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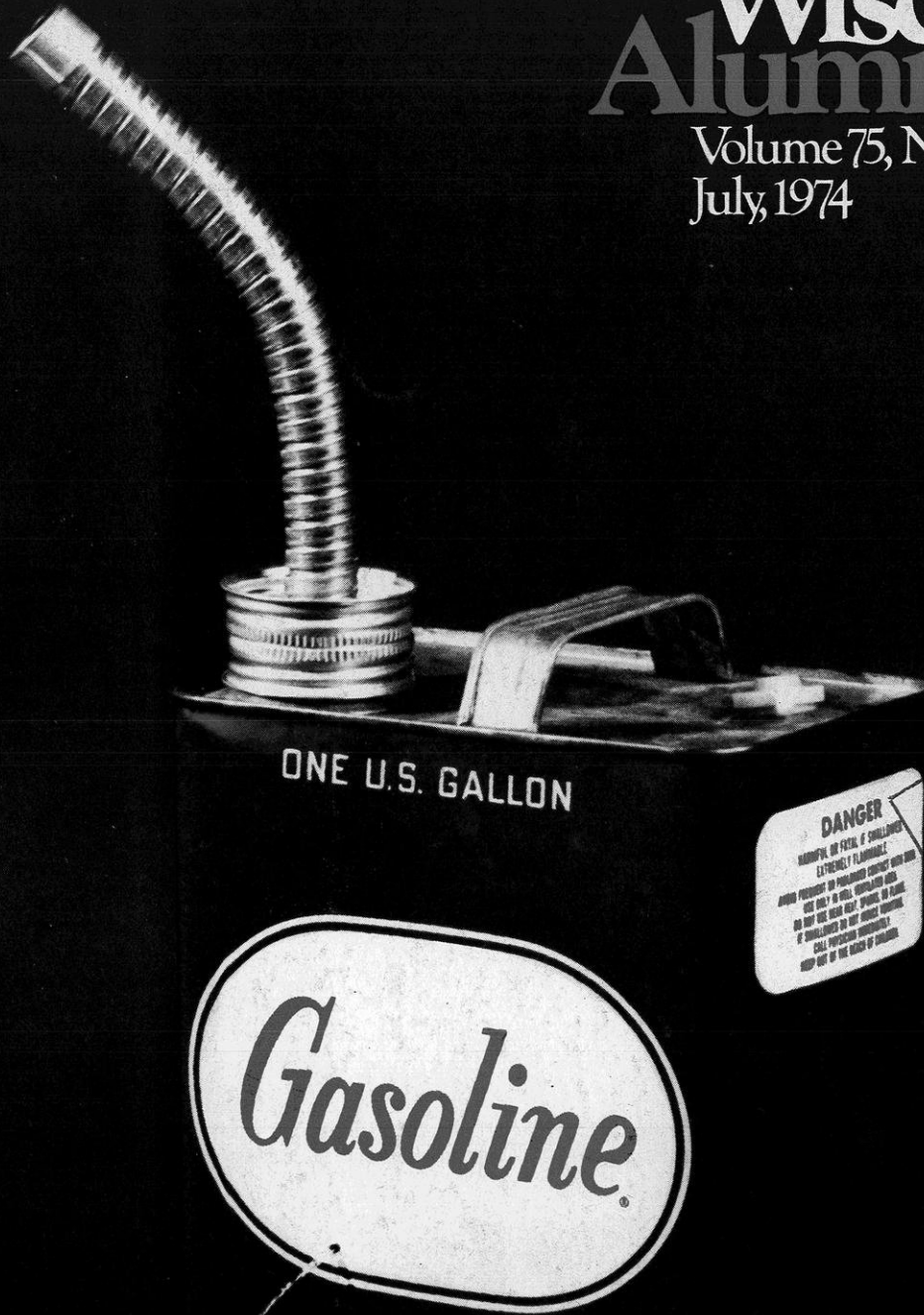
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# Wisconsin Alumnus

Volume 75, Number 5  
July, 1974



**DANGER**  
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EXTREMELY FLAMMABLE  
AVOID PUNCTURE OR PIERCING CONTACT WITH SKIN  
USE ONLY IN WELL VENTILATED AREAS  
DO NOT USE NEAR HEAT, SPARKS OR FLAME  
IF SWALLOWED DO NOT INDUCE VOMITING  
CALL YOUR PHYSICIAN IMMEDIATELY  
KEEP OUT OF THE REACH OF CHILDREN

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Lewis Weeks on the Shameful Waste of Our Resources

# On Wisconsin



Arlie M. Mucks, Jr.  
*Executive Director*

Alumni Weekend 1974 was truly a heartwarming and amazing event. Alumni from every corner of our great land arrived on the shores of Lake Mendota in record amounts. They were full of enthusiasm for their classmates, for their University and, in some cases, for their first visit back to their favorite campus in 50 years. We had some youngsters who celebrated their 60th anniversary, all the way to the happy record-breaking class of 1949 which attended its 25th anniversary functions. We would like to salute all of the classes for returning and giving real meaning to the Wisconsin spirit, and a special thanks must go to the Golden Jubilee Honor Class of 1924. Not only were they here in great numbers, but they gave their University a gift of \$505,746. Truly an amazing outpouring of their interest in sustaining this, an unusual and most efficient educational institution.

Brightening up the weekend, also, was a superb annual dinner that highlighted the awarding of the Distinguished Service plaques to some very worthy alumni. As we gathered in the Union Theater, we listened with amazement as the many accomplishments of our Distinguished Service Award winners were recited, all of them giving service to alma mater. This year, for the first time in 57 years, one of our special people, Kate Huber, was not able to attend. Auntie Kate, as she is known affectionately throughout alumni land, is a member of the famous class of 1917 that has reunions every year since its graduation. Kate has served your national board in every conceivable way and is a past recipient of the Distinguished Service Award. She has a deep sensitivity for the University and she told me in a recent letter that that sensitivity grows with each passing year. The associations that she has had with the University and its alumni are the very roots of her life. The education she received has lighted her way through life and that light glows in her heart for all of us to share.

What more can you say about the priceless ingredient called Wisconsin Spirit and loyalty.

Alumni Weekends are good for many things such as bringing administrators and alumni together, bringing buildings and alumni together and, very importantly, bringing alumni and alumni together. I think it points out to all of us our wonderful opportunities to share in a rich educational experience and to be indelibly marked with that famous Wisconsin Spirit.

## Letters

### Petrie Memorial

A scholarship fund has been established in the name of Hazen H. Petrie to aid the U.W.-Madison hockey recruiting program. The fund is established as a continuing program of assistance to the University. It is felt to be the best possible way to honor the memory of Mr. Petrie.

The late Mr. Petrie, founder of Petrie Sporting Goods, Inc., was a 1920 graduate of the University. He is well-remembered as a man who was deeply involved with the University, its students and faculty, and with young people who enjoyed sports. He contributed sports equipment to orphanages, and to many youths who needed help getting started in sports. He also worked closely with the Lakers hockey team when it was getting started. Many of the early Lakers went on to become hockey players and then hockey coaches at other schools.

Friends and businesses wishing to contribute are asked to send their checks, payable to the U.W. Foundation—H. H. Petrie Memorial Scholarship Fund, care of UW Foundation, 702 Langdon St., Madison 53706. Contributions are tax deductible. Thank you for your help.

Patricia Zastrow Resch '51  
Madison

# Wisconsin Alumnus

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Cover photo/Duane Hopp

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# MERGER: at long last law

*You thought they'd done it a long time ago, right? Well, big wheels grind slowly.*

*Back in April, 1971 we brought you the first report on the prospect of merging the Madison campus—the University of Wisconsin—and its 16 campuses with other colleges and universities around the state. Since then, from time to time, we've reported on developments of that plan. If you're a Wisconsin resident you've seen regular reference to it in the state press. The result has been that all but the most attentive must have assumed that merger was long-since accomplished. (For a couple of years it's been "UW-Madison," or "UW-Oshkosh," or "UW-Eau Claire.") The fact is that it wasn't—not legally—and by mid-1973 Pres. Weaver and other administrators who'd originally opposed the plan found themselves in the peculiar position of having to make speeches urging the legislature to get on with it. (You know: your dentist tells you the tooth has to come out, then leaves you in the chair while he goes to hunt up his pliers.) At this writing, on June 24, the final merger bill lays on the governor's desk. And herewith Pete Thomas, staff associate in the UW's office of state communications, tells you how it finally got there.—Ed.*

## **By Peter Thomas '72**

It had all started nearly five years ago when Governor-elect Patrick J. Lucey stated in a little-noted speech that he favored the merger of the University of Wisconsin with the Wisconsin State Universities system. Governor Walter Kohler had tried it back in 1955 and failed, and the prevailing opinion in December, 1970 was that a merger was now impossible.

But what was dismissed as so much rhetoric in December was a matter of spectacular concern by the entire Wisconsin higher educational community in March. The dramatic finale occurred October 7, 1971 as the State

Senate, after a morning of stormy debate, passed Senate Bill 213 by a vote of 18 to 15. Four days later it became Chapter 100 of the Wisconsin Statutes. The University of Wisconsin no longer existed by that name, and in the minds of most people the merger of the state's two university systems had been completed.

In fact, Chapter 100 did little merging. It did create a single Board of Regents from the two former boards, and it consolidated all of the two-year centers under one executive head. The names of the Universities were changed. But the laws which governed the two systems remained intact. What had been known as The University of Wisconsin was to continue being governed by Chapter 36 of the statutes. The State Universities were to be regulated by Chapter 37.

The new law stated specifically that "During the 1971-73 biennium the Board of Regents shall retain separate central administration offices for the institutions formerly under the Wisconsin State universities and under the University of Wisconsin."

The agent for elimination of this separateness was to be a body named the Merger Implementation Study Committee. Chapter 100 said that this group, to be composed of regents, faculty, students, legislators and citizens, should "study and make recommendations to the Board of Regents and legislature by January 31, 1973 on the merging of chapters 36 and 37 of the statutes," and on some 14 sometimes sticky concerns such as faculty tenure and retirement; faculty government and campus autonomy; comparable funding for comparable programs and comparable teaching loads and salaries for faculty, based on comparable experience and qualifications; and uniform system-wide standards for utilization of classrooms and other facilities.

In short, there were still a few details to be ironed out. In addition, the Merger Committee was also to advise the legislature as to "the practicability, feasibility and wisdom of merger."

James Solberg, an attorney from Menomonie and a regent, was selected as chairman. He called the first meeting for December 3, 1971. The seventeen committee members represented such a mixed bag of special interests that journalists who cover this sort of educational exotica more or less openly conjectured that the group would be unable to accomplish much of anything. Clara Penniman, of the political science department, represented the University of Wisconsin faculties, while Marshall Wick spoke for the State University academicians. But their attitudes toward tenure, for instance, were dissimilar in a number of respects. The six committee members officially designated as regents were all Republicans, but not necessarily of the same persuasion on merger, tenure, faculty compensation and any number of other subjects. Two Democratic regents also served on the committee, but were "citizen" representatives designated by the governor rather than by the board. The third "citizen" representative was Joe E. Nusbaum, secretary of the state Department of Administration.

The four legislative members were of predictably divergent stripes, as were the two students.

While the first meeting exhibited some of the anticipated aimlessness, the group did elect to have conducted a side-by-side comparison of Chapters 36 and 37.

By January 24, 1972 at its second meeting the members were of a mind that at least one of its major functions should be the creation of merger legislation. The side-by-side comparison of the two statutes had revealed that they were about 90 percent compatible "and noncontroversial." A "technical committee" was created to accomplish the task of wedding the noncontroversial portions of the two statutes into one. F. J. Pelisek, Milwaukee attorney and regent, was named chairman of the technical committee. His demanding chairmanship of the technical committee is generally credited with much of the final success of producing the bill.

By March the committee had completed a document which melded

much of Chapters 36 and 37, although there were areas of conflicting language and conspicuous voids. The committee suggested that it was the chore of the entire Merger Committee to work out the conflicts and supply additional language. By the time of the May meeting it became apparent that this procedure would not work, and the technical committee was instructed to construct a finished draft of a proposed statute.

While this was happening, another sequence of unrelated events was taking place which served to solidify

*When the last  
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committee room.*

the concept of merger. Although Chapter 100 specifically stated that there were to be two central administrations until a new statute was devised, the arrangement was proving undesirable. In the spring of 1972 the two central administrations were "functionally merged" while still meeting the letter of the law. This permitted the construction of a single 1973-75 biennial budget request for the two university systems. While the legal union of the universities was progressing so very slowly through the efforts of the Merger Committee, the budgeting process was building operational systemwide ties.

Throughout the spring, summer and autumn the technical committee met, argued, drafted, met again, attempted to reconcile opposing points of view and, by November, produced a document of a thousand fragile interconnecting compromises. In four marathon meetings, held November 9, December 15, January 4 and January 19 the full Merger Implementation Study Committee painfully nit-picked through every word of the behemoth document, goaded along by Pelisek's determination to finish the job.

When the last disputed word was voted upon and every contested phrase finally in place, there was no great euphoria in the committee room. Special interests which had been

compromised or left unsatisfied in other ways were expressed anew, with vows to pressure the legislature into making the desired changes.

The final task of the committee was adoption of a resolution commenting on the "practicability, feasibility and wisdom of merger." There was no consensus. The best the committee could officially say is that merger is feasible. And Regent Walter Renk even opposed that.

The proposed merger statute was distributed to the legislature January 29, 1973. It was introduced as Assembly Bill 930 May 3, 1973 and referred immediately to the Education Committee which conducted a public hearing on the measure June 13th. The Education Committee finally recommended it for passage February 6, 1974. But at the end of the month the Assembly sent it to the Joint Committee on Finance which recommended it for passage March 6th. AB 930 cleared the Assembly on the 21st of March. It sat in the Senate until it died on the table at the end of the session, at the end of March.

Governor Lucey called a special session of the legislature to deal with a number of bills that had not been acted upon during the regular session, among them the merger bill. The proposed statute resurfaced as Senate Bill 2 on April 29th. After amending it profusely the Senate passed the bill May 9th. It was expected that it would be forwarded to a compromise committee but the Assembly unexpectedly passed the bill, with all of the amendments, May 21, 1974. A vagary of one of the amendments permits the governor to use a line veto on the bill, and it was the expectation of most that he would delete much of the language inserted by the Senate.

Senate Bill 2 will become the new Chapter 36 of the Wisconsin Statutes, replacing the language which had previously related only to The University of Wisconsin. Chapter 37, which governed the former State Universities, becomes void. Probably the only two sections of the new Chapter 36 which contain potential for major controversy are those relating to student participation in developing rules for granting tenure, and student management of segregated funds. Of course, the controversy over the "wisdom of merger" will likely be around for some time.

Moreover, you're the only one who can slow down disaster.

# The Energy Crisis Is Real

by Lewis G. Weeks '17  
Chairman, Weeks Natural  
Resources, Inc.

## Limited Occurrence of Petroleum

Petroleum occurs as a minor constituent throughout most sedimentary rocks deposited on the bottoms of those ancient seas which, from time to time in the past billions of years, covered parts of the lands of the earth. Those rocky deposits in which petroleum is present underlie 17 million square miles, or about 30 percent of the 57 million square miles of the earth's land area. But they are not evenly distributed. Some countries have little or no sedimentary rocks; the areas of others are largely covered. Experts estimate that when all oil fields on land are found, they may number about 5000, occupying a total of only about 75,000 square miles. The geologist's job is to locate those small, varying productive spots. His training and experience also permit him to find the correspondingly large number of fields similarly distributed beneath approximately 20 million square miles of continental shelves and slopes that underlie the sea bottoms.

## The Role of Energy in Civilization

Energy and discipline are the most basic elements in a nation's economy. Its sustaining strength depends more on its economic and moral fiber than on its military power. The present world energy trauma—sometimes referred to as a "crisis," sometimes as a "shortage"—should bring home to everyone the truth of this statement. It applies whether energy is derived from petroleum, coal,

uranium, the sun, or whatever—or from the creative spirit of the people.

The progress of civilization has paralleled, with remarkable precision, the growth of energy use. Foremost in man's struggle for existence has been his search for the energy with which to do work. Our attainment of world economic leadership has been energy-based. Historic perspective shows the role that energy has played. In the tens of thousands of years before Christ, civilization advanced relatively little, and only locally. For 20,000 years B.C. the population remained almost static. The rate of mortality was great. The only energy known to man was that of his muscles. But in the 2000 years that followed, there was an awakening in man's spirit and energy; and with the attendant immense advance in living standards the world's population rose from 200 million to four billion.

The forces which underlay this great upsurge flowed mainly from three forms of energy working in combination. First, there is that which derives from an adequate diet. Second is the tremendous power-to-accomplish which is supplied by the fossil fuels, coal and petroleum. Third, and equally important, is the energy awakened in the spirit of man. This is what led him to tap the power stored in coal and petroleum. The effect of these three forms of energy was not in proportion to the sum thereof, but to their product.

## Energy Demand-Supply Relations

Growth in the use of energy has been phenomenal. Think about these things: *Over half of all the coal produced in the world to date has been mined since 1940. Half of all the oil produced has been taken from the earth since 1963. Europe's petroleum needs have more than*

*quintupled since 1950. Experts predict that the giant new fields of the North Sea will produce two million to three million barrels per day by 1980, and perhaps six million to seven million barrels per day by 1990, but these large local supplies will take care only of the increase in demand in some of the North Atlantic countries, and that but temporarily. Over half of Europe's energy supply will still have to come from elsewhere, such as the Arab countries. This situation is critical in the U.S. and extremely so in Japan.*

Assuming it is readily available, our oil consumption from now until the end of the century will total close to 300 billion barrels. Less than 100 billion of this can be supplied domestically from our conventional sources. This leaves well over 200 billion barrels to be imported. Considering the inevitable increase in price and the likely depreciation of our currency, the cost to us would probably run to well upwards of \$2 trillion. Some of this energy demand will probably be supplied from our oil shale or by the hydrogenation of coal, but only at very much higher prices.

(You may be wondering about the outlook for large additional oil discoveries in the Arab countries. The main source of oil in those countries has already been found. This is one reason for their tightening up on its export and on the rising prices to us, recently from about \$2 a barrel to about \$12 a barrel, and destined to go higher.)

When we talk about petroleum imports we are assuming that the nations with surplus oil will agree to make it available, but their financial situation is such that they can hold their oil for even greater profit to

them and cost to us. Meanwhile they suggest taking over part of our petroleum industry and perhaps other businesses. Sheikh Ahmed Yamani, Saudi Arabia's very active and able petroleum minister with whom I visited recently, stated that his nation could be producing 20 million barrels a day by 1980, or 20 percent of the Free World's supply forecast for that time, as compared to 8.5 million barrels or 14 percent today.

You may have thought, as many have, that now with the 10-billion to 12-billion-barrels oilfield discovered on the Alaska North Slope we will have all we need. Would that this were true! If and when the industry is permitted to market that oil we would need four or five times that amount of new supply to fill our energy gap of today. And at the current rate of consumption increase, by 1985 the U.S. will need to find one of these 10-billion-barrel fields every 10 months. This is most unlikely. Indeed, we cannot be sure we will ever find another of that size.

There has been well over a 100-percent growth in energy use in the U.S. in the last 15 years. We have only six percent of the world's population, but we consume 35 percent of its energy. Oil and gas supplies 76 percent of our energy needs. Assuming the oil is available, at least 50 percent of our needs will have to be imported in 1985—as compared to less than 30 percent today—and 75 percent of a very much larger demand will have to be supplied from abroad by 1995. Unfortunately, we may not have a major choice with the exception of some of the large high-sulphur reserves of the Middle East and the well-known pollution problems they present. Our large reserves of coal do not offer a ready escape from pollution since those most available and otherwise desirable are high in sulphur, and we have not learned to desulphur them economically. Desulphurization of crude oil appears to be less a problem but at greatly added cost.

The per capita use of energy in the world has doubled in each of the last three decades. If we consider this along with our growing population of energy-consuming youth we have a main reason for the increased squandering of our energy resources. It will be the younger generation who will be so

seriously inconvenienced. Oil today equals in tonnage all other items in international trade. In the 1970s the world will consume about as much petroleum as it did in the prior 112 years of the petroleum industry. In Europe and Japan the consumption of energy has been growing at three to five times the rate of population increase!

If continued at the recent rate of consumption growth, the world will consume something like 730 billion barrels of oil and 1000 trillion cubic feet of natural gas over the next 20 years. These amounts are much greater than are available today in the world. For this reason, and because of the almost certain negative effect on world economics, we may anticipate that the rate of growth of petroleum consumption of the past three decades will diminish considerably in the years and decades ahead.

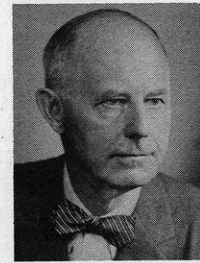
So great is the accelerating demand for energy that we can truly say that the years of abundant supply at supportable prices are relatively few. The age of fossil fuels has been correctly and aptly described as "but a moment in the total of human history."

Perhaps the situation can best be put in perspective by stating that, at current rates of consumption increase, some 70 percent of the world's total original supply of conventional oil resources will have been consumed within the normal lifetime of individuals now in their twenties.

Conventional world oil production will probably peak late in this century or very early in the 21st. But it will cease to meet demand long before that. Indeed, we already see the beginning of this shortfall. After its peak, production will begin a slow decline, lasting for over 100 years, contributing less and less to the world's energy needs, ending in a trickle, but still in demand. Only at rising prices can a maximum amount of an ever-diminishing fraction of the growing petroleum energy needs be supplied. (I shall come back to the matter of our nation's unsupportable costs.)

### International Concern

All of the world's petroleum supplies in excess of domestic needs are con-



*Lewis G. Weeks '17 is one of the nation's most respected geologists. Following postgraduate work at Cornell he joined the Whitehall Petroleum Co. at age 27, worked in India and recommended that the company search for oil in Saudi Arabia. At age 31, in 1924, he went to work for what is now Exxon, and led the firm to major discoveries in Europe, Western Canada, and South America.*

*He retired in 1958 and opened his own oil consulting business in Westport, Connecticut. One of his clients was Broken Hill Proprietary, in Australia. On his recommendation it sank a test well 30 miles offshore near Melbourne, hit gas and oil on the first drilling. Those oil fields now produce nearly 400,000 barrels a day, and earn Mr. Weeks \$3.5 million annually in royalties.*

*In a profile on him (June 1, 1974) FORBES magazine says: "There are few parts of the world unfamiliar to the peripatetic Weeks, and few of its rock structures that he does not know intimately. He has visited Siberia and the highest Andes. Along the way he authored more than 100 scientific papers and a number of books on the occurrence of oil around the globe."*

*Mr. Weeks has given the campus the largest individual gift in University history: \$2.5 million toward the geology-geophysics building at W. Dayton and N. Orchard streets (wa, March 1974). The building—logically named Lewis G. Weeks Hall for Geological Science—will be dedicated on October 18. Mr. Weeks will be honored during that ceremony, as well as at a forum following, centering on the world energy crisis and sponsored by the UW Presidents Club.*

*In 1972 Mr. Weeks was a recipient of the Wisconsin Alumni Association's Distinguished Service Award.*



trolled by the Soviet Union and the Oil Producing and Exporting Countries (OPEC), most of which are Arab countries in the Middle East. Russia corresponds to the Middle East in the gas picture, though she also has huge amounts of excess oil.

In December, 1973, the United Nations, without a dissenting vote, agreed to the establishment of a United Nations University. It is to emphasize research in the resolution of problems of most critical interest to the nations of the world. The energy shortage is considered as foremost among these concerns. Japan immediately subscribed \$100 million toward the university and agreed to erect a central core of university buildings north of Tokyo. Other nations are considering similar centers for special problem research. In April of this year a special two-day meeting of representatives of government, industry, universities, and the U.N. met in St. Louis for discussion of the problems and what needs to be done in the implementation of remedial research. My part in the discussions concerned mainly the problems of energy. The technical presentations were in general excellent; it is hoped that the political handling will be constructive.

At the current rate of increase in demand for and cost of petroleum, and assuming that supplies are available and economically supportable, the ability of our nation to meet the strain may logically be questioned. Based on the certain overall decline in domestic supplies and on an extrapolation of the recent rate of increase in petroleum demand; and based also on a price of only \$15 a barrel in 1985 and \$30 a barrel in 1995, our country's annual import cost in terms of 1974 dollars would be something like \$60 billion by 1985 and perhaps \$150 billion by 1995. (As a basis for comparison, the total cost of all U.S. imports of every kind for 1972 was \$25 billion.) Imbalances of trade of such dimensions, if we do not prepare to meet them, could wreak havoc with our international status and monetary relationships. Substitute fuels will suffer the effects of rising costs on an even greater scale.

Oil and gas aren't the only raw materials we have largely exhausted. For us and many other nations

the end is in sight for a large number of industrially critical domestic supplies of metals. Some of these can be obtained only from abroad, and only for the limited time they are available. Thousands of tons of steel, tin and aluminum have been used up on a lavish scale to make beer and pop cans. Great amounts of copper have gone into millions of brass lipsticks and other toiletry articles. Vast quantities of petroleum have been consumed in the manufacture of auto tires, and so on almost indefinitely. Therefore, even if the energy were readily available to process them, many of the earth's other resources are not adequate to support a projection of current development growth. Unlike petroleum, various metals can be recycled, but only in small part; meanwhile, the projected civilian demands are immense, not to mention those of defense.

Equally important, the world's population cannot all go back to the farm. Even if there were sufficient land, enough food could not be supplied without the fertilizers that are already in critically short supply, as are tools and machinery. The energy that is expended in worldwide food gathering and transportation alone is immense.

### The Search to the Seas

The intensive search for oil has spread to the seas. Off many of the coasts of the world, interest in petroleum prospects has been extended well beyond the edge of the continental shelf—the 600-foot water depth. In a few cases it has extended even to water depths as great as 10,000 feet. Exploration wells can be drilled beneath waters deeper than 10,000 feet; in fact, hundreds of holes have been drilled throughout the oceans beneath waters up to 20,000 feet of depth for geologic research. Nevertheless, engineering research has not yet mastered the economic problems of producing any oil that might be found at depths of more than about 1800 feet. I have no doubt, however, that if petroleum is ever found in quantity at the greater depths by exploration wells, industry will find a means for its commercial production.

Studies show that the cost of exploitation of petroleum from beneath 1000 feet of water is three to four times that at 100 feet. Operations under several thousand feet of water may be so costly that only

giant fields, using the most efficient, yet undeveloped techniques, will perhaps be profitably exploited. It seems doubtful that petroleum in anything like the yields required for commercial operations exists below water depths of 10,000 feet and more.

This brings us to the question of the expense of the subsea petroleum resources, their distribution, and their ownership when they are located some distance out from the coast. The 1958 Geneva Convention, one of several negotiated at United Nations conferences on the Law of the Seas, set up certain rules on the ownership of subsea resources. They were agreed to by many of the world powers, but they raised more problems than they solved, as seems customary in the U.N.

So, in recent years the U.N. has been attempting to bring about agreements on "fair and acceptable boundaries," applicable in all of the seas of the world, between the areas near the coast of national domain and jurisdiction and the outer areas of the main ocean, which would be recognized as coming under international jurisdiction. This particular concern about domain boundaries applies only to the resources on and beneath the sea bottom; not to the waters themselves, their fish and other contents, nor their surfaces.

Anyone who has sat in on a U.N. debate on this matter probably soon realized that there are about as many different views as there are member nations on where the national/international domain boundary should be drawn and on rules governing exploitation of the resources. The four most commonly proposed boundaries are 200 meters (650 feet) of water depth; 3000 meters (10,000 feet) of water depth; 40 miles from the coast; and 300 miles from the coast. All of the world's nations, including the land-locked states in continental interiors, want a share of the subsea resources.

### What About Other Sources?

A favorite comment is: "When our petroleum is gone, we will simply get our energy from coal, oil shale, nuclear, geothermal, solar, or some other energy source." Yes, we will, but in very much smaller amounts, and at higher prices and a wait of two or three decades for the nec-

essary research. Petroleum is by far the most efficient and versatile of energy sources. It is the only raw material for the vast array of petrochemicals we depend on for many hundreds of products from beauty creams to clothing, electrical insulation, plastics, auto tires, construction materials, etc. Petroleum is unique by reason of this vast utility, its unsurpassed end-product versatility and, above all, its very low cost compared with all other energy sources. If this were not true, the world would long ago have concentrated on one or more substitute sources. It is only fair to point out that nowhere on earth are the normal prices of petroleum products as low as in the U.S., and in most countries they run two or three times the prices here.

Petroleum will always be preferred among fuels. So great is the convenience of oil and gas, and so valuable are they as a chemical raw material that much of the world's coal will probably in time be converted to gas and oil.

Oil and gas will also be extracted from oil shales by heating, a process that is less complex chemically and operationally, and less costly than coal. So in time, petroleum of a kind—a pseudopetroleum—will no doubt be produced, though not at the low cost of conventional petroleum. It will be derived from oil sands by some process of slowly washing the oil out of the sands, and from shale oil and coal by hydrogenation or methanation. Other sources of industrial energy and power, all of them inorganic and all utilizable only through the medium of electricity, include: water power, tidal and geothermal energy, solar energy and nuclear power.

In the utilization of all sources of energy some 25 percent to 40 percent or more of the energy input does not serve a useful purpose. The automobile, for instance, sends out of its exhaust some 70 percent or more of the energy supplied it! About the same percentage of energy is wasted in our electric power generating systems. There are additional power transmission losses, making the use of electricity relatively local and very costly.

The delay in the development of substitute energy sources is due mainly to unsupportable costs, but is increased by their limited versatility, making them noncompetitive with petroleum in both respects. When oil was selling at \$2 a barrel, it

was commonly predicted that if it went up another \$1, shale oil might begin to be competitive. However, as we have stressed, costs generally have risen very much faster than has the price of oil and gas. As energy from oil and gas has been, comparatively, so very cheap, we have largely used them up.

Power based on electricity is about our only refuge outside of the fossil fuels, but we are seriously unprepared for the employment of such energy. Regardless of the energy source, the production of electricity is one of the most wasteful uses of primary energy. (Solar energy for home and space heating is widely used in Japan and to a lesser extent in many other areas of the world. I use solar heat effectively in my home. Its use is particularly laudable since it frees petroleum energy for other purposes.)

The thought of atomic energy captures the imagination. One pound of uranium, about the size of an egg, has an energy capacity equal to that of 15 carloads of coal. The problem is to make this energy available in a form we can use. Atomic energy as a supplement to petroleum is still not assured in our future, even for the many petroleum-short countries, including the U.S. High labor costs particularly, coupled with the current five-to-10-years wait for plant delivery, plus the sometimes unreasonable objection of environmentalists, have greatly delayed, and in some cases inhibited, its use.

The most likely prime energy source supplement to petroleum will probably be nuclear power; first through the perfection of the breeder reactor, then—hopefully later on, but still decades away—by hydrogen fusion. Nuclear energy, as in the case of that from the sun and other sources, will be utilized mainly in the form of electricity.

Preparation of uranium for today's use first requires enrichment. Three enrichment plants are in operation in the U.S. They were built by the government at a cost of over \$1 billion each. It has been predicted that at least 30 times this enrichment capacity will be required by the end of the century. Today, only a small percentage of the potential

## "Why haven't we been told?"

This common question, says Mr. Weeks, is "encouraged primarily by vote-seeking politicians." In answer, he points out: "We *have* been told, repeatedly, over more than 30 years. We have been given the statistics many times. By actual count, I have published these no less than a dozen times since 1940, reported them to the U.N., and announced them widely in lectures.

"In the late 1930s I initiated quantitative assessments of potential resources of all of the world's basins, including all countries and for the world as a whole. These were published three times in the 1940s and several times since. They were presented to the U.N. Conference on the Conservation and Utilization of Natural Resources four years after the birth of the United Nations. At that conference and on many other occasions before and since 1949 I called attention to the very finite nature of the petroleum age and the inevitability of inadequate supply. "Simultaneously with my worldwide petroleum occurrence research, studies of other forms of energy resources were being made. The part that each energy source would play logically in supplying my projected energy demand over the next 100 years was published in August 1959 under the title 'Where Will Energy Come From in the Year 2059?' This formed the keynote of a symposium, in 1959, of the first 100 years of the oil industry." Mr. Weeks notes that many others have also issued such warnings, although "nearly all have confined their remarks to the United States," rather than the worldwide situation. One expert whom he cites as particularly worthwhile is M. King Hubbert, of the United States Geological Survey, whose "views may be even more pessimistic than mine."

power of the uranium atom is utilized; and unless and until the breeder reactor is perfected uranium will, in a relatively short time, also be in short supply.

Nuclear power based on today's fission process has potential hazards. On the other hand, power potential based on contained or controlled atomic fusion—if the process can ever be accomplished—is not only unlimited as to source, but is completely devoid of any contaminating products; the only byproduct is water.

To date 28 nuclear plants have been put into commercial operation in the U.S. Fifty more are under construction and 60 are on order. When all these are completed, 20 or more years hence, they will have added about 30 percent to the country's present kilowatt capacity. *Still, the sum of all of these will account for but a small percentage of the potential energy demand.* There is currently much popular opposition to nuclear plants, but the time will probably come when the public will plead with utility companies to build them. The same will be true in regard to refineries, offshore drilling, petroleum import facilities, tankers. Now there is the want and the need expressed, but with it the caution: "Don't drill any of your wells around here or off our shores, or build any of your refineries or bring any of your dirty tankers along our coasts." Part of the higher cost of gasoline in New England is due to the prohibition of refineries. In contrast to the ban on drilling off our Atlantic coast, 63 percent of the area of the North Sea is now under active exploration by oil companies. And the same is true off the shores of scores of other countries.

The development of synthetic or substitute sources of energy should have been initiated decades ago. The same urgency does not exist for the USSR and the OPEC countries. They have sufficient resources to last several decades, and they then stand to benefit from the substitute energy-source know-how that will have been developed by others at great cost. Even now, our information is that Russia is further advanced than we are in uranium breeder reactors and even in fusion research.

The petroleum industry seems destined to become involved more and more in chemical and other resource business. In fact, the two most valuable chemical raw materials in an infinity of areas are petroleum and

elemental sulphur. Both are discoveries of the petroleum industry. It has pioneered, too, in the development of marine expertise.

Other forms of resource based on marine geology or oceanology include the magnesium and bromine now being extensively recovered from sea water, plus such potentially valuable minerals as iron ore, manganese, coal, nickel, gold, cobalt, copper, zinc, lead, diamonds, ilmenite, rutile, zircon and other placer minerals. The first nine of these metals occur in large concentrations in three rift pools at the bottom of the Red Sea, and perhaps in many other similar situations. Chemical and pharmaceutical raw materials are also said to be potential marine resources. In connection therewith, the future will bring multi-purpose seaside or even subsea plants which will be powered by nuclear fusion, using deuterium from the sea water.

### Who Should Take Over?

Despite the urgings of a few politicians, not many Americans can be naive enough to believe that the government should step in to "solve" our crisis by taking over the oil industry. Oil and gas supplies are maintained by tremendous efforts by geologists and by the judicious use of money on the part of the petroleum industry. Governments simply never can run such an operation. If they accomplish anything at all it is through taxes paid in to offset government inefficiencies and technical inabilities, and because the governmental operation itself is free of the huge sums others annually pay in taxes. Moreover, the huge tax revenues that would not be coming from oil companies under government operation would have to be obtained by increasing the taxes of other industries and private businesses, as well as those of the individual.

In spite of immense and constantly rising costs, the petroleum industry's record is unparalleled for maintaining prices of its products to the public. Hundreds of millions of dollars are exacted from the industry by foreign governments in huge lease bonuses, annual rentals and taxes. These must be paid in at the outset just for the right to explore. Next, scores of millions are spent in ex-

ploration for the hidden oil reservoirs. It may cost several million dollars to operate one exploration well, and most of these are unsuccessful; in the U.S., only one in 50 finds a commercial oil field. When one is found, further scores of millions are spent in development drilling; after which many additional scores of millions are required for the production and oil-gathering pipelines, for ocean-going tankers, for stabilization plants to separate the gas from the crude oil and remove the liquids dissolved in the gas. Then \$20 million to \$50 million may be spent on a refinery to maintain the products, and more millions in getting them to market.

Yet up until two years ago the price of a gallon of gas in the U.S. was little different from that of 1920, if we subtract all of the taxes the government added on. In fact, when we deduct all those taxes, gasoline sells at this moment for less than 50 percent above what it did a half-century ago! Compare this to a price rise of 500 percent to more than 1000 percent for every other staple product purchased today, rises which began with a flourish in the 1930s. No industry has contributed more to the security of the nation and the standard of living of the people, and no industry has done more to hold down costs to the public than has the petroleum industry. Yet none has suffered more misrepresentation and abuse.

What about the profit picture in the industry? Oil companies in this nation have for years earned not only lower-than-average profits—measured both historically and in comparison to other business—but those profits are to a large degree realized on the basis of oil and gas reserves that were found years ago at very much lower finding costs. Today, our oil industry taxes total more than twice the combined payments to its employees and its stockholders. The plain fact is that oil and gas have for years been selling below today's replacement costs in most of the U.S., a situation that will spread worldwide. The depletion allowance cut, amounting to \$700 million last year, reduced still further the financial limit of what this high-risk industry can do. And if that is eliminated entirely, as has been proposed, the small tax gain to the

government will be offset by a far greater cost to the consuming public.

A situation has resulted from recent worldwide circumstances of supply and demand whereby many oil company earnings showed a sudden increase. This news was gleefully seized upon in some quarters, but we must keep in mind a few points in addition to the above-mentioned fact that for years the earnings of oil companies have averaged far below those of other U.S. industry. In addition, note that: 1) Greater-than-normal earnings accrue each year to hundreds of businesses in this country, for any number of reasons and without bringing forth political outburst; 2) Oil companies, instead of paying the increased profits out to shareholders, are adding them to their budgets in order to find and develop new reserves so urgently needed; and 3) The petroleum industry is beset by escalating erosion in the value of its earnings as a result of government profligacy. The result of this fact is that today there are many hundreds of U.S. companies searching for oil in over 100 foreign countries, whereas 15 years ago there were fewer than 10. It is the reason why drilling for oil and gas in the United States has dropped from 56,682 well completions in 1955 to 26,532 in 1970. Simple economics is the reason why drilling companies have reluctantly been scrapping their rigs or shipping them elsewhere.

The word "monopoly" has been thrown around, also. Well, there are 40,000 oil companies competing in every phase of the business, attempting to beat the competition, the margin of their earnings not large enough to find and provide the additional energy our economy so urgently needs. Does that sound like a monopoly?

*Some two decades ago, by authorization of the Supreme Court, the Federal Power Commission placed a ceiling on the price of gas so low that, coast to coast, industrial and private uses of energy turned to gas, abandoning coal and all other sources of energy. The result is that we cannot now call on them in our need. That ceiling made it uneconomic for producers to explore for new gas supplies in this country. That ceiling caused us to use up our gas reserves*

*quickly; their price fixed by politics rather than by economics, while the cost of all other basic commodities rose many times. That ceiling is the reason why we now are forced to pay high prices for imports, adding yet another burden on the nation's economy and its balance of trade, and leaving us at the mercy of the foreign producers. That ceiling; not the oil industry.*

The U.S. has been blessed with resources enough to let us escape—until now—the inefficiencies of government. And for the last four decades we have been mortgaging our future as a result. Blithely we have been playing both ends against the middle until there is dangerously too little middle left.

Predictions on the scale of future expenditures become increasingly astounding because of nationwide proliferation of unsupportable costs, the economically and morally destructive result of which is inflation. Whenever costs of whatever size or nature are not matched by productivity, or do not create economic utility greater than those costs—but rather are fiscally supported by the excess creation of purchasing media—the result must be economic waste and inflation. The basically determining elements of cost are taxes, wages, salaries, the multitude of "services," both governmental and private, plus the pernicious excess of creation of purchasing media. These have risen in the U.S. so far above their productivity value as to become a matter that should be of very serious national concern. Some of our most costly services are born of a hodgepodge of laws which have been ingeniously built-in and are unbelievably complex and self-serving.

Caspar Weinberger, secretary of Health, Education and Welfare, recently pointed out that his department's 1973 budget of \$83 billion is the largest of any federal agency, including the War Department. His budget for the next fiscal year is \$111 billion—an increase of \$28 billion! He said that any effort to cut spending only produces new congressional mandates to spend more. The secretary tells of "the prevalent myth that money can solve the social problems of the nation," and that when it doesn't do so, the appropriation is doubled. He further indicated that a major part of his budget is earmarked for the alleviation of symptoms, instead of correction of causes.

On the consumer level, a large percentage of our oil consumption could be saved by eliminating the completely unnecessary and greatly oversized, overpowered cars or our massive, inefficient train equipment. The modern automobile is only about five percent efficient, as I have said before, and even this efficiency is being lowered by about 20 percent by the use of the emission controls demanded by environmentalists. We overheat our homes and offices in winter and overcool them in summer. (And in your hotel room, that summer overcooling is compensated for by an electric blanket!) The Bureau of Mines calculates that better insulation alone could save this nation \$100 million a day in oil consumption by 1985. More and more of our manufactured goods now appear to self-destruct within a short span of time. This built-in obsolescence adds tremendously to our energy consumption, not to mention our cost of living. The constant changing of styles, whether in clothing, cars or habits, accomplishes the same squandering of energy.

And as the price of that energy becomes economically excessive, as it must, demand will, as it must, diminish. Of course this will have accompanying adverse consequences on our economy and on our status as a nation. A decreasing use of energy is one of the most telling earmarks of a people.

A message from St. Paul, written nearly 2000 years ago, has fiscal as well as moral applications that are true today, and on a national scale. He wrote: "We have erred and strayed from Thy ways like lost sheep. We have done these things . . . and there is no help in us." Just as we have wasted our precious energy heritage, we continue to throw away billions of dollars each year on an escalating profusion of wants, pretended needs, and symptoms. It is well past time that we, as a nation and individually, begin to mature and to forget the symptoms by recognizing, admitting and eliminating their causes. National policy can rise no higher than the standards of its people.



DSA winners Whitney North Seymour, John Walsh, James Watrous, Margaret Callsen Russell, Sam Ogle, Walter Renk.



*Alumni Weekend: May 10-12*

# The Gang Was All Here

*Fifteen hundred came back, '24 and '49 had birthdays, and you had to make a reservation to get a word in.*



*Class of '29      Class of '24*

*President Weaver*





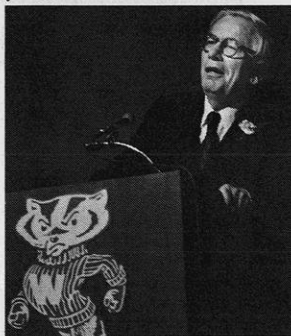
Class of '44



Class of '49



Class of '39



Chancellor Young

Class photos/Wollin Studios

Candid photos/Del Brown, Gary Schulz

# Let's Get On With Everybody's Lib

*Oh, men!  
Oh, women!  
Don't be  
afraid of  
equal rights  
for the  
opposition.*

by Prof. Shirley Abrahamson  
U. W. Law School

*"Women are all right in their place"*  
—Wis. Sen. Gordon Roseleip

If the senator were here we might ask him just what *is* the woman's place? I assume what he means is that women ought to know butter from oleo. I think that when people talk about a "woman in her place" they portray her in a three-bedroom house with two baths, a family room, a green lawn and a green back yard; maybe there's a swimming pool. There's wall-to-wall carpeting, 2½ children and a tall, handsome, elegant, hard-working husband. The woman is always loving, calm, sweet-tempered. *He's* always loving, calm, strong, able, supporting. They keep house together. She makes beautiful gourmet meals. Cheaply. She washes the clothes in a Kenmore, using All-Temperature Cheer. The kids use Crest and don't have any cavities. Everything is joyous.

And that's a perfectly ok dream. That's a good life, if that's what you want and if you can afford it. Many of you probably thought that after I painted that dream, I would destroy it. I do not, although I can't live it. If I stay home on a Saturday or Sunday, I'm exhausted. I can't do that kind of physical work. Cooking a good meal, cleaning up the house and getting the corners on the pictures is tough work for me, and it's demoralizing. You know why? Because next week the corners on the pictures are going to be dirty *again!* But when I close a file at the law office, it's closed! I'm done. I get a great sense of achievement.

I have finished a job.

So the senator's dream isn't *my* dream. But it *is* my sister's. (I mean my biological sister, not the "Sisters, Unite!" kind of sister.) My sister lives that dream. She enjoys it. She can't come to my house because she sees the dirt. I can't go to her house because all those shiny surfaces hurt my eyes. So that's perfect: we enjoy each other, and I sympathize with her plight and she with mine. We've both made our beds, so to speak, and we each can survive on our own.

However, even for those who place themselves in the picture, the senator's dream is a faulty one in today's society. Most women can't really exist in it, because approximately half the women who have young children must or do work.

More and more women are in the labor market. One out of every ten is supporting a family. Eight percent of the women who work have husbands whose income is less than \$3000 a year. Twenty-two percent of the women who work have husbands whose salary is between \$3000 and \$7000 a year. So approximately 30 percent of the women who work bring home pay checks that are essential for the very maintenance of the family unit. Many of the other women work to maintain a standard of living which the family wants—a car, a home, a vacation trip, college education for the child, etc.

The working woman got up this morning between five and six o'clock. She threw together breakfast, lunch and dinner—hopefully in the right order. She did a couple of loads of wash with cold water so that everyone else in the family would have hot water. Then she kissed her husband and kids; put out the dog and cat and took care of the variety of other animals; and took the car or mass transportation to work.

And at her place of work she *probably* is not eligible for the higher-paid jobs. There is a high likelihood that although she has the same job as a male, with the same hours of work, she is probably given a different title and less money. She has less chance of advancement on that job.

You ask why, they'll tell you women get married and quit. They move when their husbands move. They get sick oftener.

The statistical truth is that women get married and go to—or stay at—work. And a lot of *men* move because they want to change jobs, their wives get different jobs, the family wants to go back to (or leave) the hometown, or because there's an illness in the family, and on and on. There are just lots of reasons why men or women change jobs. There's no showing that women move more frequently from job to job than do men. And men have more absenteeism than do women, both of the short-term and long-range varieties.

Or, they'll say women get pregnant. Well, that's true! But a pregnant woman can work. Our mothers and grandmothers worked a full day in the house without all our modern labor-saving conveniences, or they worked in the fields. They delivered the child, and a couple of days later—if it was even a couple of days—went back into the house or field and took care of the 10 or 12 other children.

Further, more and more women today get pregnant only when they want to. Men, on the other hand, have more coronaries than do women, and the coronaries *aren't* planned!

Those arguments are the frustrations that face women in the employment field. Of course, the working woman has the protection of federal statutes which guarantee equal job status and equal pay. Most women unite on the desirability of these equal rights provisions.

The Wisconsin Supreme Court recently had before it the question of whether or not girls could be newspaper boys. "Newspaper carriers," I should say. The majority of the court upheld a state statute prohibiting the employment of girls under 18 as newspaper carriers. Boys over 12 could be so employed. The court found that newspaper carriers had

been physically assaulted and robbed and therefore were engaged in a potentially dangerous occupation. Although no carrier had been sexually molested, the court predicted rape if girls were carriers. What about my son, who's 12? If it's too dangerous for your big 12-year-old girl who is taller than he and outweighs him, then why should the state allow my 12-year-old boy to be out there, to be assaulted? I'm just as concerned about my boy as you are about your girl. When my boy is in a public place I want him to be free from molestation. I think we have to look at it this way: *if it's too dangerous for a girl, we should question whether it's too dangerous for a boy.* You've got to look at the individual girl or boy, and see whether the particular individual can handle the situation. The sex of the child is not the significant factor. Maybe delivering newspapers is too dangerous for all children under, what? . . . 32? (My parents wouldn't let me cross the street alone till I was 29. You know how parents are!) I should also point out that New York has a newspaper carrier's act that allows both boys and girls to be employed, and in the South girls have traditionally been newspaper carriers. So maybe it's a cultural thing. I suggest to you that the State Supreme Court was wrong. In all its wisdom it was wrong. (After the Supreme Court case the Wisconsin legislature changed the law to permit girls to be newspaper carriers.)

Remember the fuss about listing jobs by the nature of the work rather than by "men" or "women"? Newspapers fought it. Advertisers fought it. They now obey it, and I don't see any great turmoil as a result. So a lesson may be that we shouldn't predict turmoil when we change our ways.

The thing that we women split forces on is whether or not we'd like to do away with the laws that assure women a minimum wage; or which prohibit women from working more than a set number of hours a week; or which prevent women from working at certain occupations. (One such law in Wisconsin was that women could not cut men's hair; and in this state a woman still can't be a public land appraiser.) Women are further divided on the laws which prohibit them from working at certain jobs at night. All these



*Mrs. Abrahamson graduated first in her class in the Law School at Indiana University in 1956, joined our Law School faculty as a lecturer in 1961 and became a full professor in 1969. She maintains a full-time law practice in town, is chairman of the area chapter of the Wisconsin Civil Liberties Union and is a member of the grievance committee of the State Bar of Wisconsin. This article is based on her talk on Spring Women's Day sponsored by the Alumni Association.*

laws are viewed as protective legislation for women. Many of them were passed in the 1920s when, as you know, unions were weak and workers were thought to be exploited. The state laws protecting male workers were declared unconstitutional by the U.S. Supreme Court, but laws which protected women and children were held valid. If I ask how many of you are in favor of doing away with these laws, you should tell me my question is unfair. The issue is not whether we are in favor of doing away with these "women-protective laws", but rather whether we should extend their protection to all workers, regardless of sex. It's not a sex question: it's one of what's good for society and for the individual worker. So we ought to have, maybe, a maximum-hour law for everybody to insure that people have leisure time. We ought to have a Wisconsin minimum wage law for men; there is none. What reason is there to guarantee women a minimum wage, but to have no such guarantee for men? This is sexism.

Much of our "protective legislation" has been used against women. The maximum-hour restriction means that a woman can't work overtime to make enough money for her family. The compulsory rest laws mean women won't be hired for a particular



job, because the men don't get guaranteed rest periods. The night-work prohibition is unreasonable because in some family units it might be better if the woman works the night shift while the husband is home taking care of the family. Far better than if she has to work all day while the husband works, and they have to hire sitters or otherwise make-do with some form of child care. So what was intended as protective legislation in the 1920s became discriminatory against certain women in the 1970s. On the other hand, there are workers in society who need protection regardless of whether they are men or women.

A major fear of women which makes them oppose equal rights is in the area of "family law." Women seem to fear that "equal rights" means wives will lose the right of support during marriage and in the event of a divorce. They see the husband coming home and saying "Tomorrow morning at 8 you go out and get a job!" Some women and men believe the equal rights legislation is thus destructive to the family unit. That's not what these equal rights enactments mean. Indeed, I believe that the equal rights legislation and society's increasing emphasis on women *enhances* the homemaker's role. The premise of such legislation is that the spouse who works at home does so because she (or he) wants to, not because she (or he) has no other choice. Equal rights does not force anyone who is happy as a housewife (houseperson?) to give up that role. Equal rights means people can make choices; not have roles thrust upon them.

What the equal rights acts say is "If you go out and work, you're going to get a fair deal, lady; if you stay home and work, your economic contribution to the family is recognized." Nothing says you have to go out and work; nothing says he doesn't have to support you. Equal rights recognizes the homemaker's role in the family unit. If the wife has to be replaced in the house (and that's why you should carry life insurance) the costs would range somewhere between \$700 and \$1300 a month. Now, if your husband would like to replace you in the house while you go out to work, I think

that's a fair deal. He's not supporting you for nothing, right? (If it's *not* right you've got a better deal than I have!) The equal rights laws do not change that.

What they might do—and it's now the divorce law in the state of Wisconsin—is say that the spouse who is able must support the other in the event of a divorce. So if you have a woman who's divorcing her aged, ill husband and going off with a younger man, and she is well-to-do, she has the obligation to support that ex-husband after the divorce, just as he would have to do in a reverse situation. I don't find that unfair; I find it humanitarian. I think that's what you bargained for when you got married.

In Wisconsin, as in other states, both spouses are obligated for child support: if she has funds or she has a job, she might have to contribute to the child support just as he does; which, again, I think is fair.

It used to be that in the state of Wisconsin the women were favored in some property, probate and tax laws. It used to be that in a divorce the woman retained her own property and she could receive some of the husband's property. Now, the divorce law provides that the court can divide equitably the property of both parties no matter who owns it. It used to be when a husband died he could will his wife property worth \$15,000 tax free; if she died and he inherited from her estate, he'd have to pay taxes on property over \$5000. Today in Wisconsin husband and wife are treated the same under gift and inheritance tax laws. (Men got equal rights through a revision of the inheritance law and the probate law, not through adoption of an equal rights law.) This makes good sense; when a spouse dies the other is going to have enough trouble without added tax burden merely because it's the husband or wife who dies first.

It used to be that the wife could cut her husband out of her will. She could say "I'm not going to give him a dime" or "I'll *only* give him a dime," whichever she preferred. But his will could not cut *her* out. Now, both spouses have equal rights against the estate of the deceased spouse, and, again, I think that's correct.

We'll have to wait and see how these new laws are going to work out. I think that if you read current Wisconsin Supreme Court decisions you'll find that the court

takes a "partnership" view of marriage, holding that the woman contributes her share by keeping house and by raising the family, and that she has to be equitably compensated. A woman should not be afraid of losing support and property rights. There is no reason to oppose the equal rights amendment or bills on this ground.

You should remember that this "equal rights and responsibilities of spouses" in the State of Wisconsin came about by amendment to the divorce laws, probate laws and tax laws, not by the passage of an equal rights act. Some women's groups in Wisconsin militantly opposed the women's equal rights legislation. These groups raised the spectre of the wife and children losing support rights and losing their own property. So the Wisconsin Legislature loudly and vigorously "defending the ladies," defeated the "women's equal rights law" but quietly enacted "men's equal rights laws" by amending the divorce, inheritance, and tax laws giving men equal rights with women.

A third concern women have had about equal-rights legislation is based on their fear that women will have to serve in the armed forces. The woman envisions herself or her daughter on the front line. First of all, we don't have any military requirements now, but that's not the full answer; we may have in the future. But again, I take the view that what's good enough for my son is good enough for your daughter. I don't want to see him ground up, and I know you don't want to see your daughters ground up. The way to prevent slaughter is to stop wars; it's not by limiting the military to males. Maybe you think stopping war is too simplistic a solution. Well then I suggest that we should draft all able-bodied *persons*, and put them in jobs for which they are suited. There are very good riflewomen, very good women drivers, and very poor women typists, and there are very poor riflemen, very poor male drivers and very good men typists. There are many countries—

civilized and not outside the Western experience—that *do* have women in the military services, and the society manages to survive. Also we must look at the other aspect of this problem. Some women want to make the military their career; today they must meet higher standards than men, and the women are not granted the same benefits as men.

The last-ditch, last-stand, dying-gasp argument against equal rights becomes what is popularly referred to as “the potty problem.” When all else fails, opponents of equal rights bring up the restroom issue. “Ah ha!” they say. “If there were equal rights laws, restrooms could not be sex-separated!” Now, how many of us have homes that have segregated facilities? We have very large parties; strangers come together, they all manage fine. You’ve never had anyone go home because he or she refused to use your mixed john. What do we do on a Boeing 747 that holds hundreds of people? There are no “his’s” and “hers’s”; its “ours,” right? And everybody gets along fine. Nobody knew each other before; they don’t know each other afterwards. I don’t know anyone who’s gotten VD or anything else from the airplane lavatory. The whole restroom issue is an irrelevant one. It’s a scare technique designed to offend and to embarrass. We all have an essential right of privacy, and it’s a legally protected right; if you can lock the door behind you, you should be fine.

When the opponents of equal rights move to the restroom issue, take heart. It’s an indication that they have lost the fight. For the past few years the Madison Club did not allow women in the downstairs dining room at noon. It doesn’t sound important, except that if you’re in business downtown, the Madison Club is one of the few places where you can get a fast, relatively inexpensive meal in a place that’s quiet for business meetings. That men-only rule in the downstairs dining room became an annoyance to me. And when the guys said to me “What about the restrooms?”, my answer was “If you can’t make a distinction between eating and going to the bathroom, I can’t be concerned.” (By the way, the Madison Club dining room has been opened to women,

and the restrooms are still segregated by sex.) The reason I talk about this matter at all is that it has been made a major issue whenever equal rights is discussed.

Most important for all of us is to try to see that our children do not get classified by sex. We should see that our boys are given the opportunity to learn how to cook, weave, sew, and draw. My son brought home a macramé, and he and I were absolutely delighted! Be careful that your girls aren’t limited to certain roles. The whole world should be open to all of our children. We should not unnecessarily close doors to them.

A big issue with our family was when my son came home from elementary school here in Madison with a sheet announcing recreational activities. “Baseball teams are organizing,” it said. “Let’s get the guys out in the field. Sorry, no girls permitted.”

He said “Mom, can I go?”

I said “No.”

He said “How come?”

I said “You know.”

He said “You mean because of the girls, hm?”

I said “That’s right. That’s discrimination. How would you like it if there was a note at the bottom of the sheet saying ‘No boys with brown hair and brown eyes can play?’”

He said “OK, I’ll play soccer, then.”

I said “Swell.”

Soccer in Madison, is an open sport. Both boys and girls play on teams. Out on that field, it’s very difficult—with the long hair, the T-shirt, the high socks and the shorts that don’t fit—to tell the boys from the girls in the 7-to-11-year-old group. It’s impossible to tell them apart by ability either. There are some girls who are great and some who are awful; and some boys who are great and some who are awful. And they have a wonderful time just playing the game.

A few weeks ago on national news on TV you may have seen that frantic father at a Little League meeting saying that he didn’t want his daughter playing and being touched on the buttocks or breasts by any boy. (They’re 10-years-old, remember.) And he’s all upset, and his wife’s all upset about children sexually mauling each other on the baseball field. The little girl was then interviewed. She was calm and sweet. She said, “All I want to do

is play some ball. I catch very well. I throw well. All I want to do is play ball.” She was the only one who made sense in the whole riotous event. I should add that my son doesn’t feel deprived about not being able to play baseball. He could identify with and be sympathetic to the girl’s position, which was that of the individual’s merit to play the game, regardless of the extraneous factor of sex.

The thing to keep in mind when discussing sex discrimination is this: if you’re unwilling to discriminate on the basis of race; if you’re unwilling to discriminate on the basis of religion, how can you discriminate on the basis of sex? The whole point in our society has been to consider the individual and to rid ourselves of group stereotypes.

It’s irrelevant that the equal rights act in Wisconsin was defeated. It didn’t go far enough anyway. The ones who really lost by the defeat of the equal rights act are the men, because their rights would have been broadened under this bill. The men would have gotten equal rights, and I’m for that. I think that if women are going to have equal rights, we women have to have equal responsibility; we have to share both ends of the load, the good and the bad. I hope that women and men can unite in demanding that there be equal rights and equal responsibilities for both sexes in our country.

Sarah Grimke was a noted abolitionist and suffragette. In 1837 Sarah said: “I ask no favors for my sex. All I ask of our brethren is they take their feet off our necks.”

# Badger Bookshelf

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

## **THE RIVERSIDE SHAKESPEARE**

is a one-volume, comprehensive work published late in 1973 to commemorate the 350th anniversary of the printing of his First Folio. A team of scholars has added guides to Elizabethan life, textual analyses of Shakespeare's comedies, tragedies, romances and poems, and a stage and film history of his works. On the team is **G. Blakemore Evans**, now of Harvard, who was a member of our English faculty from 1945-47, and whose notes appear throughout the book. (Houghton Mifflin; 1902 pps.; \$14.95).

## **SOCIETY AND CULTURE IN**

**AMERICA 1830-1860** by **Russel Blaine Nye MA '35**. Mr. Nye won a Pulitzer Prize in 1945 for **GEORGE BANCROFT: BRAHMIN REBEL**. In this book, the publishers say, he "recreates the aura of youthful excitement and maturing practicality" which surrounded the early, optimistic years of a young nation. (Harper & Row; 399 pps.; \$10).

**TO GOD BE THE GLORY** by **Theodore A. Gill '40**. (Abingdon; 158 pps.; \$5.50). Here is a collection of 18 sermons by friends and colleagues of the late George Arthur Buttrick, pastor of New York's Madison Avenue Presbyterian Church from 1927-55. Among the 22 prominent Presbyterians included are John C. Bennett, James S. Stewart and Carlyle Marney. Dr. Gill is a former president of San Francisco Theological Seminary and managing editor of Christian Century.

**THE HEALTHY FAMILY COOKBOOK** by **Jane Umanoff Margulies '64** and **Eve Kaufman**. The introduction warns us that "Frozen dinners, lunch meats, cake mixes, canned fruits and vegetables, processed cheeses, and commercially baked pastries are overcooked, colored with dangerous dyes, and loaded with carcinogenic preservatives." But all is not lost. Here are 240 recipes for such as rice with nuts and sprouts, hamburgers made with molasses, or lemon pancakes. (Harper & Row; 190 pps.; \$7.95).

## **VOICES FROM THE WILDERNESS**

by **Thomas Froncek '64**. (McGraw-Hill; 360 pps.; \$9.95). Here's how they did it, those grizzily, buckskinned individuals who helped hack a nation out of the wild frontier country. The twist is that we don't get their stories from Froncek; we get it from the pioneers themselves through excerpts from their journals and letters. They're crusty, sometimes arrogant, and surprisingly articulate. There are 27 writers in all, from James Smith in 1755 to Wm. F. Cody in 1870. Each selection is headed by a brief biography of the writer.

**THE GREATEST OF ALL: THE 1927 NEW YORK YANKEES** by **John Mosedale '50**. You have to get back to their pre-legend days to understand what the Yankees accomplished in that summer of 1927. Until then they'd been a good, fairly smooth-running ball club, but only that. In 1925 they'd finished seventh, and in '26 won the pennant but lost the World Series to the Cardinals. Then, in 1927, with virtually the same mixed bag, everything suddenly jelled. Ruth hit his fabled 60 home runs, Gehrig had 175 RBI's. The club took the pennant again, this time by 19 games, then proceeded to become the first AL team to sweep the Series. Mosedale sets out to discover why this particular group of men clicked that year as no other team has before or since. He is a bright, witty journalist who treats the team not as a group of fun-loving

adolescents, but as a unit worthy of general interest. So free is he of the sportswriters' clichés that he leads us to the reviewer's cliché that "You don't have to be a baseball fan to enjoy this one thoroughly." (Dial; 220 pps.; \$7.95).

## **THE COMMUNAL EXPERIENCE**

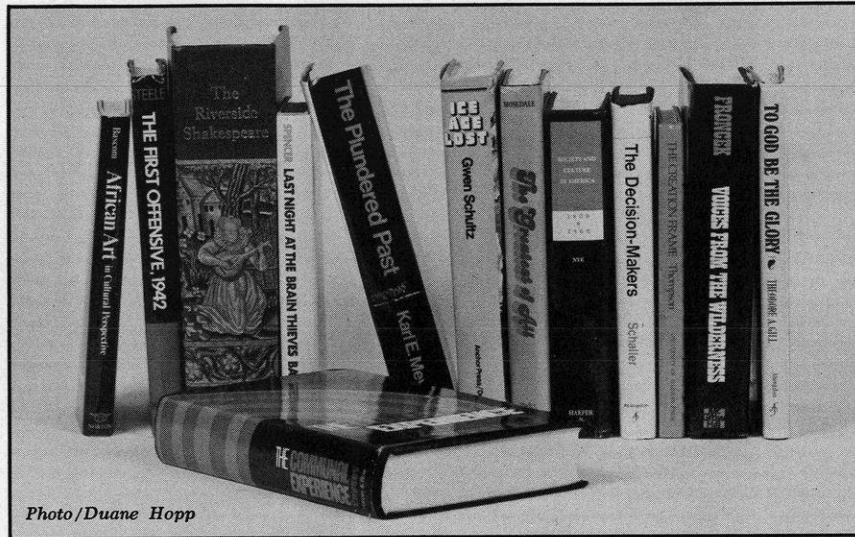
by **Laurence Veysey**, assistant professor of history here from 1964-66. (Harper & Row; 480 pps.; \$15). They weren't heralding the dawning of the Age of Aquarius after all, as the counter-culture kids claimed when they dropped out in the 1960s to flock to communes. Instead, according to Prof. Veysey, they were continuing in a practice which dates back to the turn of the century in this country and much earlier in others. The first half of this scholarly study gives us chronology and description of the communal practice through the years. Most of the second is an in-depth explanation of a New Mexico colony in 1971.

**THE FIRST OFFENSIVE** by **Richard W. Steele '56** (Indiana University Press; 234 pps.; \$8.50) Steele, now a professor of history at California State University, San Diego, is historian of the Joint Chiefs of Staff. In a matter-of-fact manner which our reviewer found most satisfactory, Steele lets the chronical of events expound his thesis that, despite Pearl Harbor, FDR pushed and tugged to center U.S. interests toward the defeat of Hitler rather than on the war in the Pacific. To do so he offended our allies and often confused and infuriated our military leaders. No hoked up drama; no character analyses; just smooth-flowing exposition.

**THE PLUNDERED PAST** by **Karl E. Meyer '51** (Atheneum; 337 pps.; \$12.95). For the past 20 years it's been a bull market in the field of art and artifacts. Part of that market—a sizable segment—depends on unscrupulous and/or careless acquisition, whether via the workings of a bulldozer in a real estate development near Albuquerque or grave robbers in

Italy or Guatemala. This is "the first book-length survey of the international illicit trade in antiquities," the publisher tells us. Included are extensive notes and bibliography and 24 pages of photographs of objets d'art and some who've acquired them by the book or by crook.

its oldness. It sings and crackles in one's glass, releasing long-compressed air bubbles that have been locked in its cavities since the snowflakes and firn granules that formed it were packed together, maybe thousands of years ago." A delightful learning experience.



**ICE AGE LOST** by Gwen Schultz '44 (Anchor Press/Doubleday; 327 pps.; \$10) You may not know nor care that the world is gradually losing its glaciers. These mammoth, ancient, mysterious ice masses are dwindling and slowly disappearing under the onslaughts of man and nature. It takes someone who understands both to make this fact into a fascinating book, and Prof. Schultz, now of our geography department, is such a one. While she's against wasting any resource foolishly, she sheds no crocodile tears over nature's pattern of change. She can be lyrical when describing a great mass of mountain ice in its habitat, but with equal ease she comes back into the world we know to tell about the real prospect of motorizing icebergs to float them down the seas to warmer climes, where they would provide more fresh water than a city of 750,000 would use in a year; or to describe glacial ice in home use: "(It) is colder than local or manufactured ice . . . but that is not all. It is fascinating to use because of

**LAST NIGHT AT THE BRAIN THIEVES BALL** by Scott Spencer '69. (Houghton Mifflin; 178 pps.; \$5.95) In this black comedy a young college psychologist answers a blind ad and finds himself a captive in a mysterious, acronymic "testing bureau" outside Boston, involved in mind-probing experiments. There are all the usual props: hidden cameras, lime green corridors, voices behind closed doors, strangers who could be spying on him while he is following orders to spy on them. The plot has been rerun oftener than *Star Trek*, but the humor is there, the protagonist is likeable, the suspense builds to an ending that—let's face it, we've had Watergate—is as believable as the novel's basic premise.

**THE HOLY SPIRIT IN TODAY'S CHURCH**, edited by Erling Jorstad (Ph.D. '57), examines the phenomenon of the "new Pentacostalism" or "charismatic movement." Jorstad chooses writings from observers and participants. (Abingdon; 160 pps.; \$2.75.)

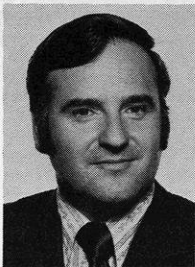
## NOTED

A study of the fundamentals of African folk art and its influence on the likes of Matisse, Picasso and Braque is found in **AFRICAN ART IN CULTURAL PERSPECTIVE** by William Bascom '33. (Norton; 191 pps.; \$7.95.)  **LIVES TOUCH** is a book of poetry by Ellis Oveson (Shirley Johnson Smith '48) St. Mary's College Press; 84 pps.; \$3.)  For ages 11-15 comes **IKE/ABILENE TO BERLIN** by Stephen E. Ambrose '57. Harrison E. Salisbury calls it "good reading and good history." (Harper Junior Books; 212 pps.; \$5.95.)  Herbert V. Prochnow '21 and Herbert V. Prochnow Jr. are editors of **THE CHANGING WORLD OF BANKING** in which they "have brought together twenty-three of the nation's leading bankers and economists to examine the dynamic changes now taking place in the field of banking." (Harper & Row; 394 pps.; \$10.)  T. G. Steffan MA '33 is one of three co-translators of a revised edition of Lord Byron's **DON JUAN** (Penguin Paperback; 752 pps.; \$5.95.)  **THE DECISION-MAKERS** tells "how to improve the quality of decision-making in the churches," and it's by Lyle E. Schaller '48. (Abingdon; 219 pps.; \$5.95.)  A how-to handbook on making **CRAFTS OF THE NORTH AMERICAN INDIANS**, by Richard C. Schneider MS '59 comes from Van Nostrand Reinhold. (325 pps.; paper, \$6.95; cloth, \$10.95.)  A well-received book of poems is **THE CREATION FRAME** by Phyllis Hoge Thompson Ph.D. '58. (University of Illinois Press; 83 pps.; \$5.95.)  From UW Press is **A HISTORY OF THE BEMBA** by Andrew D. Roberts Ph.D. '66, covering "political growth and change in northeastern Zambia before 1900." (400 pps.; \$15.)  And that old reliable, **COMPARATIVE GUIDE TO AMERICAN COLLEGES** just keeps rollin' along. The sixth edition is here; again by James Cass and Max Birnbaum '38. (Harper & Row; 916 pps.; paperback: \$5.95.)

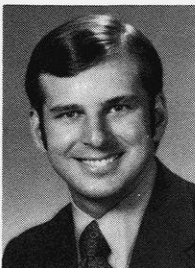
# Chairmen of Our Committees for 1974



**RECOGNITION AND AWARDS.** Walter F. Renk '24, Sun Prairie. WAA Distinguished Service Award winner 1974; UW Regent since 1967; member, UW Presidents Club; chairman, Class of 1924 Golden Jubilee Reunion committee, 1974.



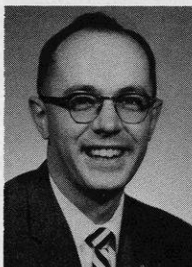
**ADVERTISING.** Marshall H. Smith '66, president of Marshall Smith & Associates, Inc., Madison, marketing consultants.



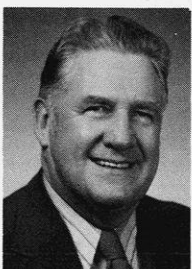
**YOUNG ALUMNI ADVISORY.** Jonathan Pellegrin '67, Fort Atkinson. Member, Board of Directors of WAA; past president, UW Alumni Club of Ft. Atkinson.



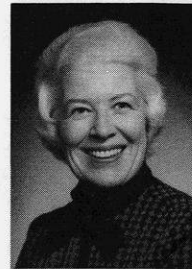
**STUDENT AWARDS.** Audrey Betty Walsh '38, Madison, (Co-chairman). Past secretary, Wisconsin Alumni Association; past chairman, Women's Day; member of its steering committee since its inception in 1961; member, WAA Nominating Committee; former member, UW Board of Visitors.



**STUDENT AWARDS.** Marshall Browne Jr. '49, president of Impressions Inc., Madison printing firm, (Co-chairman). Member of this committee for five years. Former director and vice president of UW Alumni Club of Madison.



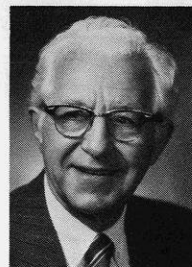
**INSURANCE ADVISORY.** Mayor Ralph F. Voigt '40, Merrill. Immediate past president, now chairman of the Board of Directors of Wisconsin Alumni Association; member, Badger Boosters.



**SPRING WOMEN'S DAY (1974).** Eleanor Campion Griffith '42, Madison. Women's Day exhibit chairman, 1971; program chairman, 1973; current member, Women's Day steering committee.



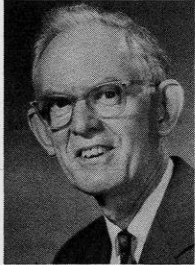
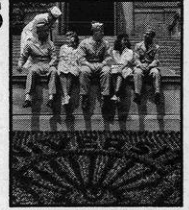
**FALL WOMEN'S DAY (1974).** Fern Plekenpol Lawrence '55, Madison. Program chairman, Women's Day, fall 1973; steering committee, spring 1974.



**NOMINATING.** Martin P. Below '24, Northbrook, Ill. Past president, WAA; winner of its Distinguished Service Award; permanent member of its Board of Directors; past president, UW Alumni Club of Chicago; present trustee of its Scholarship Fund; former WAA representative to UW Athletic Board; member, UW Foundation; chairman, Class of 1924 Gift Fund.

Other committees retain their chairmen as previously announced:  
**ALUMNI HOUSE UTILIZATION:** Marcelle Glassow Gill '35;  
**FINANCE:** Harold Scales '49;  
**LIFE MEMBERSHIP FUND:**

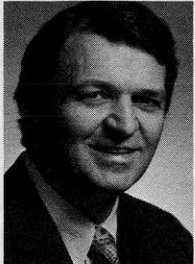
Ed Rosten '33; **MEMBERSHIP and PROMOTION:** Betty Erickson Vaughn '48; **RESOLUTIONS:** John J. Walsh '38; **STATE RELATIONS:** Mr. Walsh and Byron Ostby '49.



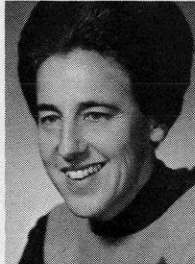
Robertson '35



Fisher '45



Reich '52



West '70

**Robert C. Merz '33** has retired as associate dean of USC's School of Engineering. He's been on that faculty for 24 years.

**Gordon O. Stromberg '33**, Ashland, retired in April from his administrative vice presidency with Lake Superior District Power Company, with whom he's been associated for 41 years.

**Sanford S. Atwood '34**, president of Emory University, Atlanta, since 1963, was given an award of honor this spring by that school's alumni association.

**Alexander F. Robertson '35**, technical assistant in fire programs for the National Bureau of Standards, was cited by the American Society for Testing and Materials for outstanding achievement in fire resistance research.

**Rob B. Larsen ('36) MD**, Wausau, has been elected a vice president and medical director of Employers Insurance.

**Stefan H. Robock '38**, New York, professor of international business at Columbia University, was awarded an honorary master's degree this spring from the Escuela Superior de Tecnica Empresarial, San Sebastian, Spain. He is a member of its international advisory board.

**D. Paul Souders '40**, has retired from the faculty of Bucknell University, Lewisburg, Pa.

**Wallace H. Jerome '41**, Barron, was one of six state residents to be honored this year at the recognition banquet of the College of Agricultural and Life Sciences. He is the founder and president of Jerome Foods, Inc., Wisconsin's largest producer and processor of turkeys.

**Garland G. Parker '41**, vice provost for admissions at the University of Cincinnati, whose annual studies on admissions projections are widely used by colleges and universities for planning and budget preparation, became president-elect of the American Association of Collegiate Registrars recently.

## 42/52

**David F. Nelson '43** is a new vice-president for public relations with Wisconsin Telephone Company, Milwaukee. He and his wife, the former **Elaine Muehl '42**, live in Wauwatosa.

**Sallie A. Fisher '45**, vice president of Puricons, Inc., Berwyn, Pa., has been named a fellow of the American Society for Testing and Materials.

**David Fitch '48**, chairman of the department of finance, insurance and real estate of North Texas State University, Denton, has been named by its alumni as one of its Distinguished Teachers for 1974.

**Henry W. Maier '48**, mayor of Milwaukee, was chosen as the Distinguished Alumnus of 1974 by UW-Milwaukee, from which he earned his MS in political science in 1964.

**Raymond S. Wruk '49**, Fairfax, Va., is now chief of the dairy and poultry market news branch for the USDA's Agricultural Marketing Service.

**David D. Davies '50**, Wausau, is the new field sales manager for the Wausau region of Employers Insurance.

**William J. Bush '52**, of Madison's Hanks & Bush insurance agency was elected president of the Independent Insurance Agents of Wisconsin.

**Donald R. Reich '52**, who's been dean of the College of Arts and Sciences at Oberlin (Ohio) College, is the new vice president and provost at Brooklyn College, New York City.

## 54/72

Last December **Richard D. Karfunkle '54** won the award for the best economic forecast of 1972 at the annual forecasting conference of the American Statistical Association's New York chapter. In April, he repeated it, winning the 1973 award. He is a vice president and chief economist of Abraham & Co., New York.

**Owen F. Balliet '56** has opened an insurance agency in Appleton.

**Judith Hicks Stiehm '57**, associate professor of political science at USC, was a winner of one of its awards for innovative teaching this spring.

**James L. Wert '57** is the first to occupy a newly endowed chair in metallurgy at Vanderbilt University, Nashville, where he has served on the faculty since 1961.

**Richard and Kathleen (Berry '57) Stumbo '58** are moving from Milwaukee to San Francisco, where he joins the Western Pacific Railroad Company as VP for finance.

**Mark S. Grody '60**, former vice president of public affairs for the National Alliance of Businessmen, Washington, D. C., is now with the Los Angeles public affairs consulting firm of Carl Terzian Associates as a vice president.

**L. Jim Schoenwetter '60** is the manager of a new energy systems project of 3M's Electrical Products group, St. Paul.

**Joseph and Linda Lee (Parisi '63) Ruffolo '64** and their two children are now in Fort Wayne, where he has joined North American Van Lines as vice president for PR. They moved from Memphis.

**David E. Masche '65** has joined the MGIC Investment Corp., Milwaukee, as director of budgeting and auditing. His wife is the former **Nancy Werner '66**.

## 04/41

**John S. Lord '04**, Chicago, was among three practicing attorneys honored by the Law School at its annual spring program in May. He received the school's Distinguished Service Award. He also holds its honorary Doctor of Laws degree, is a past president of Wisconsin Alumni Association and a member of the UW Foundation.

**Ethel Rose Taylor Horsfall '10**, Oakland, California, has had to cut her daily swimming to a quarter-mile, but nevertheless she has logged 850 miles in the water in the past dozen years. Three years ago she entered three outdoor swim meets, the only octogenarian to do so.

**Sigurd Olson '10**, who lives in Ashland and who has an environmental institute named after him at Northland College, was awarded the John Burroughs Medal for nature writing last spring. His book, **WILDERNESS DAYS**, earned the honor.

**Lloyd Larson '27**, sports editor and columnist for the Milwaukee Sentinel for more than 50 years, retired in May and was feted at a dinner attended by a sellout crowd of 700.

**Anthony Curerri ('30) MD** got an honorary Doctor of Science degree from the Medical College of Wisconsin (formerly Marquette University Medical School) in May. A former professor of surgery here and now president of the new Uniformed Services University of Health Sciences, Bethesda, Md., Dr. Curerri also holds the Distinguished Service Award of WAA.

# Badger Huddles '74

## September 14: PURDUE

Holiday Inn—West Lafayette  
I-65 & State Road 43  
10:30 a.m.—12:00 noon  
(Cash Bar)

## September 28: COLORADO

**Pre-Game—Luncheon**  
Harvest House, Boulder  
1345 28th Street  
12:00 noon  
\$5.00 per person  
*Advance reservations only*  
Mail check to: Wisconsin  
Alumni Association Services Corp.  
650 N. Lake St., Madison  
*Reservation deadline: 9/20*

**Post-Game—Badger Huddle**  
Sponsored by: UW Mile High  
Alumni Club.  
U. of Colo. Faculty Club  
Following game (Cash Bar)  
*Reservations to:* Peter Orwick,  
5920 S. Gaylord St., Denver 80121  
(Just let him know how many  
to expect—no money, please!)

## October 12: OHIO STATE

Columbus Hilton Inn  
3110 Olentangy River Rd.  
Columbus  
11:00 a.m.—12:15 p.m.  
(Cash Bar)

## October 26: INDIANA

**Pre-Game—Badger Huddle**  
Ramada Inn—Bloomington  
10:45 a.m.—12:15 p.m.  
(Cash Bar)

**Post-Game—Badger Huddle  
& Dinner (Buffet)**  
Sponsors: UW Alumni Clubs  
of Indianapolis, Cincinnati,  
and Louisville.  
Ramada Inn—Nashville, Ind.  
State Highway 46 East  
*Advance reservations only—*  
write for to:  
Delores Hillery, Pres.  
7453 Avalon Trail Rd.  
Indianapolis 46250  
*Deadline: Sat., Oct. 19*

## November 9: IOWA

Holiday Inn of Iowa City  
10:45 a.m.—12:00 noon  
(Cash Bar)

## November 16: NORTHWESTERN

Sponsor: UW Club of Chicago.  
*For information contact:*  
Robert T. Waddell  
J. Walter Thompson Co.  
875 N. Michigan Ave.  
Chicago

Gordon Bakken '66 has joined California State University, Fullerton, as director of faculty affairs and records.

For the second time Mathu S. Udayamurthy Ph.D. '66 has been listed in "Outstanding Educators in America." He is professor and head of the chemistry department at Mount Senario College, Ladysmith, Wis.

Donald N. Zillman '66 has been discharged from the Judge Advocate General's Corps of the Army, and is now an associate professor of law at Arizona State University, Tempe. His wife is the former Linda Goforth '67.



## Don't forget our date!

Sept. 21

Young Alumni Day

Oct. 1

Fall Women's Day

Oct. 5

Alumni Leadership Conference

Oct. 9

Wisconsin Singers Champagne Benefit

Nov. 1-2

WAA Board of Directors Meeting

Nov. 2

Homecoming (Reunions: Classes of 1954, '59, '64)

Gershon and Linda (Hughes '66) Konditi '67 have lived in Nairobi, Kenya for the past six years, and have "two children and a third one on the way," Linda writes. He is personnel director for InterContinental Hotels, and she is with Pan American World Airways.

James K. and Nancy (Muenkel '69) Crossfield '70 are back in Madison after his discharge from the Army as a 1st Lieutenant. He served three years in Bamberg, Germany, and Nancy was employed there by the American Red Cross.

Charlotte West '70, director of athletics for women at Southern Illinois University, Carbondale, has been elected one of the six national officers of the Association of Intercollegiate Athletics for Women. She was named commissioner of national championships for a two-year term.

Barbara Ann Ware '71 has been chosen as Texas Home Economics Teacher of the Year by Family Circle magazine. She is on the faculty of Metropolitan High School—West, in Dallas.

Second Lieutenant Philip G. Daspit '72 has been awarded his silver wings at graduation at Reese AFB, Texas, and has been assigned to fly the B-52 Stratofortress with a unit of SAC at K. I. Sawyer AFB, Michigan.

George F. Haenlein, who earned a Ph.D. here in '72, has been promoted to full professor in animal science and agricultural biochemistry at the University of Delaware, Newark.

Second Lieutenant Victor C. Paris '72 is a deputy missile combat crew commander at Minot AFB, North Dakota.

## Deaths

Mrs. A. Ralph Kerr (Nora Francisca Johnson) '00, Stoughton

Maurice B. Nichols '03, Oakland, Calif.

Mrs. Adolph Pfund (Charlotte W. Epstein) '04, Oak Park, Ill.

Mrs. William E. Weeks (Pearl E. Tompkins) '04, Aberdeen, Wash.

Arthur Strong '06, Dodgeville

Mrs. Walter J. Vollrath (Florence Georgiana Rietow) '06, Sheboygan

Mrs. Spencer Wyndham Woodworth (May Vanancia Dunn) '07, Manhattan, Kans.

Karl J. Theige MD, '08, Viroqua

Oscar Donald Black '09, Richland Center

Harold Elbert McWethy '09, St. Paul

Frances Ethlyn Holt '11, Columbus, Wis.

Mrs. Owen E. Richards (Marie C. Barthenbach) '11, Oregon, Wis.

Minnie Christine Onsrud '12, Stoughton

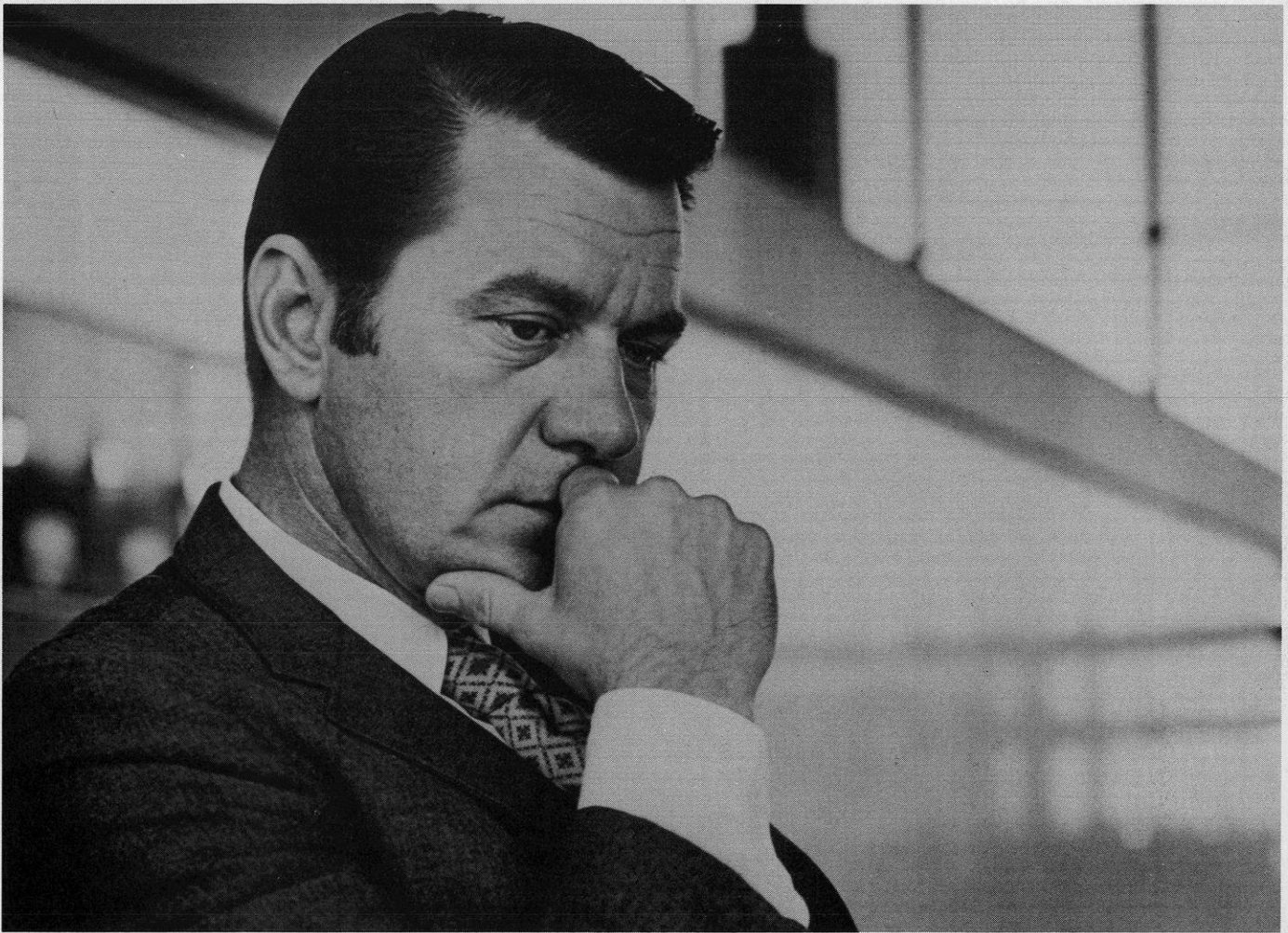
Frank Blackman Wilder '12, Madison

John William Brann '13, Baileys Harbor, Wis.

James Calvin McLean '13, Long Beach, Calif.

Rev. Alexander Ernest Frederick '14, Sparta

Walter Mathew Horne '15, Madison



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—lets you shop by mail for these volumes described in Badger Bookshelf, pages 18-19:

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- Healthy Family Cookbook*—\$7.95
- Comparative Guide to American Colleges*—\$5.95
- Voices From the Wilderness*—\$9.95
- Ike: Abilene to Berlin*—\$5.95
- The Communal Experience*—\$15.00
- Last Night at the Brain Thieves Ball*—\$5.95
- African Art in Cultural Perspective*—\$7.95
- The Creative Frame*—\$5.95
- The Changing World of Banking*—\$10.00
- The Plundered Past*—\$12.95
- The Decision Makers*—\$5.95
- Craft of the American Indian*—\$6.95
- Ice Age Lost*—\$10.00
- The Greatest of All: The 1927 New York Yankees*—\$7.95

Use the convenient coupon below to order any of these titles. Send check or money order, including 40¢ for handling. (Overseas orders please add \$1 handling charge.) Wisconsin residents add 4% sales tax.

University Book Store  
General Book Department  
711 State St., Madison, WI 53703

Please send me the following:	Price
Total, including handling charge and 4% tax to Wisconsin residents:	

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_



## Needlepoint Nostalgia

Keep your campus memories alive with these distinctive needlepoint works. Each comes silk-screened on 15" square canvas, ideal for framing or pillow-topping. Each has its color-correct fine yarns, needles and easy directions.

The UW Seal is red and white. Bucky is red, white and black.

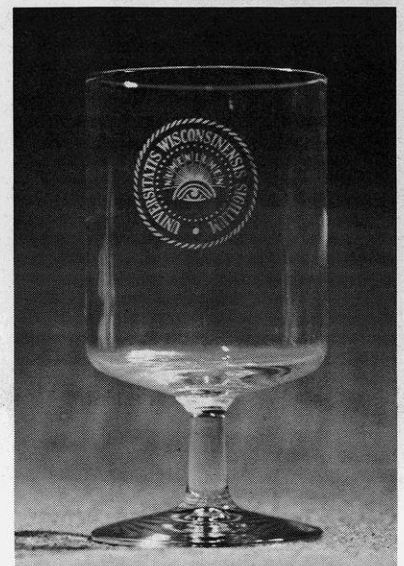
Each kit **\$25 complete**. (Indiana residents add \$1 sales tax for each kit.)

**Creative Crests**  
P. O. Box 223, La Porte, Ind. 46350

Please send me the \_\_\_\_\_ UW Seal; \_\_\_\_\_ Bucky Badger at \$25 each, post-paid. Here is my check for \$\_\_\_\_\_.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

- Mrs. Herbert McKinley Knipfel (Neste Densmoor) '15, Portage
- Peter Henry Miller '15, Milwaukee
- Garry Russell Blied '16, Madison
- Frances Post '16, Madison
- William Eyers '17, Calumet City, Ill.
- Mary Virginia Rodigan '17, Milwaukee
- Mrs. Richard Jeriel White (Blanche Marie McCarthy) '17, Appleton
- Louis Adolf Kirch '18, Indianapolis
- Lars Hvern Maurseth '19, Hemet, Calif.
- Mrs. Carleton Engler Saecker (Margaret D. Laut) '19, Contoocook, N. H.
- Frederick William Jungck '20, Menomone, Wis.
- Stuart James Lamb '20, Janesville
- James Rolland Ballantine '21, Bloomington, Wis.
- Maurice John Powers '21, Beaver Dam
- Lawrence Carl Keeley '22, Vero Beach, Fla.



## The University Goblet

For the first time we offer crystal stemware, finely, delicately etched with the University seal. Truly handsome, wonderfully eclectic. 11-oz. goblet; 5½" tall.

**Set of six . . . \$12.95**

**WAA Services Corp.**  
650 N. Lake Street, Madison 53706

Here is my check for \$\_\_\_\_\_. Please ship \_\_\_\_\_ set(s) of the 11-oz. crystal goblet with the UW seal etching.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

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

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

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

Everybody who takes out a Life Membership gets a special rate, and a permanent plasticized card to flash. There's one point, though. *Only those who pay their Life Membership in a single payment get the historic bronze-on-marble conversation piece.* But don't let that scare you. Look how low all these rates are.

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

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

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

Come along with us, today!

Wisconsin Alumni Association  
650 N. Lake Street, Madison 53706

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

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

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

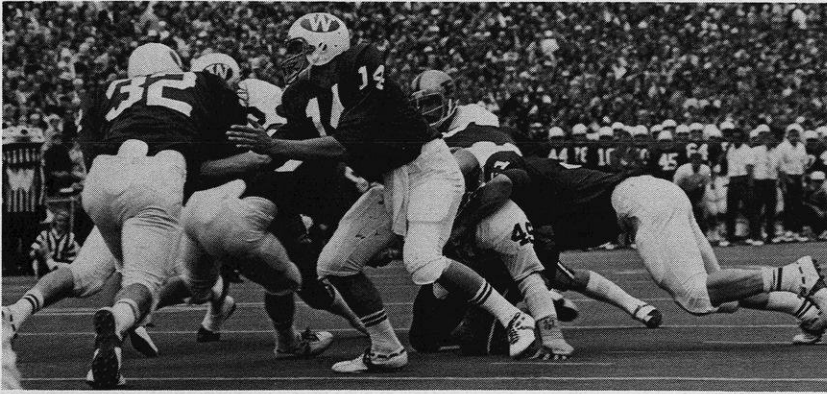
Master Charge # \_\_\_\_\_ BankAmericard # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Interbank # (Master Charge only) \_\_\_\_\_

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





*C'mon 'n cheer!*

# COLORADO FOOTBALL HOLIDAY

*September 27-29, 1974*

Jet with us via Continental Airlines 727, Madison to Denver and back, to cheer your Badgers to victory! Enjoy first-class meal-and-beverage service enroute. We'll stop for two nights at the deluxe Brown Palace Hotel in Denver, one of the finest hotels in the country. There'll be a special cocktail party for us the evening we arrive. Also included is your game ticket; special pre-game luncheon at the Harvest House in Boulder; round-trip transportation between Brown Palace and the football stadium; special Badger corsages for the ladies; and baggage handling and portorage charges at airports and hotel.

We're even bringing an experienced Alumni Holidays tour director to assist in every way.

*This wonderful weekend is co-sponsored by Wisconsin Alumni Association and the Mendota Association, and is open only to members of either association and their immediate families. We can take only 122 people! Hurry. Get your reservation in today!*

**\$229** per person, plus 10% taxes and services, based on double-room occupancy. For single room, please add \$25.

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## Colorado Football Holiday

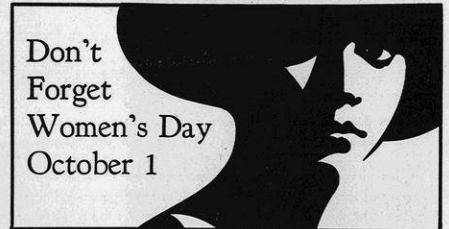
650 N. Lake Street  
Madison 53706

Yes! I want \_\_\_\_\_ reservations on the big 3-day football trip. I am a member of \_\_\_WAA; \_\_\_Mendota Association; \_\_\_both associations. Besides my reservation, the others are for (name and relationship)

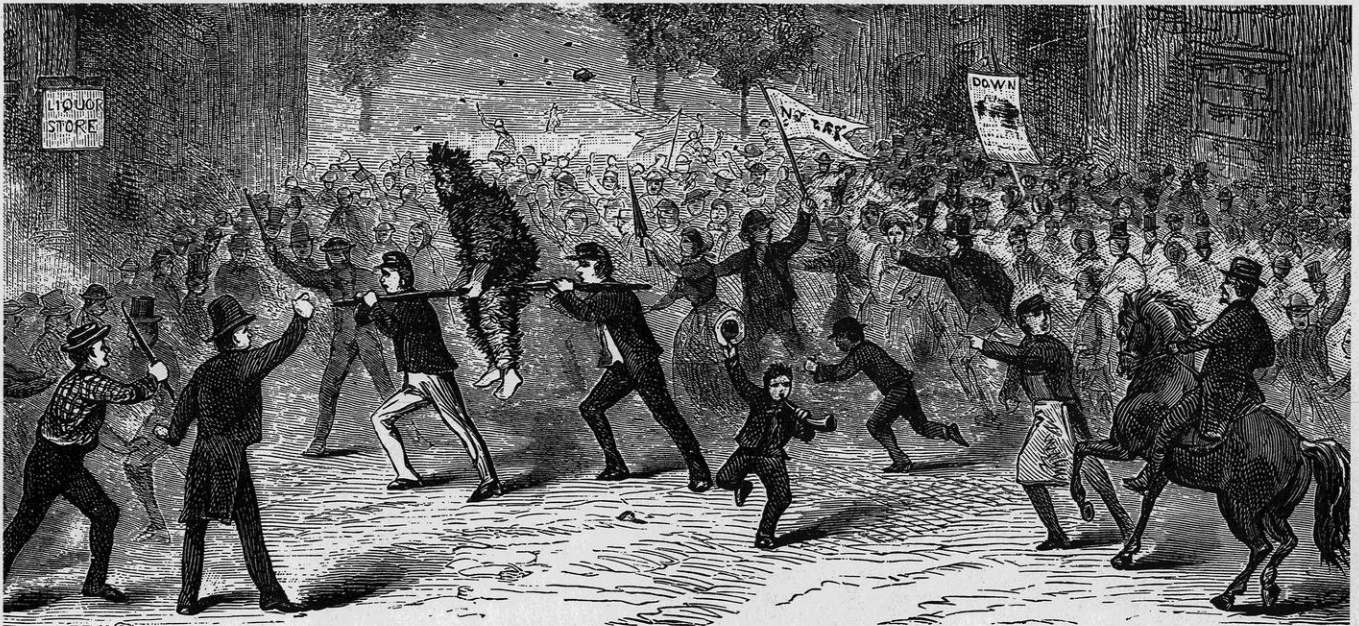
I am enclosing \$100 deposit for each reservation. Here is my check for \$\_\_\_\_\_. (Included are reservations for \_\_\_\_\_ single rooms at \$25 each.)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Mrs. Herbert Klapper (Kathryn Turney Garten) '22, Beverly Shores, Ind., well-known book reviewer.  
Donald Burt Osborn '22, Grand Rapids  
Geneva Schoenfeld '22, Madison  
Mrs. Mark G. Troxell (Louise Fleming) '22, Palo Alto, Calif.  
Merrill Beecroft Goddard '23, Madison  
Claude Axtell Mears '23, Denver  
Allison William Sievers '23, Milwaukee  
Mrs. Willard M. Spaulding (Thyra S. Lewandowsky Johnston) '23, Hancock, Wis., in Cocoa Beach, Fla.



Mrs. Alvus E. Armstrong (S. Katherine Kennedy) '24, Cleveland  
Hinton Cumming '24, Milwaukee  
Henry Otterson '24, Kenosha  
Delbert Herman Schacht '24, Woburn, Mass.  
Ivan Leroy Swancutt '24, Wauwatosa  
Benjamin Hughes Pearse '25, Washington, D.C.  
Mrs. Arthur W. Bouffard (Gladys Kathryn Olwell) '26, Green Bay  
Mrs. Thomas Richard Daniels (Eileen Mary Callahan) '26, Middleton  
Arthur Leonard '26, Elgin, Ill.  
Rollin Robert Mabie '26, Stevens Point  
Milton Wooding Moore '26, Orangeville, Ill.  
Milton Elmer Nichols '26, Reedsburg  
Richard Roland Rynders '26, Madison  
Mrs. David O'Connell (Evelyn Ruth Christians) '27, Madison  
Robert R. Stone '27, Madison  
Arthur William Grubb '28, Vinton, Iowa  
Eugene Bishop Hotchkiss '28, New York City  
Mrs. Marius Curt Page (Kathryn Elizabeth Manning) '28, Baraboo  
Alton Edward Wichman '28, Beaver Dam  
Otto Alois Bossart '29, Racine  
Maurice Eugene Monroe MD '29, Hartford, Wis.  
Lyman Theodore Powell '29, Superior  
Charles Arthur Henderson '30, Appleton  
Edward Sherman Beadle '31, Glastonbury, Conn.  
Homer Norbert Byrge '31, Verona  
Myron Wallace Hales '31, Madison  
Mrs. Harriet M. Koch (Harriet M. Schweers) '32, Milwaukee  
Ruscal Herman Martin '32, Milwaukee  
Alphons Robert Mueller '32, Madison  
John M. Whitelaw '32, Portland, Ore.  
R. Marcelle Pett '33, Edgerton  
Albert Francis Steffen '33, Dunedin, Fla.  
David Edwin Davies '34, Baraboo



## And they said you'd never be a standout in business.

*Come back and brag a little on*

### **Young Alumni Day** **Saturday, September 21, 1974**

*especially designed for the Classes of 1963-73*

Here's a repeat of our big, all-day event that proved so popular last year. Just for young alumni, and keyed to give you what you've asked for—a well-rounded day of refreshing discussion and learning, great food and drink, exciting Badger football, and hours to be with friends.

**Program:** *Union South (Randall and Johnson)*

10:00— Registration  
10:30 a.m. Bloody Mary/Screwdriver  
Eye-Opener Session

10:30 a.m. Chancellor Edwin Young  
"Madison Campus Report"  
11:00 a.m. Athletic Outlook: Asst. A.D. and  
Chairman of Athletic Board  
11:30 a.m. Luncheon  
1:30 p.m. Football  
Wisconsin vs. Nebraska  
(Block seating available)  
4:00— Badger Boomer Beer Bash  
6:00 p.m. Union South—Assembly Hall  
Combo

*Co-Chairmen:* Scott Condon '72 and Carol Ward Knox '73

**Cost:** \$5.00 per person  
**Football:** \$7.00 per ticket

### **Young Alumni Day Order Form**

Young Alumni Day  
c/o Wisconsin Alumni Association  
650 North Lake Street, Madison 53706

Please reserve \_\_\_ spaces at \$5 each (includes morning coffee, luncheon, registration fee, postgame beer party).

My check for \$\_\_\_\_\_ is enclosed. (Make payable to: Wis. Alumni Assn.)

Name \_\_\_\_\_ Class \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of Spouse or guest(s) \_\_\_\_\_

### **Football Ticket Order Form**

Young Alumni Day  
c/o UW Athletic Ticket Office  
1440 Monroe Street, Madison 53706

Please send me \_\_\_ tickets at \$7 each for the Wisconsin-Nebraska game, September 21, 1974, in the special seating bloc for YOUNG ALUMNI.

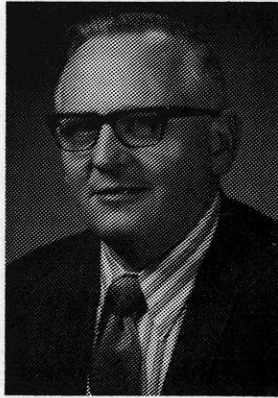
My check for \$\_\_\_\_\_ is enclosed. (Add 50¢ handling charge to total.) (Make payable to UW Athletic Dept.)

Name \_\_\_\_\_

Street \_\_\_\_\_

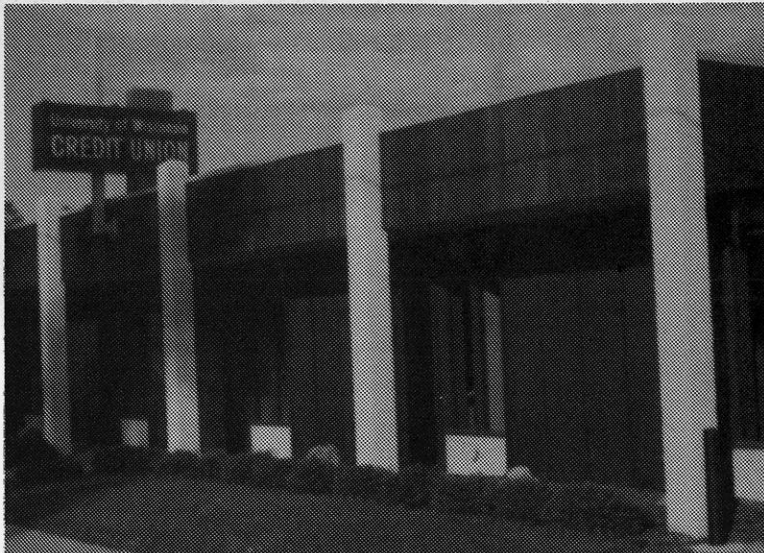
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Fellow Alumni, if you are living or employed in Dane County, Wisconsin, you may now join over 17,000 University people in meeting the financial needs of your community. As a financial cooperative, the University of Wisconsin Credit Union provides a full range of financial services. The Faculty, Staff, Students, and now, you, the Alumni of our great University all benefit.



*John R. Schmidt, Professor of Agricultural Economics and President - University of Wisconsin Credit Union*

For the highest return on your savings or for a low-cost loan, see your credit union first. At your University of Wisconsin Credit Union, you're more than just a customer . . . you belong. Join us today!



**University of Wisconsin  
Credit Union**

1433 Monroe Street  
Madison, Wisconsin 53711

PHONE: 262-2228

- Albert John Niebauer '34, Madison  
Mrs. Herbert Jasper Dutton (Irene Nona Walker) '35, East Peoria, Ill.  
Merrill J. Haley '35, Madison  
Kenneth Burdette Wackman '35, Scarsdale, N.Y. Former member of WAA's Board of Directors, and present board member of UW Foundation.  
Donald Harvey Gordon '36, Waynesboro, Va.  
Roger Leo Elmer '37, Monroe  
Dale Burton Keeshan '37, Oshkosh  
Ralph Joseph Polsby '37, Norwich, Conn.  
Arthur Albert Zuehlke '37, Riverside, Calif.  
Marshall Edward Bennett '38, Omro, Wis.  
Donald Thomas Burke '38, Rockville, Md.  
Frederick John Gunther '38, Waukesha  
Marjorie Bethana Mills '38, Madison  
James Joseph Keefrey '40, Madison  
Kenneth William Hoehn '41, New York City  
Jack Charles Nelson '41, Panorama City, Calif.  
Mrs. Wilbur L. Warren (Louise Marion Struck) '41, Ashland, Ore.  
Joel Berg Fiedelman '42, Sheboygan  
Evelyn D. Simonson '45, Madison  
Herbert N. Knutson '46, Beloit  
Ellen Gertrude Ahern '48, Milwaukee  
Hubert Clinton Hoff '48, Fort Myers, Fla., in Atlanta  
Mrs. Armon William Schroeder (Beverly Jean Harner) '48, Madison  
Bailey Thomas Webster '48, Seneca, Wis.  
Joseph Anson DeVout '49, St. Paul  
LeMar Fred Remmert '49, Bethesda, Md.  
Douglas Norman Ajer '50, Madison  
William Richard Haley '50, Madison  
Mrs. Edmund Norman Figon (Nancy Allen Dodge) '51, Bellevue, Wash.  
Clarence Jack Peterson '51, Rice Lake  
Lawrence Denis Rogers '53, Prairie du Chien  
Mrs. Clarence Bredenick (Ruth Reimer) '55, Neenah  
Cletus David Howard '56, Eau Claire  
Ronald George Lewis '56, Madison, in New York City  
Richard Elmer Kolian '57, Minneapolis  
Hilbert Harlan Simmons '61, Madison  
Richard Henry Wolter '62, Ixonia, Wis.  
Carleton Lee Meilahn '66, Wausau  
Timothy Joseph Hoven '68, Appleton, in Atascadero, Calif.  
Mrs. C. Bruce McMurry (Kathleen Alice O'Neill) '68, Fond du Lac

#### FACULTY DEATHS

- Prof. Roland S. Stebbins, 91, portrait, artist, on our faculty from 1923 to 1950.  
Francis B. (Bonnie) Ryan, 59, for 18 years a sportswriter on the Capital Times; one-time Edgewood High School baseball coach, and for eight years after World War II assistant UW sports publicity director.

Come Along With Us!

# 1974 Hawaiian Holiday

November 27-December 5



There's only one Hawaii, and we'll take you there while the melancholy days of winter set in back home. Instead of cold, grey earth and biting sleet, we'll give you sun and flowers and warm breezes. We'll give you seven wonderful nights at the famed Kahala Hilton Hotel, where rooms are individually air-conditioned, with his-and-her baths. Where the golden beach begins at your front door beside a tropic lagoon where porpoises play. And where Diamond Head is your backdrop, and the hotel's Maile Restaurant has orchids and lighted fountains. And where, for six golden days, you can ride outriggers or pedalboats or surfboards. Where you can go snorkeling or deep-sea fishing, shopping, or be shuttled free to the exciting Hilton Hawaiian Village. We'll give you special cocktail parties to bid you welcome and to wish you farewell. We'll invite you to tour the Iolani Palace with us, and visit Punchbowl Crater and Mt. Tantalous. We'll provide optional tours at low group rates—such as the Pearl Harbor cruise, or overnight visits to the fabulous neighboring islands. We'll take very good care of you! There'll be our full-time escort from Alumni Holidays, and a hospitality desk exclusively for our group. We jet roundtrip, Chicago-Honolulu, on a Continental Airlines DC-10! Hurry and sign on!

**\$579**

+10% tax, per person, double room occupancy.  
Single room occupancy, \$130 more.  
A deposit of \$150 is required with each reservation.

WAA Services Corp.  
650 N. Lake St., Madison, 53706

Please make \_\_\_\_\_ reservations at \$579 each +10% tax ( plus \$130 for single room). I am enclosing \$\_\_\_\_\_, which includes \$150/person deposit.

Charge my \_\_\_\_\_MasterCharge \_\_\_\_\_BankAmericard: Card No.\_\_\_\_\_  
8 ||| Expiration Date \_\_\_\_\_ Interbank No. (MasterCharge only)\_\_\_\_\_

Send brochure only.

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please make checks payable to: Badger Hawaiian Holiday



Photo/Del Brown



## Meet Your New Officers

Increased activity and added services to members calls for more "chiefs" in any organization, and on Alumni Weekend when the Board of Directors chose officers for the coming year, it added two new positions: a third vice president and an assistant secretary. Here they are, right after the election. Seated, Norma Shotwell Normington, Wisconsin Rapids, re-elected secretary; (standing) Ralph Voigt, Merrill, outgoing president who becomes Chairman of the Board; Harold Scales, Madison, second vice president; Carl Krieger, Camden, N. J., president; Betty Erickson Vaughn, Madison, assistant secretary; Earl C. Jordan, Chicago, first vice president; F. Frederick Stender, Madison, re-elected treasurer; and (above) George Affeldt, Milwaukee, third vice president.



From June 1 to December 31 of this year, sell 30 Wisconsin Alumni Association new memberships—annual or lifetime, individual or husband-wife\*—and win seven glorious days for one on Grand Bahama Island as our guest on the sun-filled Badger Bahama Holiday tour, March 28–April 4, 1975, free of all regular charges!†

Here's a fabulous opportunity open to all WAA members. The tours will be awarded for every 30 new memberships sold by any individual member (or by any chartered Wisconsin Alumni Club, which can then award the prize to one of its members by any method which does not violate State of Wisconsin lottery laws.) If winners cannot participate on the dates of our Badger Bahama Holiday, the fair market value of the tour may be applied toward any other tour of your choice sponsored by Wisconsin Alumni Assn. Services Corp.

### Or, Try For These Other Fine Prizes

**For TEN new memberships:** Choose the handsome University plaque, deep-etched in red, white and gold on amazingly realistic "walnut" for the wall of your den or recreation room (Retail value: \$17.95), or six stunning crystal goblets delicately etched with the University seal. (Retail value: \$12.95).

**For FIVE new memberships:** Select our Badger-red-and-white Naugahyde briefcase, fully lined, spongeable and roomy, with the UW seal in white (Retail value: \$10), or the Bucky flight bag of tough, bright red-and-white fabric, complete with shoulder strap. (Retail value: \$5).

**For ONE new membership:** Take the perky Helmet key chain in red-and-white enamel on gold, the bright duplicate of the Badger football helmet (Retail value: \$2), or two durable red-and-white plastic luggage tags, to show the world you're a Badger in the Bahamas or wherever you go.

### Follow these simple rules:

1. Fill out the membership kit request below and mail it to us. By return mail you'll receive: sample issues of *Wisconsin Alumnus* magazine; WAA brochures which detail our activities, membership benefits and application forms;

and a list of UW–Madison alumni, in your city or area, who are not members of WAA. (Additional lists available when you've won-over all these!) Memberships must be new; annual renewals don't count.

2. For each membership you sell, return to our offices the dues paid: an annual payment, individual or husband-wife\*;

or the first installment on a lifetime membership, individual or husband-wife\*. (Yes! Any new lifetime member who pays you the entire membership fee in one payment gets the handsome marbled-and-bronze paperweight, honoring the UW's 125th anniversary, advertised elsewhere in this issue.)

3. When mailing us your new-member application blanks and dues payments, be sure to enclose a covering letter listing names and addresses of those new members—a double check to be sure you are properly credited.

All gifts will be awarded on the basis of new memberships sold between June 1 and December 31, 1974. The list of winners will be published in the March, 1975 issue of *Wisconsin Alumnus* magazine, but, of course, all prizes winners will be confirmed in writing to them well before that.

\* Husband-wife memberships count as ONE membership.

Hurry! Send today for your membership kit and get ready to take your place in the Bahama sun.

# WIN A FREE WEEK IN THE BAHAMAS!

Membership Committee  
Wisconsin Alumni Association  
650 N. Lake Street, Madison 53706

I'm after that grand prize! Send me my membership kit.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

† Here's what's included in this delightful prize! Your round-trip jet flight from Milwaukee; hotel lodging with the tour group in a first-class Bahama hotel; two full meals each day; all our special Badger parties and get-

together; plus hotel taxes, portage and baggage handling, transfers to and from airports; U.S.-departure and Bahamas-departure taxes; plus services of our professional escort!

