning is much more permanent than *classical* conditioning, and knowledge of some of its secrets has meant a significant breakthrough in the conditioning concept."

Clinical psychologists were interested immediately in applying biofeedback to the control of anxiety, so they quickly went on from skin sweating studies to the monitoring of skeletal muscle tension, another anxiety symptom. Here at the Bio-



feedback Clinic, Cleeland explains, it is one of the primary areas of study, associated as it is with tension headaches. "A lot of headaches are caused by greatly increased contractions of the scalp muscles. Now we can actually measure that contraction. The 'baseline'—the average—varies greatly between people, sometimes as much as tenfold. We can bring someone in off the street, measure his scalp muscle tension at rest, and predict whether he is prone to tension headaches. We can train our patients to decrease their baseline level by letting them hear the degree of contraction and having them bring it down slowly over time."

How is the testing and teaching done? "First," Cleeland says, "we establish whether the headache is or is not the result of muscle tension. We get the person to contract his muscles. If he begins to develop a headache, it shows that his previous attacks were probably tension-related. Then we have him decrease the tension. He may get and lose a headache in the first session. That's a pretty powerful demonstration of control of the body."

After the initial visit, patients come to the clinic once or twice weekly for six to eight weeks, until they

learn to relax. They are also encouraged to practice at home in fifteen-minute sessions. "You *have to practice*," Cleeland says. "Physiological control is a motor skill. It's like learning to play golf or a clarinet. You don't just go out and do it."

During the early sessions a continual tone, which varies with the degree of muscle tension, tells the patient how relaxed he is. He gradually begins to associate general feelings with the different tone levels. Eventually he begins to recognize when he is tense without using the tone.

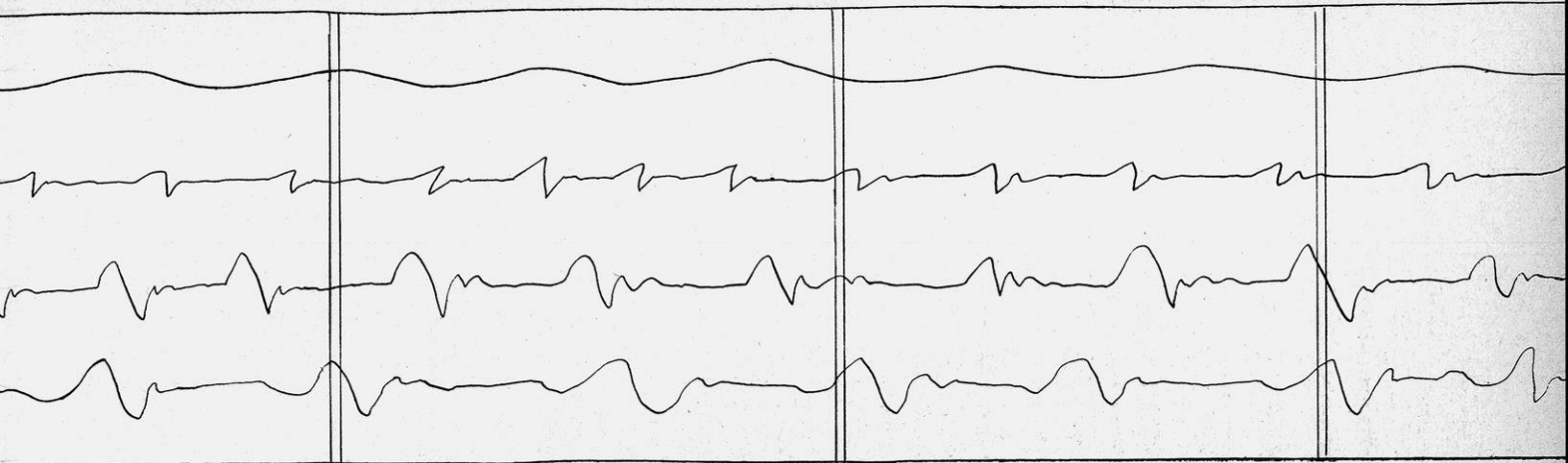
"The success rate is high. Seventy to eighty percent of the patients who have tension headaches show improvement after they learn to lessen their muscle contraction. Many of the other illnesses which show promise of treatment through biofeedback are also 'learned' illnesses—habitual maladaptive physiological patterns—often triggered by *stress*. Some of us react to it with tight muscles, developing headaches or backaches. Others contract their blood vessels and may develop hypertension. Biofeedback helps patients learn new ways to react to stressors.

"Besides helping 'cure' learned illnesses, it appears that biofeedback is useful therapy for some of the purely *physiological* complaints, too.

These are brought on by a particular stressor, but they remain after the stressor has passed. It's like leaving the stereo amplifier on loud after the party is over. Biofeedback appears to help 'turn off' some of these illnesses without the use of drugs and without any known side effects. It also gives the patient great satisfaction to be able to do something for his discomfort other than open a pill bottle. It's an entirely new concept of the body as well as in learning. We've noted that the confidence which a patient gains in using biofeedback for a particular symptom often spills over into other areas. If some new disorder develops, he might think 'What am I doing to contribute to this, and how might I control it?'"

Cleeland is using biofeedback in treatment of torticollis—a muscular disorder which prevents victims from holding their heads upright. And he is getting more involved in the care of other disorders such as malcontrol of the anal sphincter, which may be caused by a neuromuscular disease or injury.

To some, biofeedback's potential seems virtually limitless. Indeed, California biologist Barbara Brown, in her best seller on the subject, "New Mind, New Body," claims that some day man may be able to tell his body that it has lived long enough. The result . . . instant death. This sensational approach annoys Cleeland,



although he doesn't preclude the scientific possibility of such a dubious achievement by man someday. But he feels that such unrealistic goals discourage people from getting involved in biofeedback when, quite naturally, he believes it should be encouraged. He objects, too, to Brown's strong support of biofeedback to increase emission of alpha brain waves, currently one of the more popular areas of biofeedback research. Alpha waves are one of three brain waves which neurologists measure in electroencephalograms (EEG's). Historically, alpha was the first brain wave researchers were able to measure. (Alpha waves are easy to measure since they have the greatest amplitude of any brain wave and most people produce a lot of them.)

"That research still shows contradictory results, so Brown's enthusiasm is unwarranted," Cleeland says.

"Much of the interest in this area comes from researchers who relate alpha to transcendental states. They studied disciples of yoga and zen who had quite a bit of alpha, and thereupon decided it would be

great if they could teach people to have the transcendental calm experienced in meditation. But alpha isn't always related to calmness. Some patients preparing to have brain surgery show high alpha levels, and they're not very calm! True, a general increase of alpha has been detected during biofeedback sessions, but it's difficult to determine whether the person is just getting used to the testing or if he is consciously producing more alpha. Whatever increase is present is *slight*, and no clinical utility has been identified. Different cultural groups react to alpha in different ways. 'Hip' people think it's the greatest experience since drugs, while 'straights' usually say they feel no differently even when their alpha is high. Overall, it's difficult to make any generalizations about alpha, because I've seen very calm people have low alpha, while it is relatively high in some tense people. Maybe the use of alpha wave indicators in biofeedback sessions won't *harm* anyone, but the patient may be disappointed by the promise of a cure or of increased relaxation."

Quackery has already entered the field, with commercial firms producing

mini-detection devices to be used by the biofeedback enthusiast at home. Cleeland warns that many of these have not been adequately tested, and—again, though not necessarily dangerous—not accurate or helpful, either. He cited one such product which was advertised to measure forehead tension, but which actually detected the electric current running through a nearby light-bulb. The user thought he was listening to the level of tension of his muscles, while he was in reality monitoring the lamp!

On this campus as elsewhere, psychologists, physicians and other health-care professionals hold divergent views of biofeedback. There are those, like Barbara Brown, who feel it has endless potential. And there are those who dismiss it entirely. Others, such as Dr. Cleeland, believe it may have great promise in specific therapeutic areas. "It's a new and exciting way of looking at learning and disease," Cleeland says. "Perhaps there will be many more disorders for which it can be used: only careful research will determine that. But already I think it has made a unique contribution by giving individuals a new way to control their bodies without the aid of physicians or psychologists."



Waisman Center on Mental Retardation and Human Development (1973)



Education Science and Teacher Education (1972)

If you ask the people in our Department of Planning and Construction they'll show you a list of *eighty-five* major building projects completed on campus since 1960. The program has added nearly 4,000,000 square feet assignable to the 125 departments which offer 3500 courses each semester. It brings to 353 the number of campus buildings. It cost \$215 million, but only a little more than half came from Wisconsin taxpayers; a kingsized 43% were gifts (including WARF) or federal grants or are self-amortizing.

The boom building years were 1963, 1964 and 1967, with eleven new ones in '63 and twelve in each of the other two. Those were the years of some of the more visually exciting projects, too: the Gymnasium/Natorium on the west campus, Van Vleck Hall for mathematics, the Law School renovation, Alumni House, built entirely with \$790,000 contributed by our friends, and the monolithic Van Hise Hall, just west of Bascom, to house Central Administration for what is now the UW System.

Because they can be nothing if not functional, today's campus buildings are of mixed design, as this random selection of photos shows. But they seem to fall into groupings, too. The tall, skinny ones are found mostly west of Bascom Hill. East of it—the Communication Arts on University, and the Humanities, the library addition, the University Bookstore/Calvary Lutheran Center and the Catholic Center—hunker solidly around the new State Street Mall, products, a wag said, of the "Lego School" of architecture.

All told, those 350 buildings stretch more than a mile-and-a-half on an east-west line, and a half-mile between Lake Mendota and Regent Street. We've put a map on pages 30-31 to show you exactly what's here. But why not come back soon and see for yourself. You might not recognize the old place, but you'll probably like it.

What's Been Going Up Here?

Waisman Center on Mental Retardation and Human Development (1973)

2505 Marsh Lane (Far northwest corner of campus, just east of Shorewood)

Houses a school for the mentally retarded, and is run as a multidisciplinary, coordinated research and training center for those who plan to work with them.

Education Science and Teacher Education (1972)

Block bounded by Mills, Johnson, Brooks and West Dayton streets

Two structures in a planned Education Complex, to be concluded when and if the remaining funds are released by the state. These two contain a teaching-and-research facility for the School of Education and its Research and Development Center.

Vilas Communication Hall (1972)

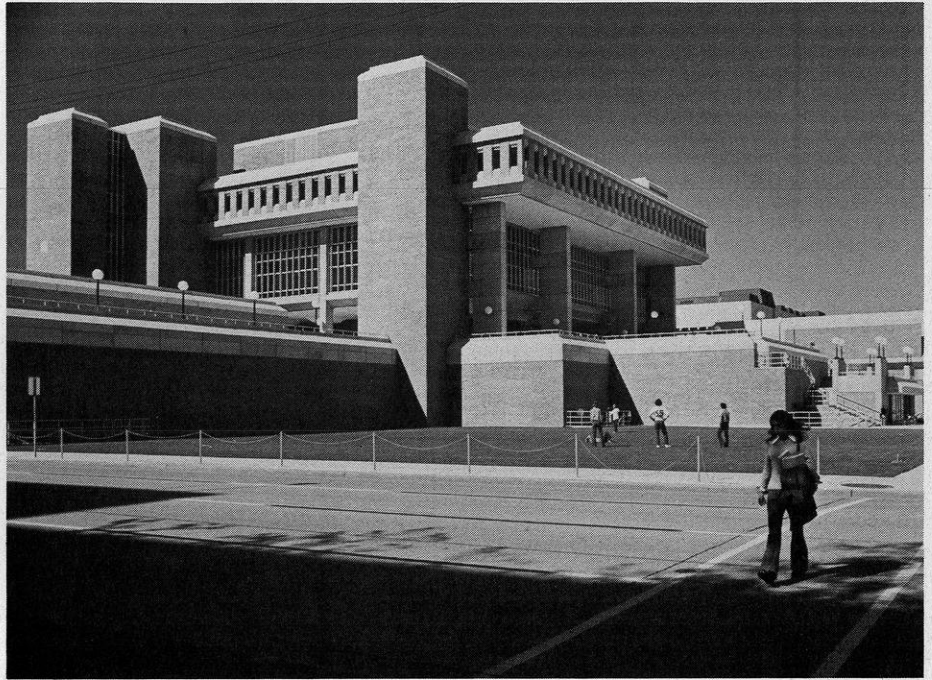
Block bounded by University Avenue, Johnson, Park and Murray streets

The massive Vilas contains just about every area involving communications: the School of Journalism, WHA-radio and TV, the departments of Communication Arts and Theater-and-Drama. Murray Street, at the building's east end, has been closed to provide a blockwide mall.

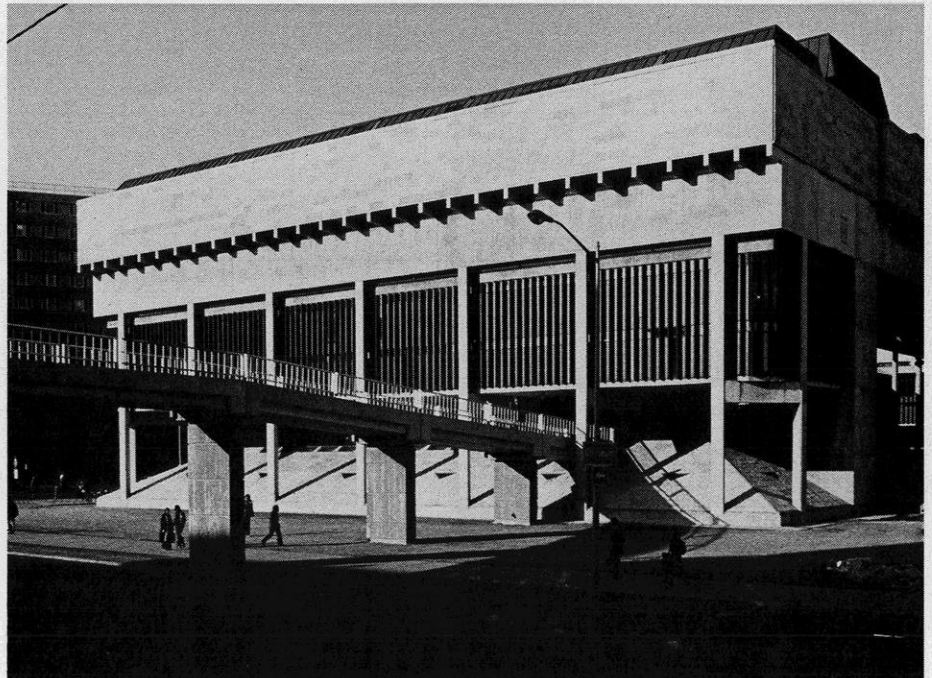
Humanities Building (1972)

Park Street from State to University

Once there was a bursar's office at one end of the block and a popcorn stand at the other, and between, the row of frame houses from which arpeggios rang on the spring air. Now the musicians are all behind concrete, as are the Art and History departments.



Vilas Communication Hall (1972)



Humanities Building (1972)

photos: Norman Lenburg



Elvehjem Art Center (1970)

Elvehjem Art Center (1970)
University Avenue and Murray Street
 Snuggling up to the Humanities Building is the handsome EAC, built with \$3.3 million in gifts from individuals and businesses. It's rated as one of the top five university art museums in the nation.

photo: Mary Schjonberg

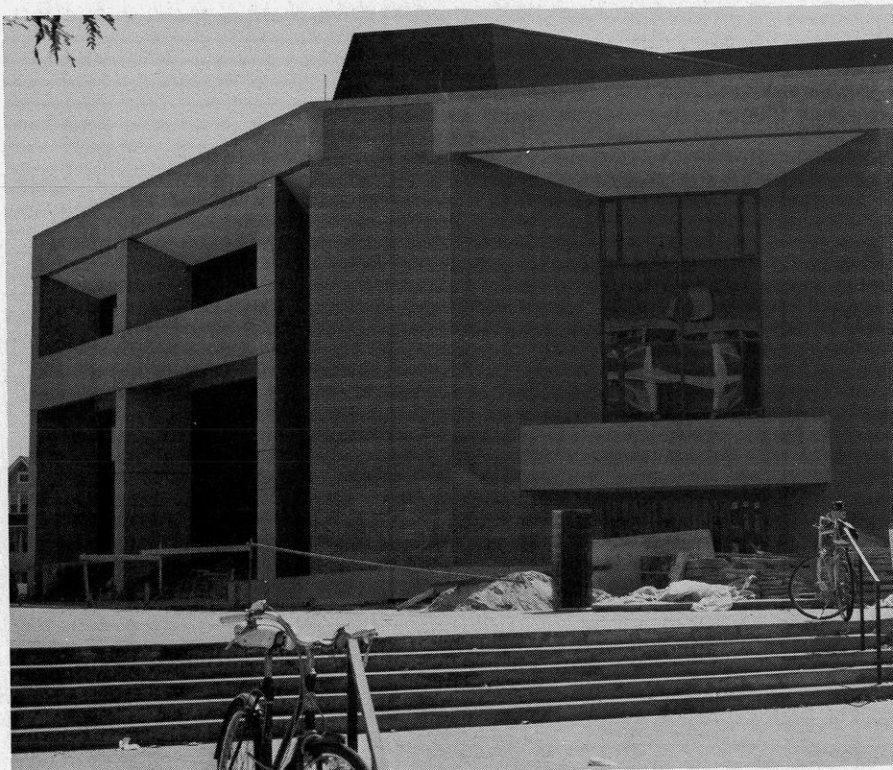


Lewis G. Weeks Hall for Geological Sciences (1974)

Lewis G. Weeks Hall for Geological Sciences (1974)
Southwest corner of Charter and Dayton streets

The largest gift ever presented to the University by an individual—more than \$2.5 million—from geologist Lewis G. Weeks helped bring into being this structure for teaching and research, offices and a library for the departments of Geology and Geophysics.

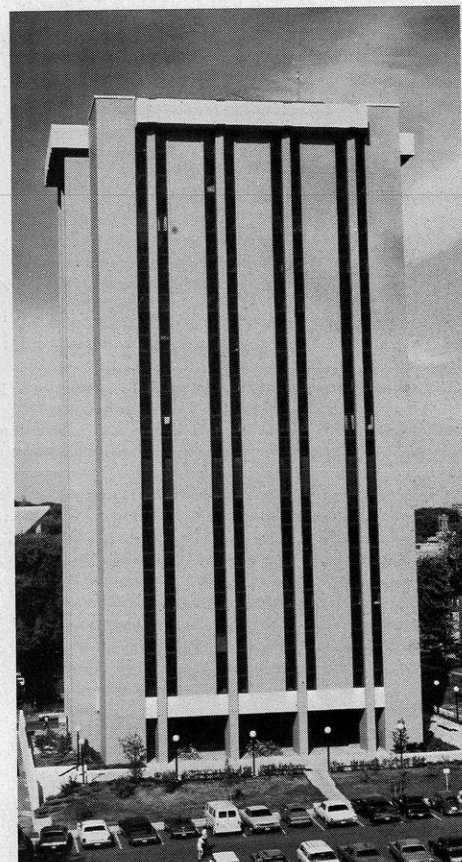
photo: Del Brown



Engineering-Physical Sciences Library (1976)

**Engineering-Physical Sciences
Library (1976)**
Randall and Dayton streets

Now they've got it all together in a centralized, modern library for students in the College of Engineering and related physical sciences.



Earth and Space Science (1968)

Earth and Space Science (1968)
*Dayton, between Charter and
Orchard streets*

Research unit for departments of meteorology and space science.

Enrolment Limits Set

Undergraduate enrolment limits have been set at 25,700 for next fall, to be reduced to 25,000 by 1979. The figure was confirmed by the Board of Regents at its February meeting, after it was proposed by the Faculty Senate and endorsed by Chancellor Edwin Young. The senate also voted to tell an expected 1,000 applicants that they must be turned away because the State Legislature has refused to provide the necessary funds to permit the campus to handle all applicants "who are fully qualified and anxious to attend."

"This resolution should place the blame on state government and be sent to the people most likely to suffer," said math professor Anatole Beck. He was supported by John L. Phelan, history professor, who said it is "important to put the blame on the Legislature, or the people will blame us. This policy is being forced down our throats."

Added to the 25,700 undergrads will be an expected 9,200 grad students, plus up to 870 in Law School and 639 in the Medical School, for a total regular enrolment of 36,409. There are also approximately 1,500 "guest" and "special" students anticipated. These are mostly adults from the Madison area who audit courses.

Current enrolment on campus, including guest and special categories, is 36,902, a record for a second semester.

Second Alleged Bomber Captured

In mid-January, after five years underground, David Sylvan Fine was arrested in San Rafael, California for alleged involvement in the 1970 bombing of the campus Army Math Research Center in Sterling Hall. Federal charges against him are: destruction of government property, sabotage, conspiracy, possession and the use of a destructive device, and unlawful flight to avoid prosecution. The State of Wisconsin charges him with murder (a graduate student was killed in the explosion), damage to property by explosives, possession of

explosives, and arson. Fine was placed under \$1-million bail by a federal judge in California and brought back to Madison.

Here the bail was reduced to \$50,000 by Federal Magistrate Barbara Brandriff Crabb '60, and Fine was released to the custody of James E. Rowen '67. The fact that Rowen is an administrative assistant to Mayor Paul Soglin '66 caused a spate of controversy in letters-to-editors. Both Rowen and Soglin were noticeably left of center during their student days, and opposition to their entrance into the case was focalized in a *Milwaukee Sentinel* editorial: "... Reducing bail to the point where it is no longer commensurate with the magnitude of the crime charged, and then creating the opportunity for Fine to be placed in the custody of a former colleague—whose boss also happens to have been active in the antiwar movement—smacks of excessive leniency."

On the campus, disputes arose when *The Daily Cardinal* announced that its board had voted to give \$5000 toward Fine's defense fund, because "(He) is being tried by the government against which his antiwar activities were directed. . . . Only with the strong monetary and political support of the community can his efforts to secure a fair trial succeed." The vote was controversial because the *Cardinal* takes about \$7000 annually in free-rental space in Vilas Hall. The opposition *Badger Herald*, (which has refused the offer of free space because "we oppose any taxpayer support for any student newspaper"), editorialized that "The Regents decided Wisconsin taxpayers ought to support the survival of the *Cardinal*. . . . The Regents did not decide the taxpayers ought to support any private object of the *Cardinal's* bounty."

The *Cardinal* action had to be approved by its Board of Control, composed of seven students and three faculty. The latter have veto power on matters of finance, and they exercised it in this case, the first time since 1938. The following day the *Cardinal* ran a red banner head, "Knifed In The Back," and quoted Fine, a former staffer, who had dropped into the

offices to announce that the board veto meant, "... the University has made it clear: no justice for David Fine."

That same night, with Fine and Rowen in the house, the senate of the Wisconsin Student Association voted to donate \$2000 to Fine's defense because, among other reasons, "... the bombing of the Army Math Research Center was not the result of a few individuals but the result of a long struggle and movement to stop our military involvement in Southeast Asia." But this plan, too, ran into trouble when, a day or so later, a newly formed group sprang up. It called itself Students for Students, accused the WSA senate of failing to represent the majority, got 5000 student signatures—enough to put the measure as a referendum during the regular April campus elections. The WSA senators agreed to kill the measure. A spokesman for Students for Students emphasized that its action was not against Fine, but that "We believe student funds should go to causes that students are involved in. The money should stay on campus." Meanwhile the *Cardinal* mounted a crusade against its articles of incorporation, threatening a strike unless changes were made to give "all board members . . . votes of equal weight in regard to financial, business and corporate policies." The Board of Control gave preliminary approval to the proposed changes, and they now go on the April student ballot, where they will need majority support of the voters.

Fine's federal trial begins here May 17. He is the second of four men originally sought in the bombing to be apprehended. Karlton L. Armstrong was captured in 1972 and is now serving a twenty-three-year sentence at Wau-pun. The two others, Armstrong's brother, Dwight, and Leo F. Burt, are still at large.

In addition to the lone death, the explosion, which occurred at 4 a.m. on the morning of August 24, 1970, injured three persons, one of whom was at the time a patient in University Hospitals, across Charter street from Sterling Hall. Insurance

The University

investigators set total property damage at \$2.7 million. Sterling Hall was virtually destroyed, with damage done to the Physics-Pharmacy building, University Hospitals, Birge and Van Vleck Halls, and the new Chemistry building.

Regents Nix State's 'Academic Audit'

"When an accounting firm audits the Joseph Schlitz Brewing Company, it does not go out and taste the beer, nor does it talk to the consumers of the beer, to ascertain whether Schlitz is doing an effective job of producing it." That was one of the analogies used by Regent F. J. Pelisek to explain, at the February meeting of the board, why he opposed a review of academic programs by the Legislative Audit Bureau. Regent John M. Lavine put it another way: "I would never dream of taking on the Legislative Audit Bureau on the subject of whether you have the right to audit finances. . . . But the idea of looking at how economically a nurse can be trained scares the living hell out of me, because I really don't want a nurse to be trained economically. I want her trained for . . . the kind of future she is going to have to handle, and I think the last thing you look at is efficiency in economics."

The remarks were precipitated by a description by the director of the Audit Bureau, of what his planned audit of the University's academic programs would consist of. "Our primary purpose," he told the board, "is to determine what the organization and components have set up in the way of goals and objectives and criteria to determine how they evaluate the accountability, the efficiency and effectiveness of the programs they are administering."

"We are also interested in every organization and components as to what kind of procedures they use for setting the priorities within their own system. Now, specifically, in the current audit or project for the University, we are now going to concentrate on the management of the academic function of the University. We're still in the survey stage, so we're attempting to determine what self-evaluation systems

the University has in place; what goals, objectives, criteria. And what procedures the various departments and other units of the University have established to accomplish these tasks." In the face of this clear encroachment into the area of regent prerogative, as described by the statutes, a strong response was demanded. Regent Arthur DeBardelben introduced this resolution, which was adopted unanimously: "The demand of the State Auditor for audit of academic offerings and performance of faculty and other academic staff in the University of Wisconsin System is unprecedented and appears to be contrary to his statutory authority. The proposed actions would usurp the respective statutory responsibilities of the faculty and the Board of Regents. The effect would be to irreparably injure the University of Wisconsin System and the academic enterprise. Therefore, the Board of Regents respectfully declines to permit, and directs the staff not to participate in, the proposed audit."

There were some angry reactions in the legislature. One lawmaker said the action virtually assured that there would be no increase in compensation for faculty this session. Someone even suggested that the legislature abolish the Board of Regents. *The Milwaukee Journal* editorialized, "... The regents have balked, accepting the obviously great political risk of seeming to rebuke the Legislature just when the UW is seeking needed additional funds from the lawmakers. . . . No doubt UW professors would rather have protection of academic freedom than have the additional funds. But the choice should not have to be made. There ought to be room for compromise." (The *Journal* has supported the audit.) The *Wisconsin State Journal* said, "There must be accountability, but Wisconsin history has let academic responsibility rest with the faculty, which is accountable to the regents through the chancellor and president. That is the way it has been and should remain."

—Peter Thomas

Golf-Outing Schedule

The annual schedule of fund-raising golf outings in Wisconsin and Chicago

has been announced by the Athletic Department. Proceeds go toward scholarships for student athletes, and each outing usually "stars" members of the coaching staffs or other campus notables. The events are hosted by the local alumni clubs or Badger Booster organizations, and times and locations can be learned from their officers. In the list below, those outings marked with an (*) offer golf and dinner; the others also include lunch.

Madison (Lake Windsor), May 17, special Spring Preview; La Crosse, May 26; Janesville*, May 27; Baraboo, June 3; Chicago*, June 7; Fond du Lac, June 10; Monroe, June 14 and 15; Racine, June 17; Prairie du Sac*, June 23; Stoughton, June 21; Oshkosh, June 29 or July 6; Dodgeville*, July 8; Hillsboro, July 12; Lancaster, July 13; Wausau*, July 20; Eau Claire*, July 21; Waukesha, July 26 and Jefferson, July 29.

Basketball Coach Resigns

Head Basketball Coach John Powless turned in a letter of resignation on February 11, telling Athletic Director Elroy Hirsch he hoped his plans to leave at the end of this season "will allow the players to perform with less pressures during the remaining games." It didn't. As of that date the Badgers had lost ten straight games, all in Big Ten competition, and they dropped four out of the remaining six.

Powless, 43, has held his post for eight years, but has had only two winning seasons in that time: 13-11 in 1971-72 and 16-18 in 1973-74. Hirsch said he assumed Powless "saw the handwriting on the wall," in submitting his resignation, and added that the Athletic Department will waste no time in finding a new coach. "We have some people in mind right now," he said. "I've already had several calls and we'll actively go out and seek a coach."

Hirsch called Powless "one of the finest men I have ever known in the coaching field. His enthusiasm, dedication and integrity are to be admired."

Powless has had a \$20,000-a-year contract which expires July 1.

Football Coaching Changes

Chuck McBride, for nine years an assistant to Head Football Coach John Jardine on the offensive side of the line, moves over to become defensive coordinator. Jardine announced in February. McBride, 34, replaces Lew Stueck, who resigned at the end of last season, as did his assistant, Dick Teteak, while another assistant, LaVern Van Dyke returned to an administrative spot.

One new defensive coach has been added. He is Oree Banks, 39, one-time head coach at South Carolina State, and most recently an assistant at the University of Virginia.

Lottery Decides Who Remains in Dorms

Lady luck has decided which current residents will be returning to dormitory rooms on campus next fall. Because of an unprecedented rise in new applications for dorm rooms and an increasing number of students who desire to continue living there beyond the freshman year, Residence Halls will assign returning students by the results of a random drawing held last month.

Wisconsin residents must, by statute, be assigned first, so out-of-state students requesting dorm reassignment will be assigned in lottery order. Of 6,400 total spaces, 2,000 will be held for returning undergraduates, and 4,000 for new applicants, with the remainder going to graduate students.

Five years ago dorm housing was not at the premium it is today. Dormitory living reached a low point in 1971 when 6,250 lived in campus dorms, a drop from the all-time high of 7,300 in 1969-70. During the academic year 1970-71 one unit, Elm Drive C, was converted to academic office use.

Top Member-Getters

Mrs. Charles (Betty Erickson '48) Vaughn, Madison, won top honors in WAA's membership drive during the second half of 1975, followed by the Houston Alumni Club. Larry Dallia '65, Wauwatosa, and Tony Stracka '56, Madison, tied for third place. A three-way tie for fourth consisted of Lloyd Larson '27, Milwaukee; Allan Tetzlaff '56, Elm Grove; and Jim Bie '50, San Diego.

Special Seminars For Alumni Weekend

The Class of 1926 is sponsoring two special seminars at its 50th reunion. Alumni of all classes are invited to attend one of the following seminars Friday afternoon, May 21, from 2:30-4:00 at the Wisconsin Center, 702 Langdon Street. 1. **A CENTURY OF AGRICULTURAL RESEARCH.** A multimedia presentation depicting the development of agricultural research at the University from the inception of the Wisconsin Farmer's Institute programs, through the appointment of the first professor of agriculture, the creation of a College of Agriculture and the Agricultural Experiment Station. The presentation will be given by Maurice E. White, assistant dean of agricultural administration and director of short courses, and Prof. Fritz A. Albert and staff from agricultural journalism.

2. **UW CAMPUSES AROUND THE WORLD.** Each year about seventy-five to 100 campus students study in England, France, Germany, India, Italy, Mexico and other countries for credits towards their degrees. S. M. Riegel, professor of German, and assistant dean of International Studies, will describe the program, tell anecdotes, show slides and answer questions about the University of Wisconsin campuses abroad.

CIGARETTES, WOMEN . . . AND FRENCH FRIES

By Barnard i. Lifson MD '49
Skokie, Ill.

Frustrating, isn't it, each time we read the latest medical statement that something else we like is now considered dangerous to our health? Well, you'll be happy to know that we are not alone: the family doctor feels the same way. We've borrowed this entertaining view from the fall issue of the WISCONSIN MEDICAL ALUMNI QUARTERLY.—Ed.

It was C. P. Snow, Lord of England, trained as a scientist and ceaseless in his argument that the scientific perspective holds the key to the future, who recently said, "Science isn't perfect. Too often it has become the new theology and has been used to support all sorts of nonsense."

This stirred me from my middle-age complacency to do some thinking and to review the literature. Since I smoke cigars and according to some academic practitioners am overweight, and since I have been accused by family, friends and patients of having, at times, been asleep on my feet, I thought I would investigate the literature regarding smoking, diet and sleep. Now that I have become so knowledgeable, I feel according to medical tradition I should share this with you.

The American Cancer Society has stated: "Death rates were found . . . to be far higher in cigaret smokers than in men who do not smoke cigarets." In looking for factors other than cigarets that caused death, some of their findings are quite surprising and have received little or no publicity. Their dietary data has shown "that the death rate decreases as the amount of fried food ingested increases." The death rate in individuals age forty-to-sixty-nine who ate fried foods fifteen or more times a week was 702 per 100,000 man years. (I would believe this would also include woman years as well.) This was against 1,208 for those who never ate fried foods. For years Dr. Mischa Lustok has warned me to decrease my fried food intake and now I find I must instead eat substantial amounts in

Badger Bookshelf Cont.

my quest for longevity.

In regards to sleeping patterns, the death rate for nonsmokers who slept ten hours or more a day was 1,898 and rose to 2,029 for those who slept less than five hours. And to think Dean Middleton admonished me for appearing late for rounds every morning when in reality I was practicing preventive medicine.

Perennial bachelors die 30-percent faster than married men, while widowers and divorced men die at almost twice the married rate. Staying married while smoking a pack or more of cigarettes a day is only slightly healthier than being divorced and a non-smoker. If a man's marriage is driving him to heavy smoking, he has a delicate statistical decision to make, according to the American Cancer Society.

Another discovery I made was the study of the sexual preferences of 100,000 readers of *Redbook* magazine. The results were: "The greater the intensity of a woman's religious convictions, the likelier she is to be highly satisfied with the sexual pleasures of marriage. The survey also found, "that the strongly religious wife, no matter what her age, is more likely to always take an active part in love-making than the non-religious wife of the same age." And of the women (only 4 percent) who said that love-making was "too frequent," the non-religious wife was "more likely to say so."

In England a physician writing in the medical weekly, *Pulse*, said ears are "subconscious symbols of male sexuality." The bigger they are the more women like them. This symbolism, he states, goes back thousands of years.

This new-found knowledge was so overwhelming I was determined to discuss it further with my guru. Clarice was in the garage rotating the tires on my Chevy. I shared with her these mind-boggling statistics while she jacked up the rear tire. She listened carefully, nodded approvingly and made a short comment.

"Bernie, maybe you ought to see a plastic surgeon and then join me Friday evenings in attending religious services."

Walter '34 and Mary Jo Uphoff

NEW PSYCHIC FRONTIERS

Colin Smythe; 272 pp.; \$8.95

This is essentially a survey of some fifty areas of paranormal phenomena, giving definitions, brief reports of incidents, and suggestions for further reading on each. Subjects range from garden variety ESP ("I was *just* thinking of you!") and *déjà vu*, to such as psychic "surgery"; mystery voices that turn up on "blank" tapes; plants that give off bad vibes when they're unhappy; reincarnation and age regression *a la* Bridey Murphy, etc. The authors qualify demonstrations in which hanky-panky may have been involved, and they ask only that the reader "keep an open mind." Yet this may be a tough assignment. They appear to have opened their own minds so far that all selectivity has been wrung out. Thus too often we are asked to believe along with them solely on "evidence" which, as they pass it to us, is brief in the extreme, bordering on hearsay and frequently stemming from psychic groupies whose objectivity is doubtful at best.

Also . . .

Prof. Jane Allyn Piliavin (Child-and-Family Studies) is one of four co-authors of a new text, *ADOLESCENT PREJUDICE*, (Harper & Row; 219 pp.; \$12.50), the result of a study conducted among 4600 Eastern Seaboard students. The survey and findings, extensively charted and graphed, deal primarily with anti-Semitism and contrast it to race prejudice.

In *BASQUE NATIONALISM* (U. of Nev. Press; 257 pp.; \$9.50) History Prof. Stanley G. Payne records the history of that thorn in Franco's side.

The first half of *UPPER COULEE COUNTRY* gives touristy information and photos of the Mississippi towns near the Twin Cities (i.e. Menominee, Durand, Prescott, etc.); the second half charts the more technical data such as demographics,

outmigration trends, farm size, etc. One of the four co-authors is *Cotton Mather Ph.D. '51*. (Trimbelle Press; 101 pp.; no price given.)

MORE THAN LAND (Bauhan; 159 pp.; \$5.95) by *Heman Chase '27* is a book of reminiscences about his work as a New England surveyor and the people he met along the years.

An archery buff reviewer calls *COMPLETE GUIDE TO BOW-HUNTING* (Prentice-Hall; 300 pp.; \$8.95) by *Glenn Helgeland '68* "a sound, basic book," and cites its concern for hunting ethics and a sensitivity to humane and ecological issues.

The "Editor's Choice" department of the New York Times Book Review in December and January issues cited *SUNFLOWER SPLENDOR*, an anthology of three thousand years of Chinese poetry. It is co-edited by *Irving Yucheng Lo Ph.D. '54*. The Times points out that it contains mostly new translations and "supercedes all previous collections." (Paper, Anchor Press/Doubleday; 628 pp.; \$6.95; Hardcover, Indiana U. Press; \$17.50.)

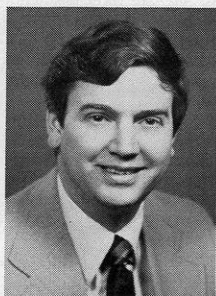
Carroll College Press has published *YOU KEEP WAITING FOR GEESE*, poems by *Viola Wendt '28*, many of which have been previously selected by the "little magazines" and anthologies. (101 pp.; Hardcover, \$6.75; Paper, \$3.95.)

—T.H.M.

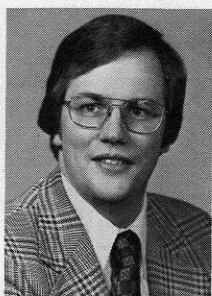
New On Our Committee Chairs



Bartell



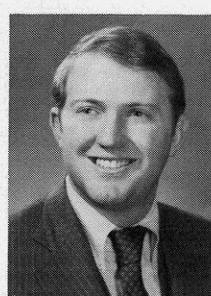
Cattellino



Etter



Stracka



Thayer



Towell

Joyce Jaeger Bartell (Mrs. Gerald) '38

RECOGNITION & AWARDS COMMITTEE

Past general chairman, Women's Day; member, Student Awards and Alumni House Utilization committees; charter member Elvehjem Art Center Council; member Mass Communications Endowment Committee; first vice-president, Greater Madison Foundation for the Arts; volunteer publicist, Madison Civic Music Association and Opera Guild, Madison Art Center, The Arts Ball, Phi Beta, Wisconsin Ballet Company; holder of 1974 Writer's Cup by Women in Communications, Inc. Director, First Unitarian Society Foundation; past chairman Madison Civics Club; member, Sunset Hills Architectural Control Committee.

John A. Cattellino

MARKETING COMMITTEE

Vice-president, Marketing, Anchor Savings & Loan Association; former faculty member, Northern Illinois University and UW-Platteville. Board member, Craft House 55, Madison Sales & Marketing Executives, Savings Institution & Marketing Society of America. Vice chairman, marketing committee, Wisconsin Savings and Loan League.

John T. Etter '72

YOUNG ALUMNI ADVISORY COMMITTEE

(Co-chairman)

Agent, Massachusetts Mutual Life Ins. Co., Madison. Member American College of Life Underwriters. Member, WAA Insurance Advisory committee. President SAE House Corporation.



Hilsenhoff

Jane Sylvan Hilsenhoff '52

(Mrs. Wm.)

WOMEN'S DAY (Fall '76)

(Co-chairman)

Director, So. Wisconsin Health Planning Council, Madison Visiting Nurse Service; director and past president, Women's Committee, Madison Civic music association; Secretary, Madison Civic Opera Guild.

Anthony J. Stracka '56

MEMBERSHIP

(Co-chairman)

General Agent, Connecticut Mutual Life Insurance Co. Member, board of directors, National "W" Club. President, Brokerage Services, Inc.; vice-president, Corporate Plans & Services, Inc. Member, board of directors, Madison West YMCA. Past member, board of directors, membership committee of Madison Chamber of Commerce; Madison Association of Life Underwriters; board of directors, Madison Central YMCA; board of directors, Madison Exchange Club.

Donald B. Thayer '72

YOUNG ALUMNI ADVISORY COMMITTEE

(Co-chairman)

Director of Marketing, United Banks of Wisconsin. Member, board of directors, Madison Civic Repertory.

Member, planning committee, President's Fine Arts Invitational Show of Madison Art Center. Official, Wisconsin Interscholastic Athletic Association. Campus activities included: personification of Bucky Badger; member, Wisconsin Previews (state recruiting); member, Publicity committee, Homecoming.

Artha Petrie Towell '53

(Mrs. Thomas)

WOMEN'S DAY (Spring '76)

(Co-chairman)

Member, WAA Student Awards Committee. Past vice-president, secretary, and board member, Visiting Nurse Service. Member, Home Ec Alumni constituent society; several committees of Attic Angels.

Previously announced chairmen and their committees are:

Betty Schlingens Geisler '37 (Mrs. James), Madison, ALUMNI HOUSE UTILIZATION (Co-chairman); **Ralph (Fata) Voigt '40**, Merrill, INSURANCE ADVISORY; **F. Frederick Stender '49**, Madison, LIFE MEMBERSHIP FUND; **Betty Erickson Vaughn '48**, (Mrs. Charles), Madison, MEMBERSHIP (Co-chairman); **George Affeldt '43** Milwaukee, NOMINATING; **John J. Walsh '38**, Madison, RESOLUTIONS; **Byron Ostby '49**, Madison, STATE RELATIONS (Co-chairman with Mr. Walsh); **Audrey Beatty Walsh '48** and **Marshall Browne, Jr. '49**, Madison, co-chairing STUDENT AWARDS.

Alumni News

'10-'35

James S. Thompson '10, Hightstown, N.J., distributed to family and friends a small book of memories, *JST Reminiscing*, which colleagues at McGraw-Hill published in honor of his forty years with the firm. In his book, Thompson recalls how the "sifting and winnowing" plaque, a gift of the Class of '10, was put in a basement until he came across it on a business trip to Madison in 1913, carried it to the old YMCA building and set it on a table. When the class had its fifth reunion in 1915, the plaque was mounted on Bascom Hall.

Clifford A. Betts '13, Denver, has received the History and Heritage Award from the American Society of Civil Engineers, for "fostering an awareness and understanding of the history and heritage" of that profession. Betts, retired from the U.S. Bureau of Reclamation, is a recognized expert on water resources and supply.

Herman L. Horwitz '21 MD and his wife celebrated their golden wedding anniversary last fall. They live in Skokie, Illinois. Doctor Horwitz retired after fifty years in practice, and they are enjoying their two children and five grandchildren.

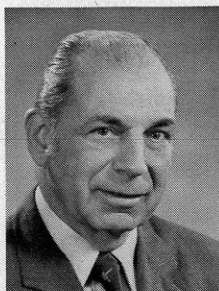
After continuous association with the *Capital Times* since 1943 following two previous periods there, **Mary Brandel Hopkins '27** retired at the end of 1975. She told colleagues her plans include cleaning the attic and the basement and *not* learning to play bridge.

Former Extension Chancellor **Henry L. Ahlgren '31**, Madison, became the recipient of the Distinguished Service Award of the American Farm Bureau Federation for outstanding service in the interest of American agriculture. Ahlgren served as U.S. deputy under-secretary of agriculture in 1970-71, to initiate the rural development program. He retired as chancellor in 1974.

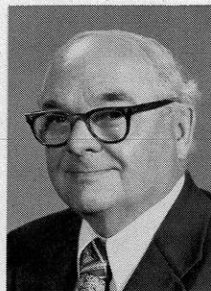
The Federal Savings and Loan Council of Illinois gave its 1975 DSA to **William C. Atten '31**. Long a judge in DuPage County, he retired from the bench in 1970. He is chairman of the board of the Central DuPage Federal S&LA.

South Dakota State Senator **Frances S. "Peg" Lamont '35**, a recipient of a DSA of Wisconsin Alumni Association last year, has been reappointed as an advisor to the National Trust for Historic Preservation.

'38-'48



Schleck '38



Vaughn '43

Ross S. Schleck '38, president of the First National Bank of Eau Claire, moved to Madison to assume the presidency of the First Wisconsin National Bank.

Edward R. Knight '40, Margate City, N.J., headmaster emeritus of Oxford Academy at Pleasantville, has been elected president of the board of governors of the Atlantic City Medical Center and its satellite hospitals.

Anita F. Alpern '41, assistant commissioner for planning and research with the IRS, earned the Federal Women's Award for 1975. Six federal career women were selected out of a field of 160 on the basis of their "outstanding contributions to the quality and efficiency of the Federal career service, for their influence on major Government programs, and for personal qualities of leadership, judgment, integrity, and dedication."

Charles M. Vaughn '43, professor and department chairman in zoology at Miami (Ohio) University, begins a three-year term on the executive council of the American Association for Advancement of Science.

Clifton Rowland Brooks '44 MD and his wife recently celebrated the attainment of the fifth Eagle Scout rating among their six sons. The Brookses live in Santa Ana, California.

Tess Lavin Collentine '48, Irvine, California, is director of the International Rescue Committee's settlement center at Camp Pendleton, finding sponsors and homes for thousands of Vietnamese and Cambodian refugees.

Lawrence S. Krueger '48, Milwaukee, chairman and president of Pelton Casteel, is elected to the board of directors of Bradley Corporation and its subsidiaries.

'49-'56

Ronald H. Fillnow '49 is now general manager of the Westinghouse advanced reactors division of U.S. Energy Research and Development Administration, Madison, Pa. He's been with Westinghouse since 1950, and has as a colleague **Theodore J. Iltis '50**.

Richard C. Gibson '49, senior partner in the Milwaukee CPA firm of Vanderjagt, Gibson & Company, is the new president of the Wisconsin Institute of CPAs.

Carl Gosewehr '49, president and chief executive officer of the Oilgear Company, Milwaukee, has been elected a director of M&I Marshall & Ilsley Bank.

James E. Bie '50, La Jolla, Calif., one of the recipients of WAA's Sparkplug Award in 1975 for his activities with the San Diego Alumni Club, is now president of the Stock and Bond Club there. He is vice-president of San Diego Securities Inc.

Oscar Mayer & Co. elected **John E. Spohn '51** a vice-president and east central regional manager.

Erik Bye '53 "is as well known here (in Norway) as the King," according to a feature, "Letter from Oslo," in *The New Yorker* for last October 6. Bye is a poet, composer, singer and TV producer, and was unusually active in 1975 on both sides of the ocean, coordinating Norway's commemoration of the landing of the first group of Norwegian immigrants in New York in October, 1825.

The national small business tax consulting chain, General Business Services, Inc., appointed **Cletus Bodart '54** to head its Green Bay office.

Richard D. Karfunkle '54, Wilmington, Del., is promoted to senior vice-president by Lehman Brothers Inc., and continues as the firm's chief economist.

It may still be news to some of you that **Alan Ameche '56**, our former Heisman Trophy winner and a holder of WAA's Distinguished Service Award, was inducted into the National Football Foundation's College Football Hall of Fame last December. A founder and current secretary and director of Gino's Inc., the Philadelphia-based fast food chain, Alan is heavily involved in community service, including the United Negro College Fund Drive, the Philadelphia Orchestra, the Multiple Sclerosis Society and the Fellowship of Christian Athletes.

Alumni News

'59-'75

Bartlett ('58) and Helen (Schinn '59) Beavin moved from Ann Arbor to Naperville, Illinois. He has been appointed campus minister/co-coordinator of United Methodist Relationships at North Central College there. They have two sons, Tom and Jim.

Richard Chiroff '59 MD is professor and chairman of the newly created division of orthopedic surgery at the Creighton University School of Medicine, Omaha, Neb.

Carol Hoppenfeld Hillman '61, becomes assistant director of public relations for Burlington Industries, New York City. Ronald B. Williams '61, with Beatrice Foods since 1968, is promoted to vice-president for operating services with its manufacturing division. Headquarters are in Chicago.

Caroline and Charles G. Erickson '64, Richfield, Minn., welcomed a daughter, Andrea Marit, last Christmas day.

Donald A. Bille '66, now with a Ph.D. in nursing from this campus, is the new director of nursing education and staff development at Mercy Hospital, Chicago.

Gary Rohde '66, who has been a professor of agricultural economics at UW-River Falls, is Wisconsin's new Secretary of Agriculture. He assumed the post in January.

A. Paul Decker '67, Grosse Point Park, Michigan, was promoted to loan officer in the international division of the National Bank of Detroit. His wife is the former Carol Van Boxel '68, and the couple has a two-year-old son. Paul is also a third-year law student at Detroit College of Law.

Loren J. Rivard '67 has been appointed assistant to the Secretary of the Department of the Interior. He has been on the staff of the U.S. Small Business Administration for the past eighteen months.

The January issue of *Redbook* carried a short story "And Now a Few Words From My Mother," by Karen Hanson Stuyck '70, Bellaire, Texas.

Theodore D. Gault '71 has been named manager of financial analysis for Chemetron Corporation's chemical products division in Chicago.

The American Bar Association's new project, a communications handbook for

the profession, is being edited by Gary Rosch '72, Fairfield, Conn.

Judith Steuck '75, Beloit, awakened there on February 7 after a fifty-two-day coma induced by accidentally inhaling carbon monoxide gas. She has been studying in Europe and, while visiting friends in Madrid, borrowed a space heater to warm her room in a youth hostel. It was to have been used for only a half-hour, but Miss Steuck fell asleep. She was discovered unconscious the next day and flown home for hospitalization.

Deaths

William Howard Beasley '08, Dallas
Julianne Anna Roller '08, Portland, Ore.

Mrs. Eldon Witter (Adeline A. Breitkreutz) '08, Alvin, Tex.

Isabell Meekin Lewis '09, Fond du Lac

Lillian Alida Perkins '09, Franklin, Ind.

Angelo Cerminara '12, Milwaukee

Mrs. John Howard Waite (Madeline Elizabeth Autes) '12, Waukesha

Richard Boissard '13, Madison

Mrs. Friedrich Bruns (Lydia Dallwig) '13, Portola Valley, Calif.

James Gardner Martin '13, Indianapolis

Mrs. Carl F. Wernicke (Genevieve Dreutzer) '13, Whittier, Calif.

Donald Whittier Greenwood '14, Ojai, Calif.

Mark Wilson Bradway '15, Park Ridge, Ill.

William Glassner '15, Fox Point, Wis.

Clarence Raymond Kuenzli '15, Milwaukee

Ellis Monroe '15, Moore, S. C.

Frank Robotka '15, Racine

Mrs. Claude Norman Maurer (Jessie Margaret Bosshard) '16, Janesville

A. Mortimer Van Ostrand '16, Calgary, Alberta

Paul Vilas Millard '17, Camas, Wash.

Ethel Marie Mygrant '17, Huntington, Ind.

Harold Nichols Shaw '18, Harwich, Mass.

Russell Arthur Teckemeyer '18, Madison

Verne Vincent Varney, Sr. '18, Madison

Inez Maude Seston '19, Mazomanie

Harry Gerdhardt Anderson '20, Jamesburg, N. J.

Mrs. Eugene Whitehead (Pearl Elizabeth Claus) '20, Lake Wales, Fla.

Kenneth Earl Cristy '21, Wonder Lake, Ill.

George Strickett Geffs '21, Janesville

John Donald Jenkins '21, Milwaukee

Arthur Nelson Lowe '21, Madison

William Kinney Collins '22, Corpus Christi

Alvah Charles Elliott '22, Ft. Lauderdale

Henry John Flikkie '22, Janesville

James Samuel Hess, Jr. '22, Mauston

Frederick Rodger Flickinger '23, Maumee, Ohio

Fred William Griggs '23, Indianapolis

Mrs. Murray Sanborn McGowan (Alice Merle Shaw) '23, Madison

Lorenzo Joseph Padgham '23, Madison

Ermin A. Smith '23, Mosinee

Carl Frederick Thiele '23, Green Bay

Mrs. Clarence A. Barofsky (Eleanor Louise Morgan) '24, Walnut Creek, Calif.

Herman Alexander Mosher '24, Los Angeles

Thomas Marion Risk '24, Eau Claire

Marshall Henry Smith '24, Green Bay

Francis F. Bowman '25, Madison

Mrs. H. F. Kupper (Eva Virginia Mackemer) '25, Northbrook, Ill.

Mrs. Albert M. Nilles (Agnes Josephine McCarty) '25, Wauwatosa

George Tracy Bunker, Jr. '26, Hinsdale, Ill.

Florence Freund '26, Fond du Lac

William Page Reed '26, Jaffrey, N. H.

Leonard Arthur Wenz '26, Denver

Leon I. Gopadze '27, Los Angeles

Laurence George Marty '27, Monticello, Wis.

Earl Winifield McDowell '27, Madison

Lawrence John Gleason '28, Janesville

Roscoe Grimm '28, Jefferson, Wis.

Mrs. Robert Hume (Elizabeth Anne Klenert) '28, Louisville

Donald Straw Jones '28, Muskegon, Mich.

William Homer Krehl '28, Stoughton

George Henry Miller '28, Portola Valley, Calif.

Edward Henry Mundstock '28, Madison

Mrs. Gilbert J. Schmitz (Roberta Gertrude Bird) '28, Madison

John Whiteside Wilson '28, Milwaukee

Mrs. Edward Hartnett Zwicky (Faith M. Baumgartner) '28, Madison

Robert Vaughan Brown '29, Cleveland

Lester John Burr '29, Ripon

Edward Case Crouse '29, Weston, Conn.

Marie Margaret Hanauska '29, Janesville

Eva Garnet Kendall '29, Milwaukee

Karl Paul Landmann '29, Wauwatosa

Ralph Warren Leonardson '29, Marinette

Mrs. George F. Rentschler (Dorothy Emeline Jones) '29, Madison

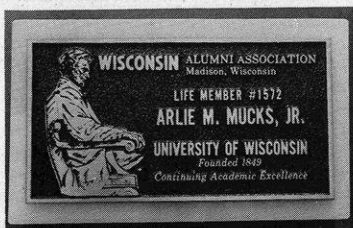
Elbert Bresee Ruth '29, Baltimore

Mrs. Benjamin K. Borsuk (Lilian Balkansky) '30, Oshkosh

Andrew Hurlbutt Decker '30, Beloit

continued on page 24

Badger Bazaar



Bronze-on-Marble Paperweight

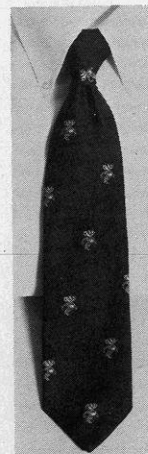
Available only to paid-in-full Life members* of Wisconsin Alumni Association, this small treasure duplicates your membership card, which means that no one else has one exactly like it. Allow six weeks for delivery. \$10

* Life membership rates are listed elsewhere in this issue.



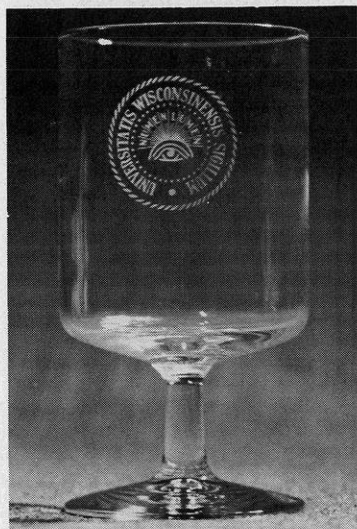
Bucky Belt Buckles

This handsome, heavy buckle is antique-bronze finished, 2 1/4" in diameter with a texturized background and raised Badger insignia. Fits any wide belt. \$6.50



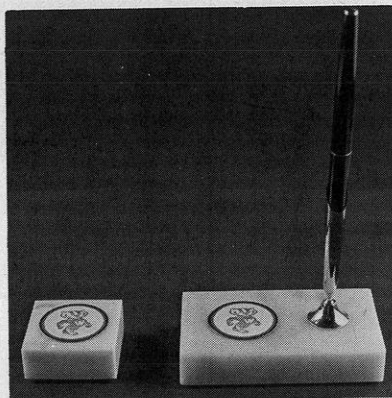
Old School Tie

The Bucky tie in burgundy with woven-in figures in muted grey-and-white. The whole thing is 100% polyester; it's custom-designed for us alone, and comes in your choice of widths, 3 1/4" and 4". \$10.50



The University Goblet

Crystal stemware, finely, delicately etched with the University seal. Truly handsome, wonderfully eclectic. 11-oz. goblet; 5 1/2" tall. Set of six. \$14



Pen Holder

Lustrous Italian marble block, gold-colored holder and black-and-gold durable ballpoint in classic design. \$7

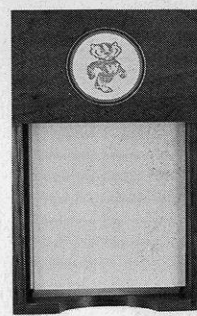
Paperweight

The same polished Italian marble, 2" x 2" x 1/2". \$5



Pencil Caddy

It's turned out of a single piece of walnut, clean-lined and nicely proportioned to 4 1/2" x 2 1/2" x 1/4". Holds about a dozen. \$6.50



Memo Tray

Keep a stack of 3 x 5s at the ready in this tray, with its walnut frame and fiberboard bottom. 6 1/2" x 4" x 1 1/4". \$8.50

Make check payable to:

WAA SERVICES CORP.

650 N. Lake St., Madison, Wis. 53706

Please ship me the items listed at right.

Here is my check for \$_____ (Tie: _____ 3 1/4"; _____ 4")

Name _____

Address _____

City _____

State _____ Zip _____

Quan.	Item	Cost

1976 UW FOOTBALL TICKET APPLICATION (HOME AND AWAY)

CAMP RANDALL STADIUM

DATE	OPPONENT		SPECIAL EVENT	TIME	PRICE (Tax Inc.)	TICKETS	
	HOME	AWAY				No.	Amount
SEPT. 11		MICHIGAN			\$7.00		
SEPT. 18	NORTH DAKOTA		BAND DAY	1:30 P.M.	\$7.00		
SEPT. 25	WASHINGTON ST.			1:30 P.M.	\$7.00		
OCT. 2		KANSAS			\$8.25		
OCT. 9	PURDUE		PARENT'S DAY	1:30 P.M.	\$7.00		
OCT. 16	OHIO STATE			1:30 P.M.	\$7.00		
OCT. 23		NORTHWESTERN			\$7.50		
OCT. 30		ILLINOIS			\$8.00		
NOV. 6	IOWA		HOMEcoming	1:00 P.M.	\$7.00		
NOV. 13		INDIANA			\$7.00		
NOV. 20	MINNESOTA		"W" CLUB DAY	1:00 P.M.	\$7.00		

Make check payable to UW Athletic Department
and mail to: University of Wisconsin
Athletic Ticket Office
1440 Monroe St., Madison 53706

SUBTOTAL

Handling and Mailing

.75

TOTAL

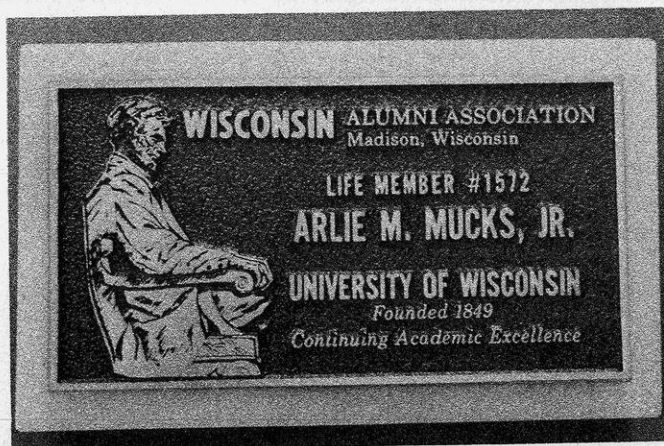
Name _____

Street _____

City _____

State _____ Zip _____

Buy Your Life Membership The Money-Saving Way!



All who get their Life Membership on a single-payment basis receive the handsome bronze-on-marble paperweight featuring the Lincoln statue and their Life Membership number.

And all Life Members get a personalized, wallet-size membership card with name and membership number.

And . . . you may use your BankAmericard or Mastercharge to make all Life Membership payments!

Save \$25 on a *Single Life Membership* . . .
Make one \$200-payment and you're paid in full.

Alternate choice: Five annual payments of \$45 each,
for a total of \$225.

Save \$25 on a *Husband-Wife Life Membership* . . .
Make one \$250-payment and you're paid in full.

Alternate choice: Five annual payments of \$55 each
for a total of \$275.

For the young alumni (classes of 1970-'75)
our low down-payment plan!

The *Single Life Membership* (\$200) can be paid
at one time, or at the special rate of \$20 the first year;
\$45 annually for the next four years.

The *Husband-Wife Life Membership* (\$250) is
available in a single payment, or at \$30 for the first;
\$55 annually for four years.

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

Here is my check for \$_____ for the Life Member-
ship checked below:

____ Single: ____ Paid-in-full* ____ First annual
installment of \$45.

____ Husband-Wife: ____ Paid-in-full*
____ First annual installment of \$55.

Classes of 1970-'75

____ Single: ____ Paid-in-full* ____ Special first install-
ment of \$20. ____ Husband-Wife: ____ Paid-in-full*

____ Special first installment of \$30.

Name _____

Class of _____. Spouse's name for Husband-Wife mem-
bership: _____ Class of _____.

Address _____

City _____ State _____ Zip _____

Mastercharge # _____

BankAmericard # _____

Exp. Date _____ Interbank # (Master-
charge) _____

* You'll have your gift bronze-on-marble paper-
weight in four-to-six weeks.

Deaths

Henry John Lenschow '30, Tomah
 Ruth Jeanette Williams '30, Cambria
 Paul Herbert Coker '31, Forsyth, Mo.
 Donald Frederick Eierman '31, Madison
 John Frederick Goetz '31, Madison
 Warren Christian Kreunen '31, Bangor, Wis.
 Mrs. Reva M. Matthias (Reva May Baumgarten) '31, Elroy, Wis.
 Albert Clarence Schwarting '31, Cockeysville, Md.
 Lewis Fitzwater Smith '31, La Mesa, Calif.
 Thomas Henry Burgess '32, Middleton
 Leon Dizon '32, Phoenix
 Walter Max Borer '33, Saratoga, Calif.
 Mrs. Loren Eugene Gilbert (Margaret Lucile Logan) '33, Rio, Wis.
 Louis Anthony Tomasin '33, San Diego
 Sidney Usow '33, Fox Point, Wis.
 Spencer Freeman Kellogg '34, Brookfield, Wis.
 Charles Detwiller Madsen '34, Luck, Wis.
 Mrs. Calvin Stark, Sr. (Sylvia Havlinek Losey) '34, Lake Mills, Wis.
 John James Ross '34, Milwaukee
 William Alexander Platz '35, Madison
 Claude Birdel Reigle '35, Madison
 Mrs. Andrew LeRoy Borg, Jr. (Sylvia Margaret Olson) '36, Superior
 Wilma Elizabeth Neuling '36, Wausau
 Stewart Frank Schmelzer '36, Neenah
 Gustave Herbert Amerell '37, Madison
 Frank Pierce Jones '37, Cambridge, Mass.
 Mrs. Harold Emery Snyder (Ann Elizabeth Argue) '37, Madison
 David Ferdinand Boltz '38, Farmington, Mich.
 Donald Joseph Halada '38, Mishicot, Wis.
 James Henry Wiebe '38, Minneapolis
 Lynn Charles Buss '39, Wausau
 Clarence Herman Draeger '39, Madison
 William Lewis Higgins '40, Gulfport, Miss.
 Dolores Marian Hessel '41, Cameron, Wis.
 Richard Lee Trowbridge '43, Warm Springs, Ga.
 Fredolph Arthur Hendrickson '46, Baraboo
 Harold Milton Froslic '47, Brookings, So. Dak.
 Albert J. Rudick '47, Scarsdale, N. Y.
 Edwin Owen Siggelkow '48, Minneapolis
 Georgianna C. King '49, Escanaba, Mich.
 Roland Gilbert Middleton '49, New York City
 Robert Neidner '50, Idaho Falls, Idaho

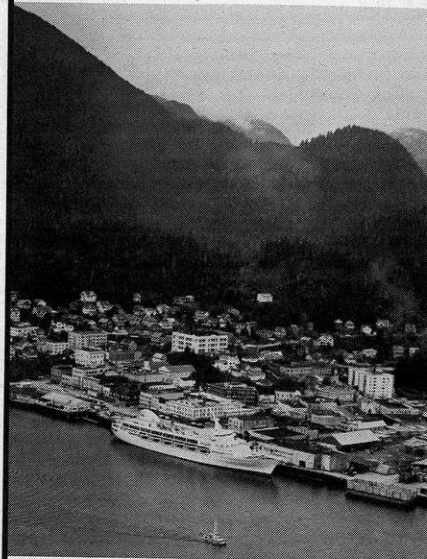
Charles Edward Koerble '51, Maryville, Mo.
 Roger Menigo '51, Chippewa Falls
 Howard J. Wright '51, Los Angeles
 Paul Seward Anderson '52, San Diego
 Richard George Shedesky '52, Madison
 Ronald Lee Uecker MD '55, Wausau
 Fred Bert Block '56, Hartsdale, N. Y.
 Thomas Lee Ockerlander '56, Princeton, N. J.
 Joseph Buran '58, Racine
 Orville James Heinke '58, Seymour, Wis.
 Robert Glenn Hanson '59, Clintonville
 Frank George Soukup '59, Milwaukee
 Laurence Churchill Hawke '63, Nashville, Tenn.
 William Joel Dempsey MD, '70, Madison
 Christopher B. Konkel '71, Stevens Point
 Lloyd Thomas Bartlett '72, Fair Oaks, Calif.

Faculty Deaths

Harold C. Bradley, 97, Berkeley, California, who came here in 1906 as one of the first three faculty members of the new Medical School, and taught physiological chemistry until retirement in 1948. He was one of the organizers of Hoofers and founder of the Blackhawk Ski Club, and patriarch of the family known as the "skiing Bradleys."
 Lester W. Paul MD, 75, Middleton, a professor in the department of radiology from 1946-70 and its chairman from 1957-64. Memorials to L. W. Paul Visiting Professor of Radiology Fund, care of Wisconsin Medical Alumni Association, 610 Walnut Street, Madison 53706.
 Prof. Russell F. Johannes, 54, Middleton, county agent and ag school instructor during 1940s, director of the University Experimental Farm at Marshfield for twenty-five years until returning to Madison faculty last July.
 Music Prof. Richard C. Church '27, Lodi. He had been on the School of Music faculty since 1944, was a former musical director of Wisconsin Players' productions, and had conducted the University Symphony for twenty-two years. Church was an associate of Phi Beta speech fraternity, appearing frequently in play readings with his wife, Agatha. Memorials to School of Music for student scholarship in conducting, mailed to UW Foundation, 702 Langdon Street, Madison 53706.

Alaska Cruise

June 21-29, 1976



Round-trip from Chicago to Vancouver via American Airlines charter jet. Then aboard the British Sun Princess to visit Ketchikan, Juneau, Skagway, Glacier Bay, Sitka and back to Vancouver. Lots of luxury aboard, lots of time for sightseeing and shopping in each port. And always, the magnificent mountain backdrop. From \$989 per person, depending on cabin choice. Includes round-trip flight and all meals aboard the Sun Princess.

Come Along With Us!

Rhine River Cruise and Brussels/Bavarian Escapade

September 17-27, 1976

Banks of the Rhine



Hotel DeVille, Grand Place, Brussels



Nymphenburg Palace, Munich



Ten wonderful days in the land of glorious scenery, warm hospitality and romantic history! We jet by Pan Am 707 Clipper from Chicago to Munich, with first-class meal service and complimentary cocktails aloft.

In the heart of Munich we spend three nights at the sumptuous Hotel Vier Jahreszeiten (Four Seasons), with a welcoming cocktail party and banquet, American breakfasts each day, deluxe motorcoach sightseeing tours. While here you can take advantage of deluxe optional tours to Salzburg, Berlin, Oberammergau, Berchtesgaden, Dachau. (*Oktoberfest begins September 19!*)

Then by motorcoach north to Karlsruhe to board a luxurious cruise ship of the Holland River Line. These ships are specially designed for the Rhine cruise, with panoramic windows, all-outside cabins, air-conditioning throughout, marvelous food and beverages. For three days we sail past that breathtaking scenery, stopping for long, happy visits to Mannheim, Worms, and Oberwesel.

Landing at Brussels we check into the Brussels-Hilton Hotel, rated one of Europe's finest, for three more nights, again with those fabulous American breakfasts included, and with half-day motorcoach tours to see the city. From

here, too, we offer the optional visits to Waterloo, Ghent and/or Bruges. Then, after a gala farewell Badger cocktail party, we board our Pan Am jet again for a direct flight to Chicago. The entire tour is escorted by experienced European tour managers of Alumni Holidays, Inc. That means no travel cares or worries for you as you're taken to the most entrancing places in these beautiful lands. Our plane seating is limited. Hurry and make your reservations.

\$799 per person, based on two-per-room occupancy. Add 10% for taxes and services.

This trip is limited to members of Wisconsin Alumni Association and their immediate families.

Wisconsin Alumni Association
650 N. Lake St.
Madison 53706

Please rush your brochure(s) on ☐ Brussels Escapade; ☐ Alaska Cruise.

Name

Address

City

State Zip

Telephone Number

The Job Mart

Alumni Seeking Employment

Librarian (MA-1969) seeks reference position in public or academic library. Five years' experience in reference, adult services, collection development and administration. Knowledge of French, Spanish, Italian, Portuguese. Prefer Southwest. Member 7610.

Seeking entrée to publishing, promotional writing or advertising field in New York City area. 1966 French, English grad—fluent in both—MAT from Emory Univ. Teaching, office, sales, handicrafts, Spanish, travel skills and experience. Member 769.

Experienced, innovative and creative elementary school principal seeks a K-6 principalship in a southern Wisconsin or northern Illinois school district. Presently employed as principal in a K-6 school near Minneapolis. M.A. degree in Educational Administration, U.W. Member 768.

1957 graduate seeks marketing planning or marketing research opportunity. Experienced as product and strategic planner. Prefer Midwest or South location. Member 767.

Landscape Architecture. 1975 graduate seeks position in designing-planning field. Prefer relocation in southeastern or southwestern states. Resumé available. Member 766.

April '76 paralegal graduate seeks public or private employment in legal research or related area. Formerly employed as social worker-administrator and educator. Prefer western or southwestern location. Member 765.

Sales Management position is desired by 1968 L&S graduate. Presently employed in Midwest with major oil company. Will relocate anywhere. Member 764.

BA 1959 expects JD June 1976 (U.C.D.); Cal. Bar 1976; seeks position with small law firm or local government; prefer small-medium California city. Interests: Estate Planning, Land Use and Environmental Law. Member 763.

1970 Agriculture graduate (M.S. Agricultural Economics, University of California-Berkeley) seeks new position in agricultural or resource economics or related field. Currently employed in Washington, D.C. federal regulatory agency as cost/benefits policy economist. Prefer San Francisco-Bay Area. Available in July. Member 7611.

Marine geologist, 25, married, M.S.-oceanography and limnology, 1975, seeks employment in marine field. Experience in recent sediments of arctic, temperate and subtropical environments. Member 762.

1950 Graduate. Editor and public relations writer and counsellor, heavy in health-related experience but with varied background in industry, seeks responsible position in tri-state New York Metropolitan area. Strength in organization, graphics, getting it done on time and within budget. Problem-solving, news and feature stories, house organs, newsletters, annual reports. Member 761.

Wisconsin Alumni Association members are invited to submit for a one-time publication at no charge, their availability notices in fifty words or less. PROSPECTIVE EMPLOYERS are requested to respond to the member number assigned to each. Your correspondence will be forwarded unopened to the proper individual. Address all correspondence to: Job Mart, Wisconsin Alumnus Magazine, 650 N. Lake Street, Madison 53706.

LETTERS CONT.

is perhaps the most important British conglomerate with operations in more than a dozen African countries. . . . It seems to me they are providing real economic security in the countries where they operate; security of a sort that would likely be lacking in their absence.

Eliot H. Sharp '25
Brooklyn, N.Y.

Why The Seal?

Why does the Madison campus need its own identifying seal (WA, Jan.)? To those of us who attended the University in the earlier days, Madison is the only campus and always will be. If identifica-

tion is needed, let Milwaukee and the other divisions use theirs as they wish. But let the time-honored original seal still serve Madison as it was intended.

Helley J. Smith '31
Chagrin Falls, Ohio

Is that really our new seal? It looks more like the official emblem of the CIA. An eye peering in all directions. It must be a joke. If it really is going to be used, I suggest it be changed to include some red lines in the white portion to remind me of the good ole party days I enjoyed while going to school there.

Dennis Senft '69
San Francisco

HANG
IT
UP



This exact reproduction of any University of Wisconsin diploma with black lettering on a bright copper metal plate is mounted on a solid walnut base.

Send the diploma and a check or money order for \$24.95 with the order blank, and the plaque and original diploma will be sent postpaid in two weeks.

METAL DECOR WISCONSIN
BOX 3606
SPRINGFIELD, ILL. 62708

I enclose \$_____ to cover the cost of:
_____ 8" x 10" at \$24.95 each

Name _____

Address _____

City _____

State _____ Zip _____

it's so nice to come home to...
THE ATTIC ANGEL TOWER

When retirement years point up the necessity for a sheltered care life style (independent living with the security of nutritional meals, emergency nurse service, infirmary care, and skilled nursing care if needed), it's comforting to be located in an area that holds meaning for you.

It's just since mid-1975 that retirement facilities have been available for those who wish to spend

their later years in Madison, near family, friends, and all this great educational and medical center has to offer.

Studio and one-bedroom apartments, all with kitchenettes and ample closet space, look out over a park and a shopping center to Lake Mendota and the distant Capitol dome.



Owned and operated by the Attic Angel Association, a voluntary health care organization serving Madison since 1889.

THE ATTIC ANGEL TOWER
a Sheltered Care Retirement Facility

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Lake Forest, Illinois 60045



More than 1200 women from around the country
annually attend

College Week For Women

come join us

June 8-9-10



MORE THAN 50 SEMINARS
taught by UW faculty and other
experts from various fields.

Registration fee about \$12.50
Lodging and meals at
Sellery Hall about \$31.50

SPECIAL EVENTS—concerts, rap
sessions, tours, films and an **EVENING
OF THEATRE.**

REGISTRATION CLOSES MAY 5

Sponsored by University Extension's
Center for Family Living Education.

Send me the COLLEGE WEEK FOR WOMEN brochure
610 Langdon St., Madison 53706

Name _____

Address _____

City _____ State _____ Zip _____

LOST

The postal authorities tell us the addresses we have for these members are no longer correct. We'd like to keep in touch with them. Can any of our readers help us?

James Haruna Audu '74

University Press, Ahmadu Bello
University, Zaria Nigeria

Thomas James Beckmann '69

1940 North Mohawk, Chicago

Robert Graham Bell '56

717 Ambleside Drive, Westminister,
Wilmington, Del.

Margaret Ann Blasingame '73

Box 224, Route 1, Hartland, Wis.

Bruce Reese Bowen '56

1100 Janesville Ave., Syracuse, N.Y.

Raymond Brekke '56

P.O. Box 2456, Bell Gardens, Cal.

James R. Bullard '56

111 Golf Lane, Burlington, Iowa

James Weatherly Burkhead '56

1602 North Street, Nacogdackes, Tex.

Robert Richmond Carey '56

660 Ridge Road, Lewiston, N.Y.

Richard Collis Dickson '56

% Louis C. Dickson, 5554 N. Diversey
Blvd., Milwaukee

Bernard Charles Dugad '72

3 Rue Tranquille, 69 Villeurbanne,
France

Emily Cornelia George '12

206 15th St., Apt. 12, Racine

Walter Ernest Luethy '60

235 Elgin Crescent, Stratford, Ontario

Stuart Ernest Mac Taggart '66

CBS #1 46 B S, Crew GF-10,
APO San Francisco

Michael Stevens Plumley '69

5030 S. 86th Parkway, Apt. 5, Omaha

Joann Prunty '69

10440 Little Half Moon Dr.,
Pinckney, Mich.

Gerald Henry Shapiro '72

342 Foster House, Athens, Ohio

Louis Z. Shifrin '56

20467 Basil St., Detroit

Alfred Julius Sorem '06

1732 N. Wilcox Ave., Hollywood, Cal.

James Sykora '20

37 S. E. 3rd St., Pompano Beach, Fla.

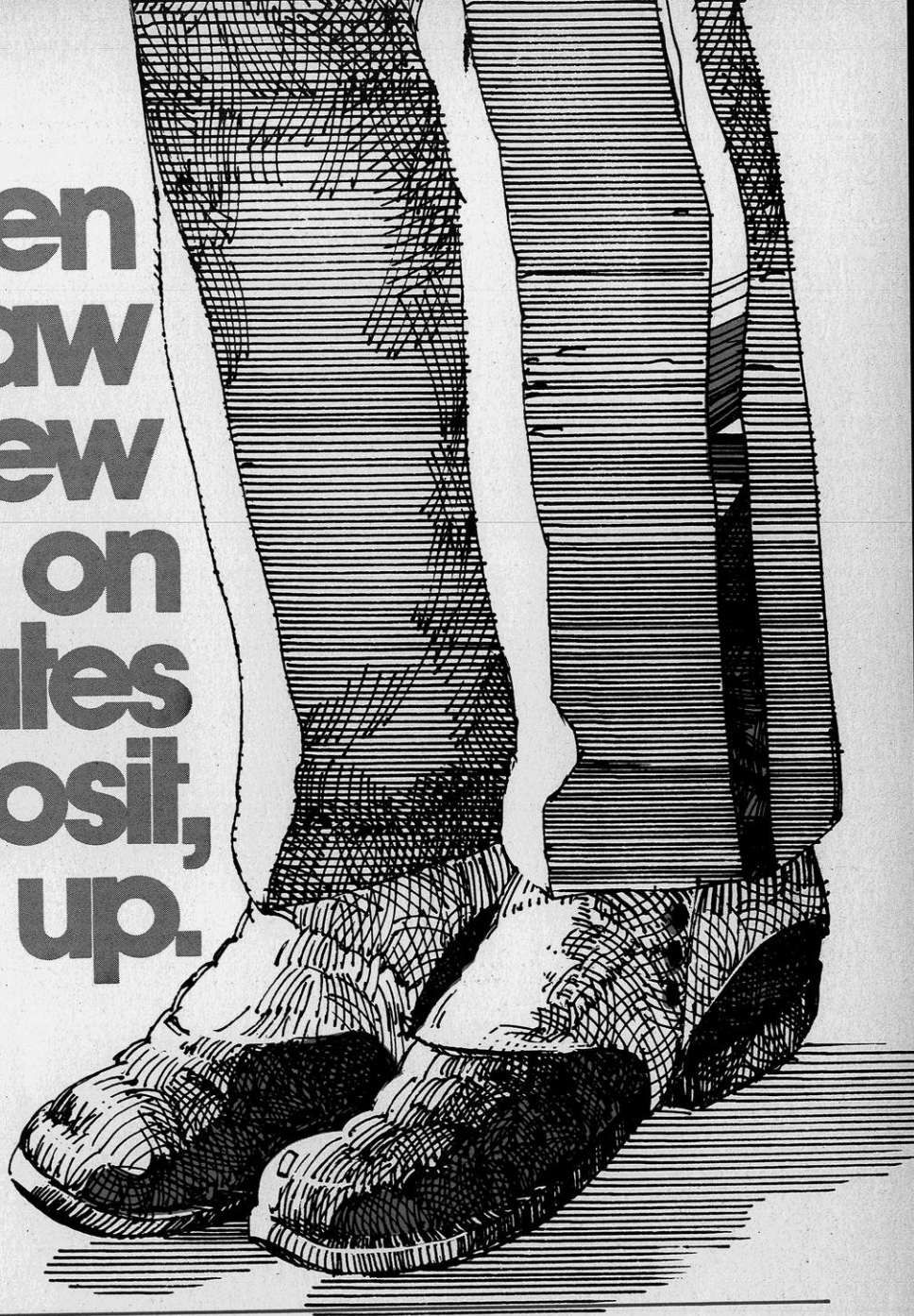
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Minimum Deposit	Term	Face Rate	Average Annual Yield Compounded Daily*
\$500	6 months	6.00%	6.18%
\$1,000	1 year	6.25%	6.45%
\$3,000	2 years	6.50%	6.94%
\$5,000	2 years	6.75%	7.23%
\$7,500	2 years	7.00%	7.51%
\$10,000	2 years	7.50%	8.09%

*Certificate interest is compounded daily and paid quarterly. Effective yields apply providing no withdrawals are made prior to maturity. An early redemption penalty of sixty (60) days on CD's of less than \$5,000 and ninety (90) days on CD's of more than \$5,000 shall apply if withdrawn prior to maturity. The stated interest rate will *not* revert to the lowest passbook rate upon early redemption as with most other financial institutions.



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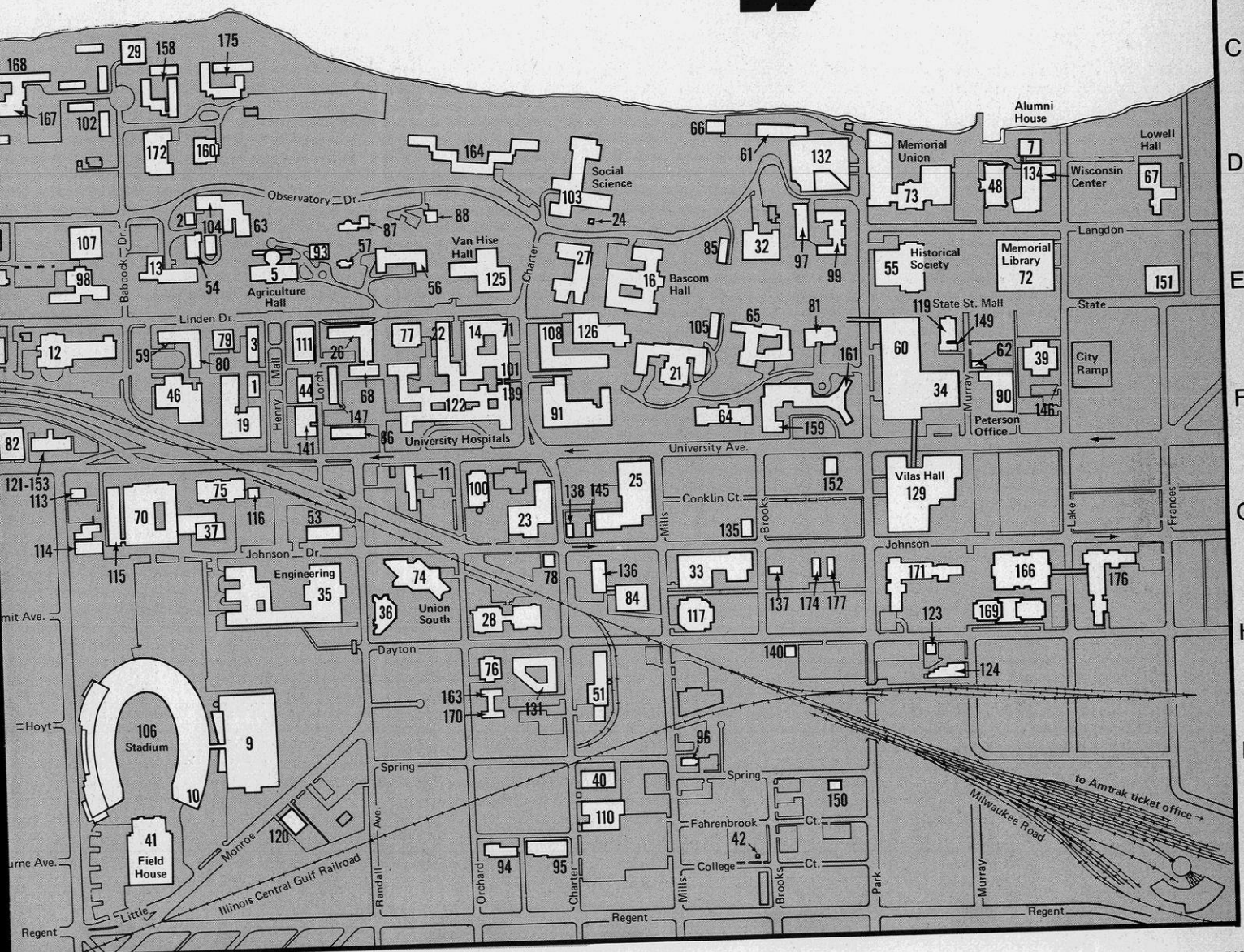
1/8 MILE

1/5 KILOMETER

Our Since-You-Went-Away Guide to Campus Buildings

- | | | | | | | | |
|---|-----|--|-----|---|-----|---|---|
| 1. Agricultural Journalism | F8 | 24. Carillon Tower | D9 | 42. Fleet Car Office | J10 | 65. Law | E |
| 2. Agricultural Bulletin | D8 | 25. Chemistry | G10 | 43. Forest Products Lab | F3 | 66. Limnology Lab | D |
| 3. Agricultural Engineering | E8 | 26. Children's Hospital | E8 | 44. Genetics | F8 | 67. Lowell Hall (Extension) | D |
| 4. Agriculture Engineering Lab | D6 | 27. Commerce | E9 | 45. Genetics Research Lab | E6 | 68. McArdle Lab for Cancer Research | F |
| 5. Agriculture Hall | E8 | 28. Computer Sciences-Statistics | H9 | 46. Greenhouses: Babcock Dr. | F7 | 69. Meats Lab—Animal Research Lab | F |
| 6. Agronomy Seed | E6 | 29. Crew House | C7 | 47. Greenhouses: Walnut St. | D4 | 70. Mechanical Engineering | G |
| 7. Alumni House | D11 | 30. Dairy Barn | E6 | 48. Gymnasium—Langdon St. (Old Red Gym; Armory) | D11 | 71. Medical Sciences | E |
| 8. Animal Sciences | D6 | 31. Dairy Cattle Instruction & Research Center | E6 | 49. Gymnasium-Natatorium | D5 | 72. Memorial Library | E |
| 9. Athletic Practice | I-8 | 32. Education | E10 | 50. Health Sciences, Center for | D2 | 73. Memorial Union | D |
| 10. Athletic Ticket Office | I-8 | 33. Educational Sciences | G10 | 51. Heating Station: Charter St. | H9 | 74. Memorial Union South | G |
| 11. Audio-Visual Instruction, Bureau of | F9 | 34. Elvehjem Art Center | F11 | 52. Heating Station: West | F4 | 75. Metallurgical & Mineral Engineering | G |
| 12. Babcock Hall | E7 | 35. Engineering: Chemical, Civil, Electrical & Engineering Mechanics | G8 | 53. Highway Lab, State | G8 | 76. Meteorology & Space Science | H |
| 13. Bacteriology | E7 | 36. Engineering & Physical Sciences Library | H8 | 54. Hiram Smith | E8 | 77. Middleton Medical Library | E |
| 14. Bardeen Medical Lab | E9 | 37. Engineering Research | G8 | 55. Historical Society, State | E11 | 78. Meiklejohn House (ILS) | G |
| 15. Barley & Malt Lab | F4 | 38. Enzyme Institutes | F6 | 56. Home Economics | E9 | 79. Molecular Biology—Biophysics | E |
| 16. Bascom Hall | E10 | 39. Extension | F11 | 57. Home Management House | E8 | 80. Moore Hall (Horticulture) | E |
| 17. Baseball Field | A2 | 40. Extension Services: Duplicating & Photography | I-9 | 58. Horse Barn | E6 | 81. Music Hall | E |
| 18. Beef Barn | E6 | 41. Field House | J7 | 59. Horticulture (Moore Hall) | E7 | 82. Naval ROTC Armory | F |
| 19. Biochemistry | F8 | | | 60. Humanities | E11 | 83. Nielsen Tennis Stadium | B |
| 20. Biotron | E5 | | | 61. Hydraulics Lab | D10 | | |
| 21. Birge Hall | F10 | | | 62. Inter-College Programs | F11 | | |
| 22. Bradley Hospital | E9 | | | 63. King Hall (Soil Science) | D8 | | |
| 23. Brogden Hall (Psychology) | G9 | | | 64. Lathrop Hall | F10 | | |

Lake Mendota



84. Noland Zoology Building H10
 85. North Hall E10
 86. Nursing, 1402 Univ. Ave. F8
 87. Observatory D8
 88. Observatory Hill Office D9
 89. Parking and Transportation Office, Lot 60. Information available about parking for visitors and bus routes. B3
 90. Peterson Office Building F11
 91. Pharmacy-Physics (Thomas C. Chamberlin Hall) F9
 92. Poultry Research Lab D6
 93. Preschool Lab E8
 94. Primate Center J9
 95. Primate Lab J9
 96. Protection & Security I-10
 97. Radio Hall D10
 98. Russell Labs E7
 99. Science Hall E11
 100. Service G9
 101. Service Memorial Institutes F9
 102. Short Course Dorms C7

103. Social Science D9
 104. Soil Science (King Hall) D8
 105. South Hall E10
 106. Stadium I-7
 107. Steenbock Memorial Library D7
 108. Sterling Hall E9
 109. Stock Pavilion E7
 110. Stores I-9
 111. Stovall Hygiene Lab, State E8
 112. Swine Barn E6
 113. T-22 Food Services G7
 114. T-23 Nuclear Engineering G7
 115. T-24 General Engineering G7
 116. T-27 Motor Vehicle Lab G8
 117. Teacher Education H10
 118. University Bay Center for Continuing Education C6
 119. University Club E11
 120. University Credit Union I-8
 121. University Health Service F7
 122. University Hospitals F9
 123. University Press H11

124. University Press Warehouse H11
 125. Van Hise Hall E9
 126. Van Vleck Hall E9
 127. Veterans Administration Hospital F2
 128. Veterinary Science E7
 129. Vilas Communication Hall G11
 130. Waisman Center C1
 131. Weeks Hall (Geology-Geophysics) H9
 132. White Hall: College Library D10
 133. Wis. Alumni Research Foundation (WARF) D4
 134. Wisconsin Center D11
 135. YMCA: Univ. Branch G10
 136. Zoology Research G9

STREET ADDRESSES

137. 215 N. Brooks St. G10
 138. 307 N. Charter G9
 139. 420 N. Charter St. F9
 140. 931 W. Dayton St. H10

141. 425 Henry Mall F8
 142. 2105 Herrick Dr. E4
 143. 2115 Herrick Dr. F4
 (Marine Studies Lab)
 144. 2135 Herrick Dr. F4
 145. 1120 W. Johnson St. G9
 146. 420 N. Lake St. F12
 147. 427 Lorch St. F8
 148. 2575 Marsh Lane C2
 149. 432 N. Murray St. E11
 150. 913 Spring St. I-10
 151. 602 State St. E12
 152. 917 University Ave. G10
 153. 1552 University Ave. F7
 154. 1815 University Ave. G6
 155. 504 Walnut St. F4
 156. 1925 Willow Dr. C6
 157. 1975 Willow Dr. B6

RESIDENCE HALLS

158. Adams C7

159. Barnard F10
 160. Carson Gulley Commons D8
 161. Chadbourne F11
 162. Cole D7
 163. David Schreiner H9
 164. Elizabeth Waters D9
 165. Elm Drive A C6
 166. Gordon Commons G11
 167. Holt Commons C7
 168. Kronshage C7
 169. Ogg H11
 170. Rust I-9
 171. Sallery G11
 172. Slichter D7
 173. Sullivan C7
 174. Susan Davis G10
 175. Tripp C8
 176. Witte G12
 177. Zoe Bayliss G10

Alumni Weekend '76

May 21-23

A great weekend for all alumni, with special reunions for the Classes of 1911, 1915, 1916, 1917, 1921, 1926, 1931, 1936, 1941, 1946 and 1951!

IN ADDITION

Home Ec Alumni: Saturday breakfast. Presentations by new faculty members. Wisconsin Center Guest House, 8:30 a.m.

O.T. Alumni: Saturday reception honoring Miss Caroline Thompson, retiring. Wisconsin Center, 3-5 p.m.

Women's Phy Ed Alumnae: Saturday morning tour of Lathrop Hall. Luncheon for members of Class of '26, Blackhawk C.C., 12:30 p.m.

SPECIAL EVENTS

- Social hours, receptions, dinners for reunion classes
- Half-Century Club luncheon honoring the Class of 1926
- Quarter-Century Club luncheon honoring the Class of 1951
- Warm hospitality at the Alumni House
- The traditional Alumni Dinner in Great Hall, Memorial Union. As always the highlight is the presentation of the Distinguished Service Awards. The fast-paced program held in the Union Theater following the dinner, includes special recognition of outstanding seniors, and entertainment by the University of Wisconsin Singers. The dinner is preceded by a no-host cocktail party in Tripp Commons.

and . . .

- Campus tours
- Elvehjem Art Center tours
- Carillon concerts
- Special symposia, featuring prominent faculty members
- Sunday open house at the Chancellor's residence

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

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