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## **Wisconsin alumnus. Volume 78, Number 3 March 1977**

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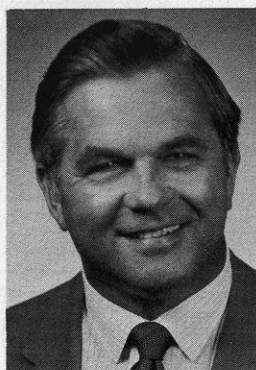
# Wisconsin Alumnus

Volume 78, Number 3  
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The problem isn't a new one, as the *Times* points out. There was the famous Piltdown Man hoax in 1908; antedating this, Pasteur is said to have yielded to political pressures in not using traditional controls—administration of placebos to part of a group and his vaccine to the other part—when inoculating Russian peasants against rabies. Even Gregor Mendel, the father of the gene theory of heredity, is believed by some scientist-historians to have trifled with the records of his pea-breeding experiments. As it turned out, Pasteur and Mendel were ultimately correct in their conclusions, but Pasteurs and Mendels are rare in scientific history and, needless

# On Wisconsin



Arlie M. Mucks, Jr.  
*Executive Director*

Many of you have commented most favorably to me about *Wisconsin Alumnus* and the interesting material we get into each issue. You recognize that our goal is to provide you with that news of campus and classmates that you can't get anywhere else, but also to bring you thought-provoking features, authored by faculty and alumni experts in their fields, on subjects of national interest—on the matters which touch our lives no matter how long we have been away from the campus. This means that we often expose our readers to what we hope are refreshingly controversial sides of a question, and it strikes me that this March issue is typical of that condition. In it we bring you the views of a widely-respected researcher who blames the publishing industry for the alarming growth in cheating among researchers, cheating which he fears could drastically result in curtailment of research itself. We bring you, too, the report by a student on why he resisted the draft during the Vietnam war. It is in presenting such divergent views that, we hope, we continue to remind you that this campus of 35,000 students is, indeed, a microcosm of society itself. And we continue to invite you to further our age-old tradition of sifting and winnowing by sending us, for publication, your well-thought-out responses and ideas as stimulated by what you read in our magazine.

The University of Wisconsin continues to be a forerunner in many fields of education and service (as you'll see from the photo essay on our pioneering Biodynamics Laboratory) as well as

in other aspects of our social commitment to progress. There is rarely a month when this University has not won another award, or had one or more of its distinguished schools or departments honored (see the story on the current high ratings of the Schools of Law, Business and Education on page thirteen), or a particular faculty member has been chosen as outstanding in his field. We can take great pride in the fact that this campus receives more federal funds for research than does any other public university in the country. We are a great university, and we can thank our cherished tradition of freedom to think for ourselves for that fact.

We can also thank our alumni. Our good UW-System president, John Weaver, said recently that contributions of alumni, both in involvement and monetarily, give us the "sharp edge of excellence" that many other universities don't have. So, rightfully, we who are on campus are proud of what's going on here, and proud of you—as you should be of yourselves—for what we all accomplish together.

# Wisconsin Alumnus

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Telephone (608) 262-2551

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## April 12 is Spring Women's Day

This year's morning program offers you a choice of two of the following seminars:

Prof. Louisa R. Stark (Anthropology): **The Incas, Yesterday and Today**

Prof. Jan M. Vansina (History): **Background to Africa Today**

Dr. Katharine T. Bradley (Dir., Arboretum): **The Arboretum; Madison's Miracle**

Prof. Gordon Baldwin (Law): **Foreign Intelligence Gathering in a Free Society**

Following luncheon, the afternoon program features the UW Wind Ensemble under the direction of Prof. Eugene Corporon; then your choice of a multimedia film presentation, *Vivaldi's Venice*, by History Prof. John W. Barker; or a dance demonstration and lecture, *The Making of a Dance*, by students and faculty of the department of physical education and dance.

## Registration, morning coffee- and-rolls, and luncheon: \$10.

Registration blanks will be mailed to all previous registrants in March. Watch for yours in the mail. If you've never been with us, phone our offices (608/262-2551) and we'll happily see that you receive the mailing.



# Is There a Cure for Research Cheating!

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*Yes, says Prof. William Walster, and it's a simple one. He explains the problem and his solution in this interview.*

On January 23 the New York *Times* gave four full columns to commentary on what appears to be a growing tendency for researchers to alter the results of their experiments. It is difficult to estimate exactly how widespread this problem is, but the evidence suggests that it is there, and that it is becoming more serious. The degrees of fraud range from a sort of "mental editing,"—the researcher knows what he is *supposed* to find so he develops what may be an almost unconscious myopia towards that which seems superfluous—to out-and-out lying about data and results.

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The *Times* story lists a handful of cases which have received national attention in recent years. The Food and Drug Administration charged pharmaceutical manufacturer G. D. Searle & Company with careless research methods which precluded accurate measurement of the safety of three of its products. At the Sloane-Kettering Institute a scientist painted dark areas on white mice to convince his colleagues he had found a way to make skin grafts between non-twins. Recent investigations into the research of the late British psychologist Cyril Burt have resulted in a notable inability to find any trace of the two women he claimed had done his field

research. Yet it was on the basis of their supposed studies of twins that Burt announced, in the 1940s, that heredity exerts a stronger influence on intelligence than does environment. As a result, millions of British school children have been pigeon-holed in an educational caste system in the past three decades. There are frequent reports of cheating by lesser-knowns and unknowns in academic as well as private research institutions. It is no trick to project a pattern from the fact that a handful have been caught at it.

It's a pattern that has concerned campus statistician William Walster since his undergraduate days in psychology at Stanford. By the time he entered grad school at the University of Minnesota in 1963 he had experienced personally and had witnessed in others the urgencies, subtle and overt, to show in research what was expected to be shown. Walster was convinced he understood the major cause of the problem and that he had a solution. He co-authored an article giving his views and submitted it to *American Psychologist*, *Psychological Bulletin*, and *Science*. All rejected it. Finally, in 1970, he succeeded in placing it in *The American Statistician*, a respected but relatively small-circulation journal.

I asked Prof. Walster to explain for us his concern and suggested remedy. "Virtually all new technological breakthroughs can be traced to basic scientific research," he said. "If the claims of scientists become viewed with the same skepticism as aspirin commercials, the consequences could be devastating. The cost won't be limited to the money we waste in believing false advertising claims. New, important discoveries may not be recognized or believed because society has become skeptical of the truth of research results. Ultimately, public funds may be cut off for basic research. We desperately need breakthroughs in such areas as energy, pollution control, crime, poverty, economics, and personal relations. And *all* scientists need to be free to find *truth*; after all, that's the ultimate purpose of science.

"Most scientists are honest and sincere. Most researchers would find nothing more satisfying than to be left alone to explore questions of interest to

them in their chosen field. But the popular view of a researcher quietly and painstakingly pursuing a question with virtually unlimited time at his disposal, is a myth.

"In actual practice, modern researchers' lives are dominated by overwhelming pressures to *produce* in order just to *survive*, let alone make an important new discovery. 'Publish or perish' is *real*. In addition to the pressure to publish articles and/or books to get the professional rewards of academia—promotion, tenure, and salary increases—a researcher must obtain outside money (usually government) to support his research. This money is usually used for equipment, graduate assistants, a secretary, and summer salary for the researcher. A major determinant of the chances of securing a grant is the applicant's past publication record. So, all good things hinge on his ability to publish.

"It isn't just the pressure to publish *per se* that is the root cause of the increasing tendency of researchers to inadvertently or knowingly publish false results. That's the excuse given by the man at Sloan-Kettering who painted black spots on white mice; I disagree. I think that a reasonable pressure to publish is a good thing. So, what's wrong?"

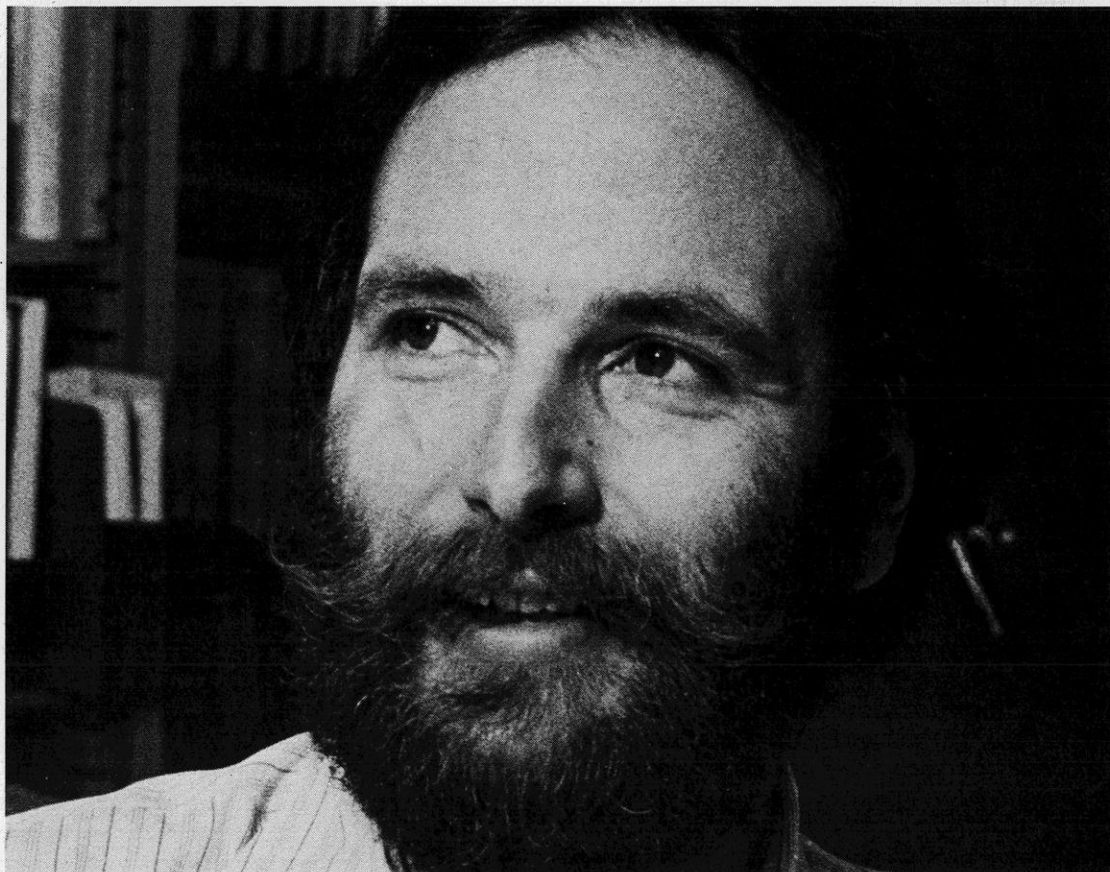
"Let's look at how one goes about getting the big prize—publication. Publication in a scientific journal. Journals are the *primary* communication channel that scientists have with each other and the public. They are a bank of knowledge about the

world and its inhabitants. Without being reported in a journal 99 percent of our work would die of inanition. They're crucial; I can't emphasize that enough.

"They have a lot of good, logical requirements for what they publish, but they have one built-in structural flaw that, I think, causes most of the trouble. They won't publish an article unless the *results*—what we call the *data*—look interesting. (In many fields, 'interesting data' is almost synonymous with 'statistically significant' data, statistical significance being that the data are different from what one would expect by chance alone.)

So the basic publishing flaw is the fact that researchers know that the *results* of their research are going to be a crucial ingredient in determining whether they get it published. This *has to* influence the whole research environment; the attitudes and practices of even the most conscientious and objective scientist.

"In a department that I used to be in, people would come to me with their collected data and ask me to help them get statistical significance out of them because they needed to publish the study. I'd say, 'Wait a minute, that's not the game. The game is to test the theory you're trying to test.' But they'd say, 'No, I need statistical significance from these data because I'm coming up for a promotion.' So I'd refuse and they'd get angry and go try someone else. But they were right; they knew they didn't



Prof. William Walster



stand a chance of publication and, as a result, of promotion *without* statistically significant results.

“Let’s take a far-out example. Let’s say you have a theory that predicts that heroin dilates the pupil. (I don’t know whether it does or not.) So you’re going to run an experiment. You have a *control* group, and you give them a placebo; and an experimental group, and you give *them* a shot of heroin. Let’s say this is an important experiment, something to lead to a new diagnostic device, maybe. So you run the experiment and you get no difference, no *statistically significant* difference between the two groups. This would not get published. The journal editor sees it as a waste of space. That is too bad, because it may have been able to show something to a lot of scientists who believe one way or another about how heroin affects pupil dilation. They would *learn*. We *all* would learn something.

“Let me tell you a story. It’s an old one. When Thomas Edison was trying to develop the filament for the light bulb he tried all kinds of screwy things, trying to find something that would fluoresce in a vacuum. Nothing was working. One of his friends came to his lab and said, ‘Well, Tom, have you found it yet?’ and Edison said no, and he said, ‘Well, how many things have you tried?’ and he said, ‘Oh, about 1,500.’ The guy said, ‘Wow. Aren’t you depressed?’ and Edison said, ‘No, not at all. I’ve found 1,500 things that don’t work.’ Now, *that’s* more the attitude we should *all* have in science.

“But we can’t have it until we change the rules of the game. The *results* of research shouldn’t be *the* thing that dominates the thinking and actions of researchers; instead, the dominant motivation should be to do theoretically important, or practically important research and do it *well*.

“So the suggestion that I made in that article back in 1970 is the one I *still* feel is correct. When a researcher submits a report to a journal editor—and the editor sends it around to a few people he respects in the field, to get their impressions—the decision to publish should be made *without the editor or reviewers seeing the results*. Maybe the author doesn’t attach them; maybe he doesn’t even *collect* them prior to submitting his paper for publication. Only when the journal has agreed to publish do the data come to the editor, and then the article gets published *regardless* of how the data came out. Then the author knows there’s no pressure on him *whatsoever* to get any particular outcome; no temptations, conscious or unconscious.”

“The pressure to publish, combined with the editorial policy which pushes you to get *particular* outcomes, means that when something doesn’t work, that’s a bad thing. It’s really *not* a bad thing if you’re getting information. If you do research in a careful, systematic way, and keep careful notes so that other people can reproduce your procedure, that’s the important thing. And the ultimate criterion of the worth of a piece of research—whether it should

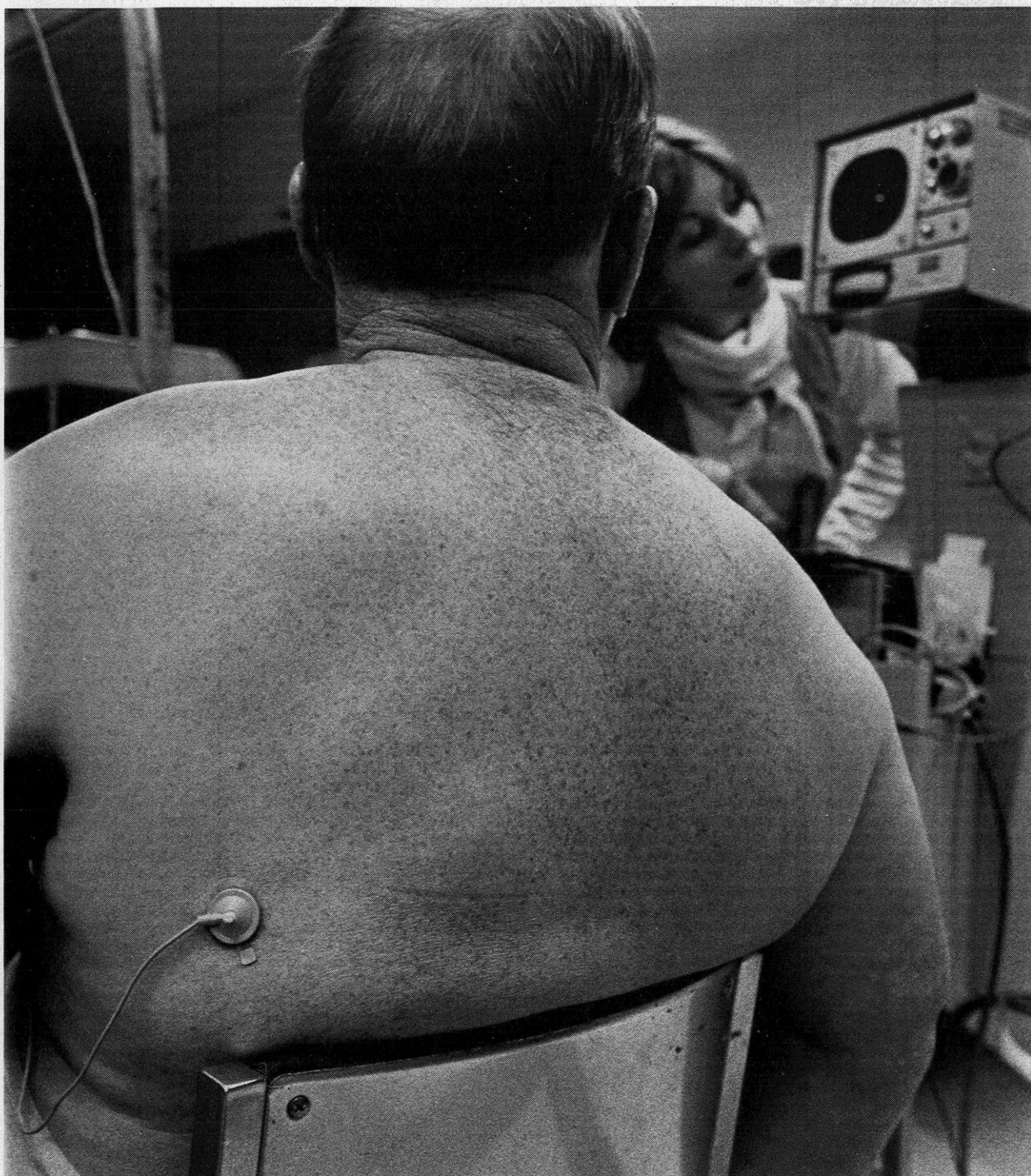
or should not be published—is: is there sufficient interest in seeing what the results come out to be, regardless of how they actually *do* come out? If the journal offered reports that leave the reader saying, ‘I’ve read the procedure; everything the author says he’s going to do. Now I can’t wait to see the data!’ that’s a good study. More directly, I think that if a journal announced that all published studies were reviewed beforehand *without* the results, it would sell like crazy. People would be assured that the data that *do* get published are, in fact, representative of what actually got collected out there by the researchers, and that there was no pressure on the researchers to bias results.

“When people go to conventions of the American Sociological Association or the American Psychological Association, what do they do? Part of the time, they sit around in bars and talk about all the *unpublished* studies they know about that didn’t come out. ‘Why didn’t Schmedley’s study come out? It was a good study. It was well designed. I believe his original predictions. But he didn’t get anything. Why?’ Schmedley’s report should be published, to give us all a chance to speculate and try to see what he did wrong; what’s the crucial variable that should have been included?”

Walster and his wife, Elaine—she is a professor in the sociology department—have jointly done extensive and well-received studies in social psychology.

Although Bill’s primary interest is in statistics, he is keenly aware of the apparent lack of public credibility afforded to the social and behavioral sciences. (“Some people call these sciences ‘squishy,’” he has been quoted as observing.) “I think this is due in part to the fact that many well-intentioned people—including politicians—have made policy decisions based on published research in social and behavioral sciences, and those decisions haven’t panned out. Areas like juvenile delinquency, elementary and secondary education, penal rehabilitation, psychiatry and social work are a few examples. I think it is possible to trace this back to two fundamental problems in journal editorial policy: The first, looking at the data, I already mentioned. The second is more peculiar to the social and behavioral sciences. It is the reticence to publish *replication studies*. A report of a successful or unsuccessful replication of someone else’s earlier research is considered pretty dull stuff. Typically, it won’t get published. So some sociological or psychological study may be published in a journal and it becomes a sort of *gospel*. But what if it’s wrong? Because the journals won’t carry subsequent studies reporting *failure* to replicate, the error may never get caught. The whole Cyril Burt tragedy might not have taken place if they had published attempts to replicate his studies. It was the failure, in England, to replicate the Sloan-Kettering

*continued on page 27*



*In one of 600 stress tests administered annually at the Biodynamics Lab, a newcomer gets an explanation of his reading.*

# They're Running For Their Lives

The ten-year-old Gym/Natatorium complex fans out on the west regions of the campus, its 143,000 square feet of space pulsing all day every day as 15,000 weekly visitors charge in for a swim or a pickup game of basketball, for club sports, or a variety of credit courses ranging from weight-lifting to ballet. But one tiny segment of this multitude is different. They are the 120 Madisonians who merge on a small

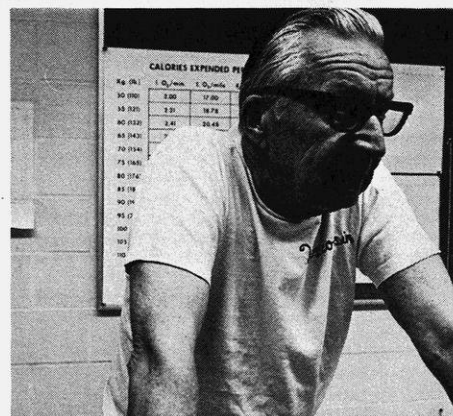
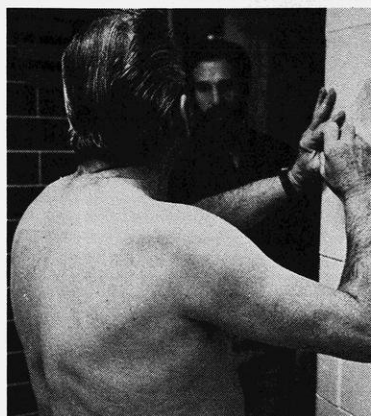
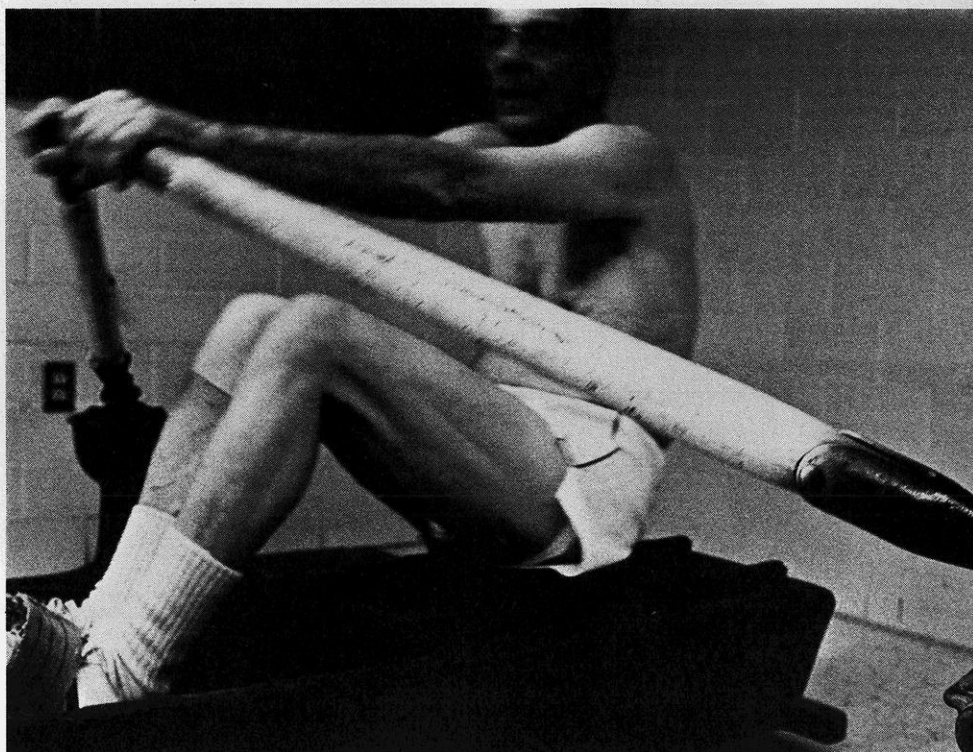


suite called the Biodynamics Laboratory because they have been touched by heart disease. On doctor's orders they work at an exercise program tailored to help bring them back after an attack or surgery, or to stave-off the grim prospects threatened by coronary symptoms. For ninety minutes a week, each puffs around a gym floor, jogs along the road to Picnic Point or on an inclined treadmill, pumps dutifully to nowhere on a stationary bike.

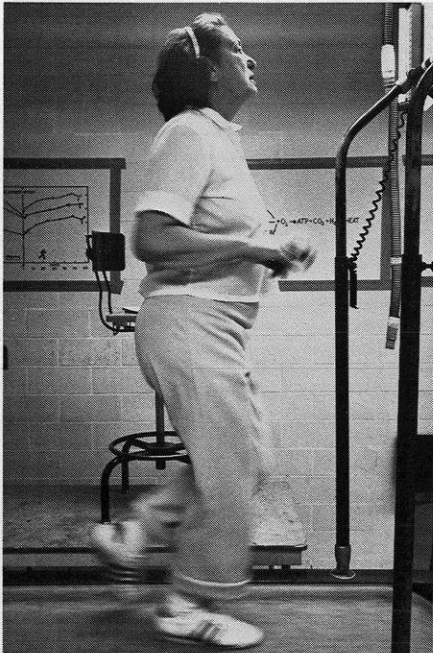
Through it all they are watched as intensively as though they were in the rehab section of a hospital. Director Francis Nagle Ph.D. and Mike Giese MS '72, his assistant, supervise the lab's fifty-five-hour week. There is a full-time licensed practical nurse, and at least one of two physicians oversees stress testing and is on hand when high-risk participants are scheduled for exercise. Six grad students have special training in operating the resuscitative equipment kept at the ready. Each participant is instructed to stop activity at regular intervals in every exercise period to check his vital signs and record them for examination by the staff at the close of each workout. Also regular over the weeks and months are the rechecks of the physical that takes place the day the newcomer begins the program; electrocardiogram, skinfold measures, exercise tolerance tests, with the results forwarded to the personal physician. While the size of the group is limited by the mundane factor of available locker space, the healing process appears to solve any problems of overcrowding. With health improved, people leave the program. Most are so turned-on to the benefits of exercise that they continue a regimen of jogging through neighborhood streets or joining a YMCA class. Those who are on the University's staff or faculty may decide to join the granddaddy of organized academic exercise, the Faculty Exercise Program. This was started as cardiac rehabilitation in 1966 by now-Emeritus Prof. Bruno Balke MD, on a grant from the National Institute of Health. We were one of three universities in the country to pioneer the idea, based on the German-born Balke's expertise in the

value of exercise as an intervention tool in coronary artery disease. He applied it while on the staff of the Federal Aeronautics Association, then was asked to continue his work when he joined the University faculty. Several of the present eighty members began with Balke, but today, their health improved, they faithfully check in for weekly workouts and for the annual physical checkup.

—T.H.M.



After exercise such as rowing (top) participants record their own metabolic expenditure. Charts indicate calories burned in various activities for those working toward weight loss.

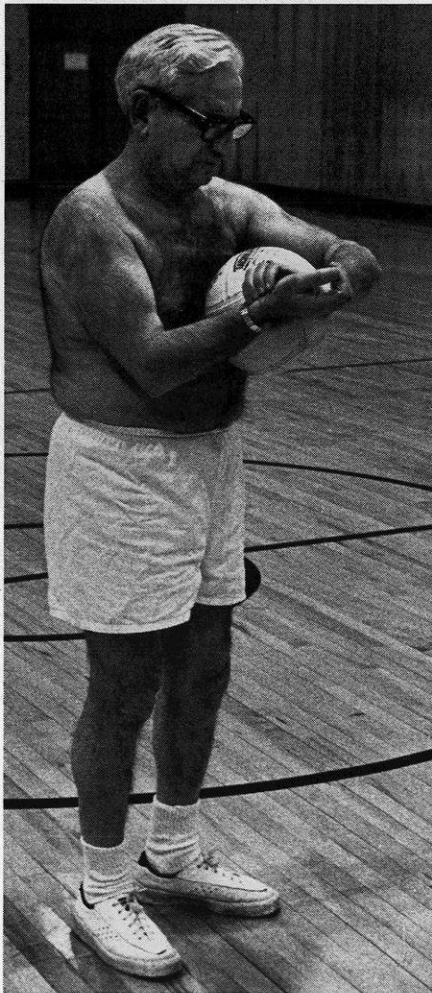


Photos/Tom Goulde

Treadmills can be used horizontally (above) or on incline to meet individual abilities.



As soon as recovery progresses beyond close monitoring, participants are permitted to mix it up in team activities such as this basketball game.

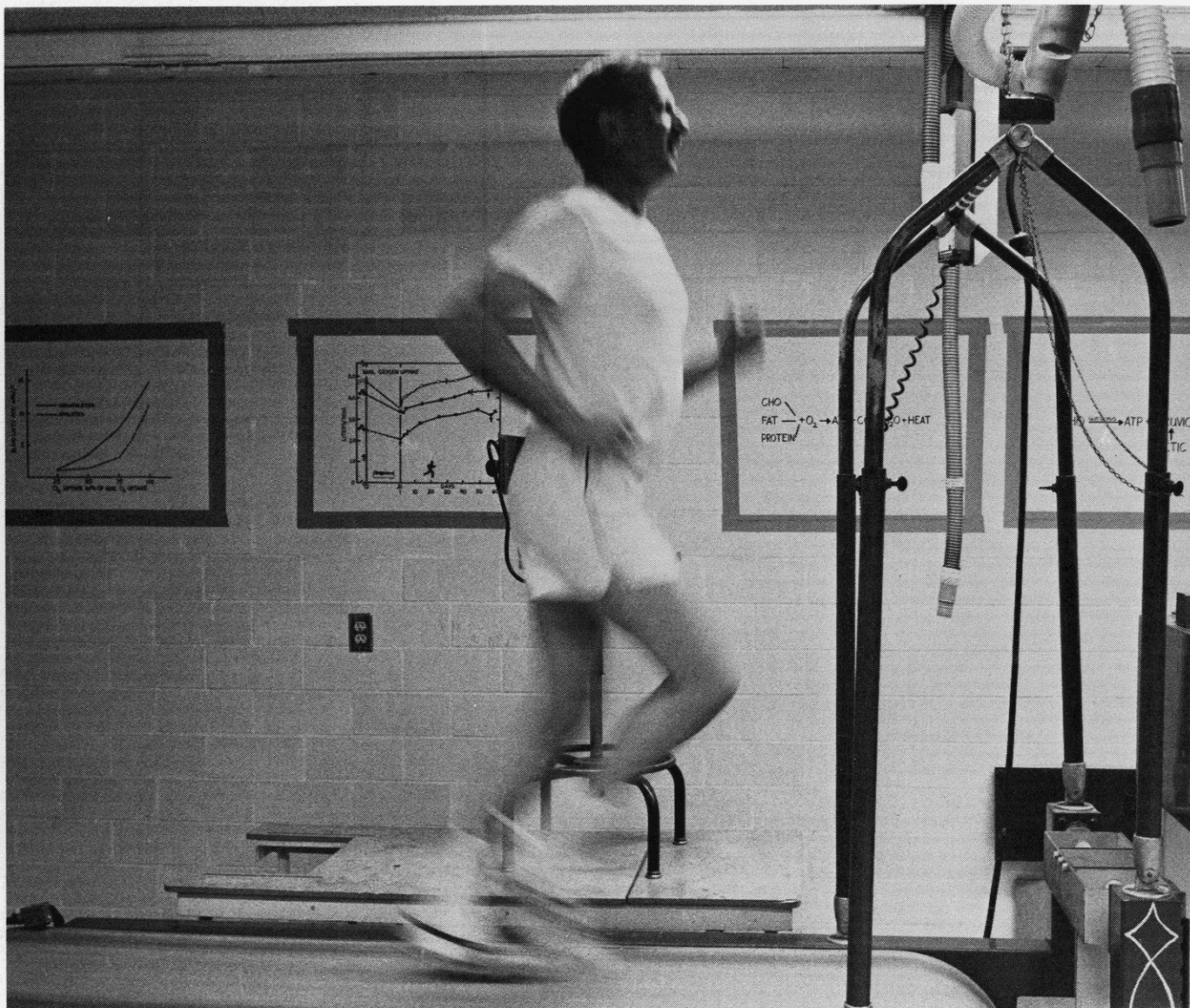


A participant stops volleyball game to check pulse rate.



Former bypass-surgery patient stops to rest. Staff discourages such sudden cessation, says slow movement is more therapeutic after hard exercise.





*His feet a blur, a six-year veteran celebrates returned health by increasing treadmill jog to near-sprint.*

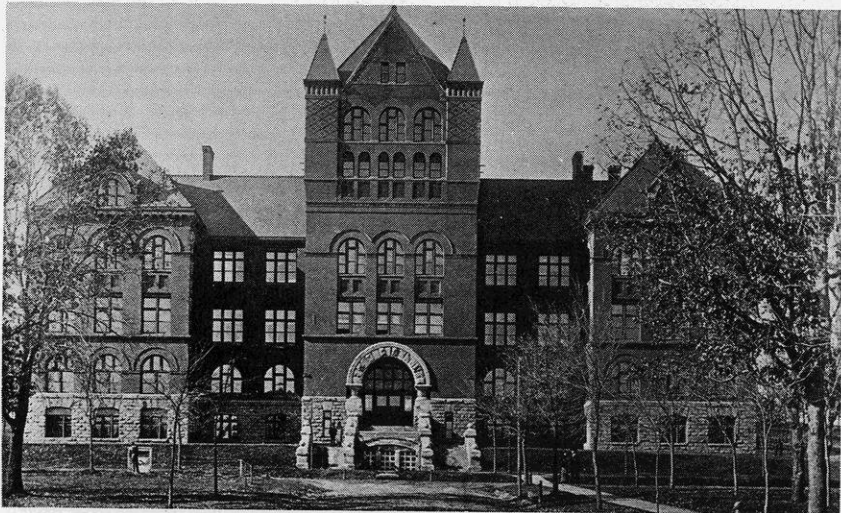
*Tom Goulde, who took the photographs on these pages, earned his BS degree in art in 1974, and since then has been a special photography student of Cavaliere Ketchum. He is chairman of the Union's art and craft area.*

# The Long, Happy Life of Science Hall

Reprinted courtesy of  
*The Capital Times*

Science Hall may not be the oldest building on the University of Wisconsin campus but it may well be one of the most interesting.

The red brick building, which towers over Park Street at the foot of Langdon, is a relic of the Victorian age, built in 1887 in the Richardson



By Lorna Douglas Whiffen '33  
of the Capital Times staff

Romanesque tradition, a style that disappeared along with the horse and buggy.

To some, it is a monstrosity. To others, it is a building filled with nostalgia.

At one time, it was the main teaching center on the University campus. Thousands of students have passed through its wide front doors, attended classes there, conducted experiments in its laboratories, studied the fossils in its Museum, and sweated through final examinations in the high-ceilinged classrooms.

Up until 1956, aspiring doctors hauled cadavers into the old iron-cage elevator and up to the anatomy department on the fifth floor. Just three years ago, a stray human foot was found by a cartology student who climbed into the attic to see what he could see.

At first he thought he had found a dead chicken, but after tossing it down in the lighted room below, he discovered it was a human foot, all dried up but with all its skin and no smell.

Students used to crowd the lecture halls to hear controversial philosophy professor Max Otto explain, in his quiet, unassuming way, his "atheistic" views, much to the consternation of many of the parents and the legislature and to the glee of political enemies of then President Glenn Frank, who authorized his courses.

Today, the anatomy laboratory has moved out, Prof. Otto is heard no more, some classrooms have been turned into offices for University services, and the ancient elevator has been replaced with a modern one.

But the Museum is still there, attracting hundreds of school children each spring. The library spills over with books. Geography students still

haunt the halls, study the relief maps, attend classes and sweat over exams.

Only four other buildings were built on the UW campus before Science Hall made its appearance. North Hall was completed in 1851; South Hall in 1855, and Main Hall (Bascom Hall) in 1860. The original Victorian Chadbourne Hall, dedicated in 1871, has been torn down and replaced with a modern building sometimes called The Hilton.

The building is much as it was when it was built, constructed of iron, steel, hollow tile and cement, with wood used only for doors and window frames.

It was one of the first buildings in the country to be constructed with steel beams. Built in the days before steel saws and acetylene torches, the beams had to be trimmed to size by drilling small holes and then bending them until they broke. The jagged edges can still be seen in the attic.

Except for one room on the fourth floor, which originally housed an art museum, there's no lath or plaster in the building. The walls, ceilings and roof are of hollow tiling. The stairs are iron, covered with slate treads. Encaustic tile is used in the corridor flooring.

The building is practically fireproof, a precaution taken by its planners after the first Science Hall, built in 1875 on the same site, burned down in 1884 destroying all the scientific collections. At that time, all sciences, except pharmacy, were housed in the building.

Even in those days, costs of building exceeded expectations. The legislature appropriated \$150,000 for the building, but this proved insufficient, and later another \$40,000 had to be added, along with the \$41,000 from insurance payments.

When the legislature discovered the building committee had run up an additional \$30,000 debt at local banks, it was incensed, called for an investigation, and wound up shelling out another \$125,000 for the building, plus \$10,000 for furnishings and \$40,000 for laboratory equipment.

Today, the building is valued in excess of \$2,250,000.

In 1888, a Madisonian predicted that the building would last forever, barring an earthquake or a hurricane.

It seems possible. Unless, of course, it falls prey to the bulldozer through the efforts of those who look upon it as a Victorian monstrosity.



# Student Standpoint

*"... ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."*

*On Conscription and Amnesty*

By Lee Tesdell

"Carter pardons draft evaders; deserters to get quick review," that recent headline in a Madison paper brought back into sharp focus the last decade's most tragic experience for America's youth. The war in Vietnam and, more directly, the conscription of young Americans to fight that war, had torn at the conscience of Americans for most of the last ten years. Thousands of us young men were forced to make a choice when confronted with conscription. Some continue living under imposed conditions because of their "crimes of conscience."

My best high school buddy was one of those who went to Canada. He was a freshman here, interested in a wildlife biology major. But he barely got started. About that time Nixon signed the lottery bill into law. On the 1st of December, 1969, we became numbers on file at Selective Service in Washington. I was number 171. The news was that 1 to 122 would go for sure, 123 to 245 might go and 246 to 365 would not go at all. My buddy wasn't so lucky, his conscientious objector status had been refused at the Madison draft board, so by June, 1970, he was in Toronto. Others from Madison were leaving too. Jack Calhoun, recently interviewed in a Madison paper, left in the summer of 1970. The story of his transformation from ROTC cadet to exiled resister is very interesting. My friend drifted for awhile, then held several different jobs in Toronto. Eventually he married a Canadian woman and settled down. I saw him once during 1970; he never wavered from his decision not to fight in Vietnam. In 1971 I returned my own draft cards to my draft board. Thousands of others resisted the draft law too. Some spent time in prisons at Sandstone, Lewisburg, Ft. Lewis, Ft. Dix or Leavenworth. Conscientious objectors worked in hospitals or schools.

What brought about the conviction that the war wasn't worth fighting? First, there is in America an anti-draft

tradition. In 1864 President Lincoln had to call out troops in New York City to put down an anti-draft rebellion. Immigrants came to America in some cases to escape the militarism of Prussia, Germany or Russia. During the World Wars there were resisters and conscientious objectors. Prison was usually the destiny of those people. Some drove ambulances during World War I in Europe. Quakers, Mennonites and Jehovah's Witnesses, members of traditional peace churches, often worked in Civilian Public Service camps during World War II. Some fought forest fires in the Northwest, others reforested Ohio hills. In the eyes of the Selective Service, religion often lent an air of respectability to their refusal to fight.

The war in Vietnam was obviously immoral and unjust, at least by 1965 it appeared so to many students. Later on many more Americans came to understand the war in that way also. Nixon's escalation policy made the issues clear-cut to young men whose own lives were on the line. We knew our lives were at stake but this time we had considerable support in society for opposition to the war.

Those who refused to cooperate with Selective Service and the U.S. military forces are the nucleus of America's conscience. It has been surmised that if the U.S. had decided to go to war in the Middle East to protect oil supplies, a large number of troops would have refused to go. This is a victory for morality. In refusing to fight we take our spirit from the brave souls of Vietnam war resistance.

I am proud of my friend who went to Canada, of all the war resisters, they have continued a morally justifiable tradition, and the tradition stays alive.

Carter's partial amnesty is not enough. Only unconditional amnesty will cleanse the wound which still festers in America's conscience.

# The News

## Undergrads Should Take More Writing Courses, Committee Says

Last summer Chancellor Edwin Young formed the Special Committee on Improving the Quality of Student Writing Skills, following a national and campus awakening to the fact that student writing abilities had severely deteriorated in the 1970s (WA, Sept. '77). The committee's report was released early last month. Included in its recommendations is the requirement that all undergraduates take at least one writing course.

The committee suggests that incoming freshmen and sophomores continue to take the University's English Placement Test, but that a writing sample be included. While the test currently results in less than 10 percent of new students taking composition courses, probably two-thirds would take basic or intermediate courses under the proposed system. Further, all undergraduates would be required to take an advanced writing course. Those who score in about the lower third on the test would be required to improve their basic writing skills. The two options would be to take a course in the summer after high school, or a credit/no-credit course in the freshman year.

The committee also wants University admission standards to say that the equivalent of one of three high school English courses must be in composition.

All students testing in about the lower two-thirds of each incoming class would have to complete two credits in intermediate writing skills. A variety of options for this requirement have been suggested, including special courses or extra writing for introductory courses.

The advanced writing proposal would involve all students at the junior-senior level. Each department would offer a course in writing appropriate to that field of study, and every student would take such a course, though not necessarily in his or her own major department. An alternative would be a regular course with an increased writing load.

In support of the bigger writing-

*Mr. Tesdell, of Marshall, Minn., is a grad student in Middle East history.*

skills program, the committee wants an expanded University Writing Laboratory for planning and coordination. It recommended careful training of new teachers required for basic and intermediate teaching, and recommended the chancellor appoint a permanent committee to oversee the whole program.

The report will be reviewed by representative academic deans and faculty. Recommendations which can be handled through normal administrative procedures will be considered for implementation as soon as possible, according to the chancellor's office.

Committee chairman William T. Lenehan, of the English department, said the basic-level part of the program could begin as early as next fall.

Recommendations which will change the present instructional program will require faculty endorsement.

Chancellor Young must also tackle the budgetary questions; the committee listed items that will need more money, but did not attempt any cost estimates. Lenehan suggested, however, that the increase in the number of required courses might mean students would take fewer electives.

The April, 1976 report which spurred Lenehan's committee said half the scores on the 1968 verbal College Qualification Test were 58 or higher. By 1975 the half-way level had fallen to only 48, a drop of over 17 percent. Other test scores showed similar results, and faculty members reported an increasing number of students who had difficulty organizing their thoughts on paper.

The University historically required at least two lower-level English courses. The requirements were phased out by the late 1960s because students were scoring at record high levels on entrance exams. The majority of UW System campuses still require six credits in writing, Lenehan said, so the new proposals would put Madison in line with the other campuses.

## High Rankings Given to Education, Business, Law Schools

The Education, Business and Law Schools were ranked in the top ten among the nation's public universities in a survey published in the February issue of *Change* magazine. The School of Education was rated third, Business seventh, and Law eighth by "scholars in the field" on a combined scoring of faculty quality and educational attractiveness. In addition, Education ranked sixth when private schools were also included in the ratings.

Only the three professions were examined in the study, which rated the eighty-one largest education schools, fifty-one business and ninety-one law. The research was conducted under sponsorship of the University of California-Berkeley academic senate.

## Weaver To Spend Next Year At USC

John W. Weaver, who retires as president of the UW-System this spring, told the February meeting of the Board of Regents that he has accepted a one-year visiting professorship in geography at the University of Southern California.

He said he had been offered faculty posts at four campuses within the system but that, among other reasons for deciding on USC, "I worry that my successor will be surrounded with sufficiently complex and sensitive challenges during an initial year as to hardly need the potential liability of an immediate predecessor, however well-intentioned, near at hand."

Weaver, who is sixty-two years old, said he intends to return to Wisconsin in the summer of 1978.

## Alumni Weekend Seminars On Art and Energy

Alumni Weekend seminars, sponsored annually by the class being inducted into the Half-Century Club, will feature this year a lecture on Oriental art and a panel discussion on



## Elma Retires

*Elma K. Haas has retired after a decade on the WAA staff. Over the years she became a friend of hundreds of alumni with whom she worked in planning Alumni Weekends, Homecomings, Women's Days and various activities of local clubs. Mrs. Haas and her husband, Roman, who retired from Oscar Mayer's Madison office, plan to spend their winters at their Florida home but to be back in Madison during the warmer months.*

the nation's energy crisis. The ninety-minute lectures will run concurrently, beginning at 2:45, on Friday, May 20.

Electrical engineering Prof. J. J. Skiles will head a faculty panel discussing *Energy and You*, which will outline the place of energy in our daily lives and describe the nation's prospects for energy sources from solar means to atomic fusion.

Earl Morse, New York City, a member of the Class of 1927 which sponsors this year's program, and a well-known authority in art of the Far East, will give an illustrated lecture, *Oriental Art*. Mr. Morse has donated an extensive collection of Indian sculpture which can be viewed at the Elvehjem Art Center.

The seminars are free to the public.

*continued*



# The News

continued

## Room Now For All Applying Freshmen

All qualified high school seniors who applied here by the February 1 deadline will be admitted, acting director of admissions David Vinson has announced. Vinson said this will mean about 4,500 new freshmen will enroll this fall, compared to 3,909 last fall. The application deadline for transfer students is April 15. Applicants for the freshman class may continue to apply. By May 1 the admissions office will know how many transfer applications it will have, and how many of the admitted freshmen actually intend to enroll. At that point, Vinson said, the decision will be made whether to admit any

of the late-applying freshmen. If any are admitted, it will be on a "first come, first served basis."

The UW-Madison last year denied entrance to about 1,000 qualified freshmen who had applied by the deadline, the first such campus-wide enrollment limit in the University's history. A limit of 4,200 was established, but only the 3,909 arrived. With an additional drop in graduate students and special students, it left the campus about 1,000 short of the 1975-76 total.

Last year's enrollment limit was established after state funding tied to enrollment had been suspended for the current biennium. Governor Lucey's 1977-79 budget proposes restoration of enrollment funding.

## Job Market For Grads May Be Best Since 1960s

Prosperity may be just around the corner for job-hunting UW students, but many don't know it. Campus placement services director Edward W. Weidenfeller is enthusiastic about the growing number of jobs for college graduates. He fears some students are listening to false "horror stories" about the job market.

In one case, a student was dropping out of computer sciences because he had heard the job market in that field was poor. Not so, said Weidenfeller. "We're almost to a point now where we're going to have more organizations looking for computer sciences people than we have graduates."

Overall, 25 percent more job offers are expected to go through Weidenfeller's office this year than last year, the same kind of increase enjoyed in 1976 compared to 1975. February and March are the big months for job recruiters here and a "strong wave" of recruiters this year should make job hunting as lively as it was in the late 1960s.

Technical fields such as engineering remain in highest demand, but Weidenfeller said liberal arts majors can get jobs if they are willing to look around and are flexible about what they will do and where they will live. Though most campus recruiters are still from the Midwest, Weidenfeller sees a growing number coming from other parts of the country, including the South and Southwest, the nation's current boom regions.

Students' attitudes toward jobs have changed in recent years, Weidenfeller believes. "I'm still finding a very good level of concern for the environment and social consciousness," he said. "But the concern is not an overriding thing. We're finding a good deal less anti-business feeling among the students."



## Hall of Fame Crew

The 1946 crew, one of the all-time greats in campus rowing history, came back to Madison in January to be inducted into the Citizen's Hall of Fame (formerly the Helms Foundation). From left: Coxswain Carlyle (Bud) Fay '48, Two Rivers; Carl Holtz '47, Mukwonago who earned All-American recognition as stroke; Dick Tipple '50, Madison; Dick Mueller '48, Brookfield; Fred Suckow '49, Perrysburg, Ohio; Gordie Grimstad '50, Lake Forest, Ill.; Ralph Falconer '48, Cuyahoga Falls, Ohio; and Chester Knight '46, Hebron, Ill. Tragically absent from the gathering was Paul Klein '48, who died in a traffic accident in December (See death notices, page 23).

## Faculty Sets Up Legislative Lobby

A temporary steering committee for the newly organized faculty legislative lobby has been appointed by the Faculty Senate executive committee pending approval by the Senate at its next meeting this month. In the meantime, members of the committee have been meeting to plan how to represent interests of the faculty before the State Legislature, according to interim committee chairperson Marygold Shire Melli '47.

The Faculty Senate approved the lobby project last fall and more than half the faculty members have volunteered to pay one-tenth of one per cent of their salaries to support a half-time lobbyist who will be a member of the faculty. Mrs. Melli, a law professor, said the interim committee hopes by June to find a permanent executive director for PROFS, Inc. (Public Representation Organization of the Faculty Senate). PROFS, Inc. will be concerned with three kinds of legislation, she added. "Obviously, we will be looking at bills that affect the faculty's self-interest—including salaries and economic benefits. But we will also be very concerned about bills that affect the quality of UW-Madison as a major research and graduate center, such as a bill that would raise out-of-state tuition. If our fees are higher than comparable institutions elsewhere, we lose graduate students. There is concern this may be happening here. We will also monitor legislation so this University can provide its faculty's expertise to the legislature on bills and policy. We have many knowledgeable people on the faculty who should be used by the legislature."

Voluntary deductions from faculty paychecks began in February. The money will be invested and saved until a permanent executive director is hired. PROFS's budget will be about \$25,000 a year, based on the number of faculty currently paying dues. That money will pay the halftime salary of the director, secretarial assistance and expenses.

## Vets Get Grad School Extension To 45 Months

About 120 graduate students are back in classes thanks to a bonus from Uncle Sam, according to University veterans' advisor Chuck Goranson. In the past, military veterans could get up to forty-five months of GI Bill educational payments for undergraduate work but only thirty-six for graduate work. As of last October 1, however, graduate students also get forty-five months. Goranson expects the word to get around so there will be 100 more graduates using their extra hours next fall. "There are people out there who should be back in school," he said.

GI Bill payments are worth \$292 a month to single veterans, and more to those with dependents. Only veterans who left service within the past ten years are eligible.

The increase in benefits comes as the whole GI Bill program approaches its conclusion. As of January 1 of this

year all new military personnel who will want to study after they leave the service must contribute to an educational retirement fund. For each dollar the individual puts in, the government will put in two.

## Mansoor At Oxford To Computerize Judaic Writings

Computers are simplifying the monumental task of indexing all Judaic articles published in periodicals anywhere and in any language. The University and Oxford University in England are cooperating in the computerized data bank. Prof. Menahem Mansoor, chairman of our Hebrew and Semitic studies, was appointed a Visiting Fellow at Oxford for this semester to assist in the joint computer program.

The UW-Madison department of Hebrew and Semitic studies is indexing articles published in Hebrew

*continued*



## Easter Seal Chairman

UW Baseball Coach Thomas Meyer has been named the 1977 state volunteer chairman for the Easter Seal Society. Joining Meyer in helping to create greater awareness of the needs of the handicapped during the year will be the State Easter Seal Children, Christine Jerdee, Tomah and Sean Noble, Portage.



# TIRED OF HIGH MAINTENANCE COSTS?



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Each year many people make charitable gifts to benefit higher education at the University of Wisconsin. Invariably, these gifts take the form of cash or appreciated securities.

These or other prospective donors may be overlooking a giving method that would be mutually beneficial to themselves and the University. A gift of appreciated real estate, including residential property, can offer tax advantages that may be of interest to you or someone you know.

For example, a donor of unencumbered real property, held for more than nine months, is entitled to an income tax deduction equal to the present value of the property. The deduction may not exceed 30% of the donor's adjusted gross income in the year of the gift, but any excess may be carried forward for a period of five years.

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Another variation involves the creation of a charitable remainder trust. Here a gift of unmortgaged real estate is made to the Foundation and the proceeds from the sale of the property are used to fund a unitrust, the income from which is paid to the donor and his or her spouse for life. This method has the effect of converting a non-income producing property into one that produces a cash return.

So, if you have outgrown your present residence or are tired of high taxes and maintenance costs, why not consider unburdening yourself while, at the same time, lending much-needed financial support to the University of Wisconsin.

For further information, contact:  
Frederick C. Winding, Jr.  
Associate Director  
University of Wisconsin Foundation  
702 Langdon Street  
Madison, Wisconsin 53706  
Phone: (608) 263-4545

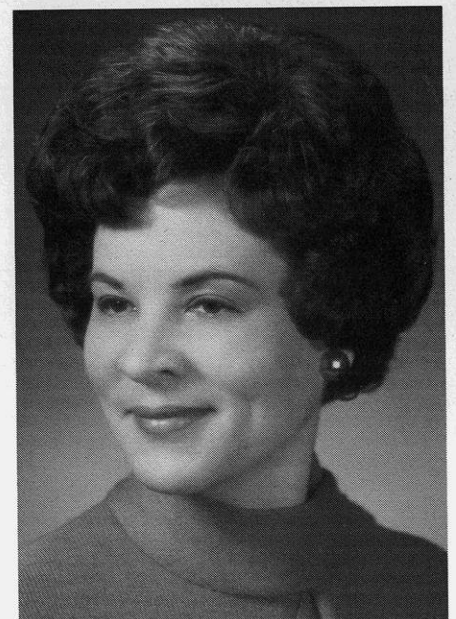


## The News

*continued*

periodicals in Europe and Israel from 1901 to date. The Oxford Center is working on articles prior to 1900. The project in Madison is supported by the University Graduate Research Committee and the Wisconsin Society for Jewish Learning of Milwaukee.

Mansoor is among a dozen scholars from the United States, Israel and Europe to join the Oxford staff for this project. He also was invited to conduct an eight-week seminar on the Origins of Semitic Writing and the Hebrew Alphabet.

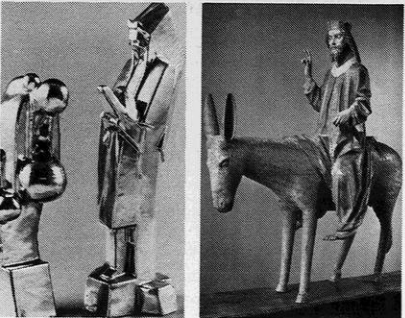
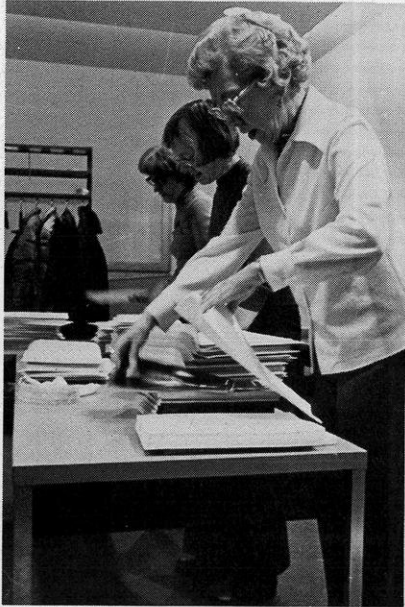


### Heads Women's Day

*Jane Loehning Loper '56, Madison, is general chairperson for next month's Spring Women's Day, after serving as program chairman for the event a year ago. A speech therapist, Mrs. Loper is seen frequently on campus, taking a variety of courses as a Guest Student. She has been active in AAUW, the University League and Zeta Phi Eta speech fraternity, and serves currently as a board member of the Madison Civics Club. Her husband, Carl, is a professor of metallurgical engineering here.*

# EAC Adds Aides

"An art museum can't be static if it is expected to teach and to attract," says Eric McCready, director of the Elvehjem Art Center since 1975. His philosophy echoes that of Millard Rogers, the first director, now with the Cincinnati Art Museum, and their combined efforts have put the seven-year-old EAC into the ranks of the top institutional art museums



Top, Aides work on bulletin mailing. Beneath, the two most recent EAC acquisitions, sculptures by Frank Lloyd Wright and figure of Christ in "Palm Sunday Processional."

in the nation. Last year 194 new pieces were added to the collection, and attendance was up by 20,000 over 1975's.

McCready has spent almost as much time out of his office as in it during his tenure, on the road raising funds and talking about the center and its impressive collections. Then, back on campus—the museum is on University Avenue between Park and Murray streets—one of his projects has been the organizing of the Museum Aides. This is a voluntary board of thirty Madison-area women from among the 1,600 nationwide members of Friends of the Elvehjem Art Center.

The Aides' primary goal is to make the EAC a more familiar part of the community, a comfortable place of favorite works. To achieve this end they are starting a speakers' bureau to go out in the area with lectures and slide-shows about the permanent collection and ongoing activities. In preparation the women have held classes for several months in which they hear lectures and report on individual research assignments.

The Aides also act as hostesses at exhibit openings and previews, but in the coming weeks they go into their major effort of the year. Armed with literature and sign-up sheets, they will canvass the area seeking new members of the Friends of the Elvehjem, at fees ranging from \$10 to \$100. The drive runs from April 19 through May 10. A broader membership base is vital to the continued good health of the EAC, since state support does not cover acquisitions or traveling exhibitions. And should a potential member ask "What's in it for me?" the solicitors will be able to flash an impressive calendar of forthcoming shows, while news media are heavy with coverage of the mini-festival of concerts, exhibits and other attention-getters scheduled in the EAC's handsome Paige Court during the weeks of the membership drive.

Many of the Aides are campus alumnae. They are: Barbara Candell Anderson '61; Grace E. Argall '30; Gayle Grelle Cody '54; Connie Waltz Elvehjem '27; Dorothy Atkinson Ela '27; Marcy Glassow Gill '35; Ann Murray

Huggett '59; Teddy Herfurth Kubly '37; June Davis McLean '35; Barbara Normand Rewey '59; Ann Rose Sauthoff '59; Ann Davies Shea '62; Ellen Herman Stephenson '59; Nancy Nesbit Taborsky '43; and Ruberta Harwell Weaver '59, wife of the UW-System president.

The other members are Mrs. John Bolz; Mrs. Eugene Boynton; Mrs. Michael Goode; Mrs. Everett D. Hawkins; Mrs. Robert Krainer; Mrs. Eric McCready; Mrs. Robert Metzberg; Mrs. Martin Olsson; Mrs. Charles Quaglieri; Mrs. Barkley Rosser; Mrs. William Segar; Mrs. Donald Stroud; Ms. Paula King; and Mrs. Edwin Young, wife of the campus chancellor.

Doreen Adamany Holmgren '69, on the public information staff of the EAC, is coordinator.

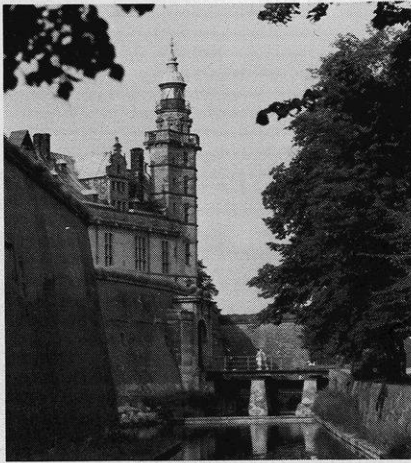
Late in January the Friends and Aides gathered for champagne and hors d'oeuvres in Paige Court to find out what their contributions had purchased recently. Earlier they had had the chance to vote for one of three possible purchases; the popular choice proved to be "Palm Sunday Processional," a nearly life-sized figure of Christ, of 15th-century Austrian origin. One of the membership strata in the Friends is that of "associate," requiring an annual contribution of \$250 which goes toward acquisitions. On this same night the associates presented their most recent gift, a pair of sculptures by Frank Lloyd Wright.

It promises to be a busy year for the Aides, what with their speakers' bureau, the membership drive and a rapid succession of important shows at the Elvehjem. In April there's a showing of the Ferdinand Howard collection of 20th-century French and American masters. Then follows exhibits of paintings from colonial Peru and lithographs by John Steuart Curry. "Atelier 17," in October, will be the Elvehjem's own exhibit of nearly 230 pieces—prints, plates and blocks—by artists who worked in the Paris studio of Stanley William Hayter from 1927 to the present. Later, about half of this show goes on the road to five other museums across the country.—T.H.M.



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Prices are based on double occupancy of hotel rooms and/or ship's cabins. Single accommodations are available at slight extra charge, as described in each brochure.

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### Scandinavia



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### '10-'31

Lawrence F. Graber '10 has written and published his autobiography, *Mister Alfalfa*, which, his promotional literature says, "tells how alfalfa replaced timothy as a hay crop." He is selling the 500-page book, at \$8.40, at Gra-Mar Distributors, P.O. Box 4286, Madison 53711.

Galo W. Blanco Ph.D. '22 was the subject of an article in the Cleveland Press last fall centering around the fact that, at age 82, he continues his teaching career in area colleges. He is an expert in pre-retirement training for federal employees.

Jane Gaston Mahler '27, Charleston, S.C., writes that "you have lost touch with me, due largely to my many changes of address." An art historian, she was granted emeritus status by Columbia University in 1969 after being a member of its faculty since 1942.

Thorn L. Vogel MD '29, Janesville, sends us a copy of *Woebegone*, his autobiography, which he has had cooperatively published by Carlton Press, Inc.

Robert Clinton Dix '31, Hiram, Ohio, was inducted into the Garfield Society of Hiram College, an organization which recognizes "those men and women whose career and public lives have demonstrated outstanding dedication to the welfare of humanity, their nation, and their communities." He is president of the Record-Courier Publishing Company in Ravenna, Ohio.

Prof. Aaron J. Ihde '31 of our chemistry department continues as editor of *Badger Chemist*, the publication which goes to the department's 3,000 alumni, "with the financial assistance of its faculty, alumni and friends."

Publishers John Wiley and Sons have put out a second edition of *Living Nutrition*, co-authored by nutritionist Frederick J. Stare '31, of the Harvard School of Public Health.

### '33-'43

Hortense Festerling Mergen x'33, Sun Prairie, received the American Cancer Society's annual distinguished service award for her work in its Wisconsin Division. Mrs. Mergen was nursing supervisor of the oncology units at University Hospitals for twelve years.

Robert L. Oetting '36, Dallas, has recently retired from the lamp division of General Electric, "a temporary job that began in June, 1936."

# Club Programs

## From mid-April

**Albany, N.Y.:** May 22—Protection & Security Chief Ralph Hanson  
**Beloit:** April 28—Journ. Prof. Steven Chaffee  
**Beaver Dam:** April 21—Soc. Sci. Prof. Charles Cicchetti  
**Boston:** April 25—Regent Frank Pelisek  
**Buffalo:** April 29—Regent Frank Pelisek  
**Detroit:** April 30—Regent Frank Pelisek  
**Eau Claire:** April 28—Law Dean Orrin Helstad  
**Fond du Lac:** May 2—UW V.P. Donald Percy  
**Ft. Atkinson:** April 12—Dean of Stu. Paul Ginsberg  
**Grant Cnty. (Platteville):** April 24 Pharm. Dean Geo. Zograf

**Green Bay:** April 27—WARF Dir. John Pike  
**Green Cnty. (Monroe):** April 20—W.A.D. Kit Saunders  
**Indianapolis:** May 13—Bob Samp MD, Prof., Curr. & Instr.  
**Janesville:** April 22—Wisconsin Singers  
**Jefferson:** April 19—Assoc. Ag Dean Geo. Sledge  
**La Crosse:** April 19—Sig Sivertson MD, Asst. Dean, Medicine  
**Marinette:** April 23—UW—Marinette Dean Wm. Schmidtke  
**Marshfield:** April 25—Asst. Wrestling Coach Russ Hellickson  
**Madison:** April 28—Catherine Cleary, Bd. Chmn., 1st Wis. Trust Co.  
**Minneapolis/St. Paul:** April 22—UW Foundation Exec. Dir. Bob Rennebohm  
**New York City:** April 15—Speech Prof. Fred Haberman; Edwin Newman, (Man of Year)

**Quad Cities:** May 4—Dean John Peterson, Allied Health  
**Rochester, N.Y.:** April 28—Regent Frank Pelisek  
**Sacramento:** April 21—Econ. Prof. Robt. Lampman  
**Sheboygan Cnty.:** April 14—Sea Grant Dir. Bob Ragatzkie  
**Sturgeon Bay:** April 21—James Edsall, Dir., Planning & Const.  
**Tucson:** April 16—Med Dean Lawrence Crowley MD  
**Viroqua:** April 27—Asst. A. D. Otto Breitenbach  
**Watertown:** April 21—Robt. Cooke MD, Vice-Chanc., Health Sci.  
**Waukesha Cnty.:** May 12—Murray Deutsch, former dean, Waukesha campus  
**Wausau:** April 21—Dean of Stu. Paul Ginsberg  
**Wis. Rapids:** April 27—Philip Lewis, Prof., Land Arch.

# Member News

*continued*

**Jack E. Krueger '37**, with Milwaukee's station WTMJ since graduation, is now on its board of directors. He's the station's manager of public affairs.

**William H. Tamm '38**, Norfolk, Va., retired as chief of the engineering division of the district Corps of Engineers of the U.S. Army after thirty-five years service. In 1970 he earned a decoration for meritorious civilian service.

**Somebody '39**, "and six other Alums," of Chicago wrote an articulate, controversial letter for publication. But your signature is unreadable and your return address means you're living in a booth at Walgreens. The letter sounds sincere. If you are, identify yourself and we'll use it in our May issue.—*Ed.*

**Spencer A. Markham '39**, Princeton, Wis., writes that he was parliamentarian for the district convention of Toastmasters International at West Bend last November.

**Clare Rice '43**, Cedar Rapids, has been appointed president of the Collins avionics division of Rockwell International's electronics operation. Rice joined Collins in 1968 and has been its vice-president and general manager since 1972.

## '44-'54

**Clifton R. Brooks '44** (MD '46), Tustin, California, is an assistant clinical professor in the department of pediatrics at the University of California's Irvine campus.

**Heinz L. Bensel '48**, Rochester, Mich., is now a senior associate with Detroit's Albert Kahn architectural firm, with whom he's been affiliated since 1971.

**Warren E. Wutke '47**, Morton, Ill., has retired from Libby, McNeill & Libby after twenty-six years and is a sanitarian with the food and drug division of the Illinois Department of Public Health.

**Edward J. Harris '48**, Galveston, Texas, was elected a district judge for that county. He served as a representative in the state legislature for fourteen years, and was a delegate to the Democratic National Convention last summer. Mrs. Harris is the former **June Brickson x'46**.

**Fred W. Negus '48**, moves from St. Paul to Stamford, Conn., as eastern regional sales manager with Continental Forest Industries' corrugated division.

**Kenneth E. Becker '49** is the new president of the Mundelein (Ill.) Savings and Loan Association.

**John E. and Delores (Stielow) Lenahan '49** are now residents of Christiansted, St. Croix, Virgin Islands. Jack sold his Oshkosh law practice last summer, but has not retired; he's an assistant attorney general on the islands.

Vilas Research Professor **R. Byron Bird Ph.D. '50**, of our chemical engineering department, has been presented with an honorary degree by the Delft Institute of Technology in Holland. Bird was cited for "his versatile and pioneering theoretical research in the field of transport phenomena in general . . . for his contributions to the teaching of theoretical fundamentals to engineers,

and his stimulating activities in furthering international contacts for young researchers."

**William Roy Johnson '50**, president and chief executive officer of the National Investment Services of America, Milwaukee, is now on the executive advisory board of our School of Business. The board provides the school with the equivalent of a corporate executive committee or board of directors.

Madison pharmacist **Robert Schwartz '54** earned a merit citation from our School of Pharmacy for "contributing to the betterment of pharmacy through professional and civic service."

## '57-'65

**Robert C. Goemans '57**, Appleton, general agent for Wisconsin National Life Insurance Company in that area, announces that he has been given the CLU designation.

The AFL-CIO appointed **Rudolph A. Oswald MS '58**, Potomac, Md., its director of research. He's been acting director of that department since last year.

**Theodore P. Grassl '59**, Lawrenceville, N.J., moves up to the general management of Trenton Times Newspapers from his position as business manager. He had been with the Minneapolis Star & Tribune before moving to Trenton two years ago.

**E. Donald Hardin '59** was named chief of Lab 8000 at the U.S. Army Mobility Equipment R & D Command, Ft. Bel-

*continued on page 21*



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# Alumni Mini-Camp

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*Friday, July 1 through Monday, July 4*

Vilas County! Vacationland in the breathtaking Eagle River area, famed for its unspoiled forests of magnificent pines, its Chain of Lakes, its winding nature trails.

*Facilities:* We've selected the well-known *Trees for Tomorrow* environmental center, a forty-acre complex on the outskirts of Eagle River. It's operated year-around and features a trained, professional staff to provide our guests with instruction in outdoor skills.

*Nature At Its Best:* Here's an unparalleled opportunity to learn about the outdoors in a natural environment. The Center, an innovator in resource education, is only minutes away from Nicolet National Forest. Staff members will offer optional sessions on solar energy, bog ecology, wildlife habitat and forest ecology. More, for your choosing, are evening social hours, guided trail hiking, a wine-tasting party and a Paul Bunyan Bar-B-Q, swimming, canoeing, a chuckwagon lunch at Press Forest, a floatboat cruise.

*Accommodations:* The entire *Trees for Tomorrow* facility, accommodating eighty guests, has been reserved for us! Four dormitories with separate rooms (housing two, three or four to a room) provide an ideal arrangement for families, couples or single adults. Linens and blankets are provided. Excellent food and "all you can eat."

*Stretch your vacation dollars:* The entire package costs just \$59 per person for adults; \$29.50 for children under sixteen years. That's the *total*: three nights' lodging, eight meals, canoe rental, bus transportation for all activities, and professional instruction.

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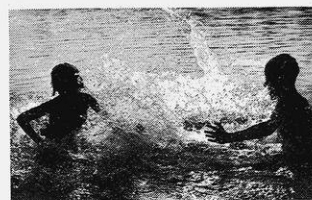
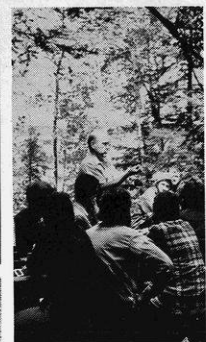
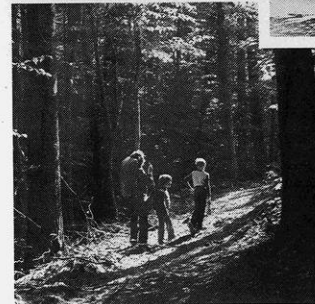
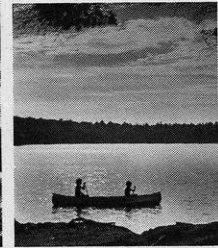
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Mileage to Eagle River from: Chicago, 360; Madison, 222; Milwaukee, 251; Minneapolis, 227.

# Member News

continued from page 19



Roeber '61



Kimmel '63

voir, Va. Hardin and his wife Jane (Evans '62) live in Springfield, Va.

Johnson Wax, Racine, made Thomas J. Newman '59 its corporate director for training, a job which entails worldwide travel to work with employees of fifty-five companies.

Raymond J. Forbish '60 has left Shell Oil in Louisiana to become manager of field development with Houston Oil and Minerals Corporation. He and his wife and three children will live in suburban Spring, Texas.

Alfred D. Sumberg Ph.D. '60, Rockville, Md., received the 1976 distinguished service award from the University of Cincinnati Alumni Association. He is the director of government relations for the AAUP, and a member of the execu-

tive board of the UW Alumni Club of Washington.

Donald D. Roeber '61 is now the production engineering manager of Honeywell's office in Phoenix, Ariz. He's been in marketing at the Minneapolis office for the past ten years.

Gerald E. Kimmel '63 is the new national field sales manager of consumer products with the Toro Company's outdoor power equipment group. He's been with a Toro subsidiary for three years, and has moved his family to Eden Prairie, Minn. The firm moves Ronald S. Leafblad '65 from group vice president for outdoor equipment to president and general manager of Ag-Chem Equipment.

William C. Neumann '65, who's been chief of planning for the county parks development commission in Flint, Michigan, moves to Park Ridge, Illinois with his family, where he'll be park and planning coordinator.

## '66-'74

The Indiana National Bank, Indianapolis, made Robert F. Clarke '66 a vice-president and trust officer.

Walter F. Dabberdt MS '66 has written a paperback, *The Whole Air Weather Guide*, which his promotional literature says is "authoritative and informative while being written in language the layperson can easily digest." It's published and distributed by Solstice Publications, 188 Laureles Drive, Los Altos, Calif. 94022. (64 pps.; \$2.95)

After two years as director of development with the Houston Symphony, Philip L. Zimmerman '67 is back in Wisconsin in that same position with the UW-Platteville.

Elise (Lee) Wear '68, a clinical nurse specialist in pediatric hematology at UW Children's Hospital, earned the Helen Lathrop Bunge Scholar Award from our School of Nursing, for her "sensitive, supportive care of patients and their families, for developing teaching programs for cancer-stricken children and doing research into problems encountered by them."

Richard D. Patterson '70 left the commercial lending department of the First National Bank in Chicago to become a retail stock broker with Kidder-Peabody there.

Eugene S. Nelson '70, after earning his MS in counseling and guidance here in '74, is in the doctoral program in clinical psychology at the United States International University, San Diego.

William M. Artis (MS '72) MD is on the faculty of the medical school of Emory University, Atlanta, as an assistant professor in dermatology.

USAF 2nd Lt. David J. Hammes '74 has been assigned to Elgin AFB, Florida, after completion of flight training last December.

Harold L. Korntved '74 is now a USAF lieutenant and a mechanical engineer with the SAC unit at Wurtsmith AFB, Michigan.

## Deaths

Mrs. A. G. Ridlon (Amy Louise Hendrickson) '04, Los Lunas, N. Mex.

Mrs. John Quincy Ames (Edna Lora Graves) '06, Brooklyn, Wis.

Mrs. Maurice Barstow Nichols (Nellie Nadine Angell) '07, Oakland, Calif.

Mrs. James John McDonald (Grace A. Bogue) '08, Madison

Mrs. George J. Miller (Hazel Viola Alford) '08, Madison

Mrs. Milton O. Clark (Marguerite Bower) '09, Lemon Grove, Calif.

Adolph Shipek '09, Seattle

Mrs. Harold Stafford (Hazel A. Straight) '10, Cross Plains, writer, lecturer, and book reviewer, heard on WHA radio for many years.

Wildon F. Whitney, '10, Madison

William Albert Reid '11, Oxford, Pa.

Mrs. M. A. Flatley (Honora Margaret Frawley) '12, Antigo

Benno Ernst Kuechle '12, Wausau

George Friday Roberts '12, Fox Lake

Edward Lemuel Hindes '13, Twin Lakes

Francis Stewart Lamb '13, Oshkosh

Mrs. Roy B. Cooley (Jennie Emma Koehler) '14, Carlisle, Mass.

Lewis George Eisele '15, Iron Mountain, Mich.

Bjarne Knudsen '15, Aurora, Minn.

Nathaniel Gifford Preston '16, Monroe

Mrs. Henry Lawrence Casserly (Edna Virginia Frederickson) '17, Madison

Mrs. Ernest F. Shackleton (Irene Eleanor Hart) '18, Honolulu

Mrs. Winfield Herman (Ruth Marie Radford) '19, Glendale, Calif.

William Herbert Eddy Reid '19, Columbia, Mo.

Lee Fairchild Bacon '20, Milwaukee

Charles Hand Carpenter '20, Medford, N. J.

Clarence Venoah Joerndt '20, Bel Air, Md.

Charles Leonard Kimball, Jr. '20, San Gabriel, Calif.

Harry William Riley '20, Oshkosh

Mrs. William Waggoner Burns (Florence Eleanor Kohn) '21, Madison

Arthur Paul Ende '21, Madison

Harry Irl Miller '21, Oshkosh

Mrs. Francis A. Millington (Frances Aveline Ryan) '21, Washington, D.C.

Mrs. W. E. R. Schottstaedt (Margaret Julia Swift) '21, Fresno, Calif.

Henry Stevens '21, Washington, D.C.

Gustave J. Keller '22, Appleton

V. Lee Edwards '23, Detroit

Herbert Dick Hentzen, Sr. '23, Milwaukee

Robert Ervie McConnell '23, Walnut Creek, Calif.

Maud Esther McPherson '23, Washington, D.C.

Harold M. Addington '24, Wilmington, Dela.

Mrs. Olive Graf (Olive Signora Daley) '24, DeForest

Norman Llewellyn Hill '24, Berea, Ky.

Frederick Albert Rahr, Sr. '24, Green Bay

Fred Henry Bollens '25, Detroit

Milton Reid Frazier '25, Madison

John Amandus Grab '25, Madison

Mrs. Helen Pestalozzi (Helen Katherine Pedersmoen) '25, San Mateo, Calif.

Delbert Homer Talley '25, Terre Haute, Ind.

Thomas Edward Trainor '25, Wausau

Mrs. Kurt W. Fritzsche (Margaret Helen Luther) '26, Miami

Mrs. Gertrude Heggstad (Gertrude Elizabeth Ingold) '26, Madison

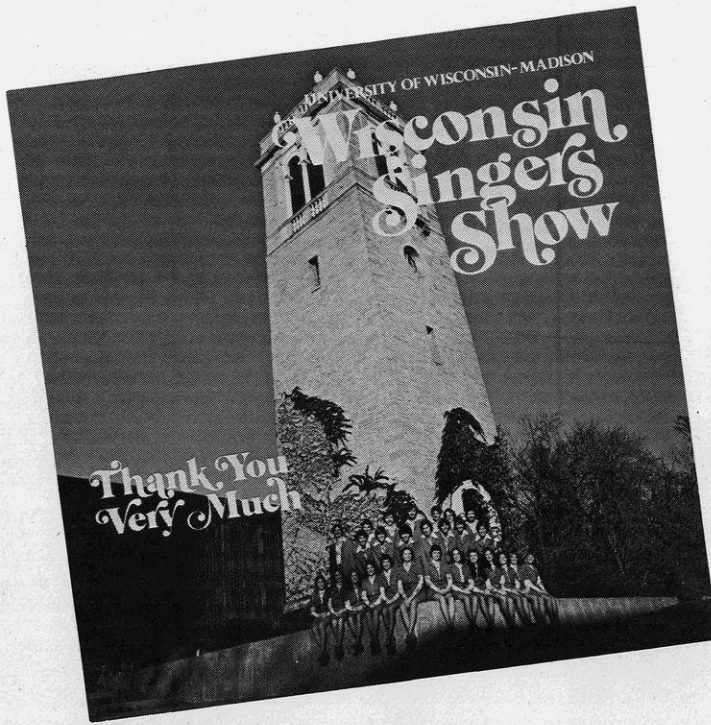
Anthony Erwin Madler '26, Madison

Robert W. McCauley '26, Green Bay

Mrs. Roger Van Pelt Anderson (Virginia L. Bump) '27, Chicago

continued





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## The all-new stereo record by the better-than-ever Wisconsin Singers

Featuring

### Side One

I've Got the Music In Me  
 Love Will Keep Us Together  
 Cotton Fields/Dixie  
 Blood, Sweat & Tears Medley  
 You Made Me Feel So Very Happy, **Kit Foss, soloist**  
 God Bless The Child  
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 Lucretia McEvil  
 Sometimes in Winter, **Tim Flynn, soloist**  
 And When I Die, **Phil Dekok, soloist**

### Side Two

Wisconsin Medley  
 Songs to Thee, Wisconsin  
 On Wisconsin  
 If you Want to Be a Badger  
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 You Make Me Feel Brand New  
 America's Favorite Songs (Commercial Medley)  
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### The 1977 Wisconsin Singers

Cheryl Baxter, Avoca	John Jacobson, Onalaska
Donna Boorse, Milwaukee	Ellen Kennedy, Waunakee
Jayne Davis, Mosinee	Julie Knobeck, Madison
Phil Dekok, Kenosha	Ken Kuehl, West Allis
Jeff Eckerle, Merrill	Terri Lange, Windsor
Tim Flynn, West Allis	Ross Martin, Bagley
Scott Foss, Madison	Dave Saloutos, Baraboo
Kitt Reuter Foss, Madison	Roxy Terrien, Madison
John Frank, Cross Plains	John Tuinstra III, Whitewater
Karen Heike, Seymour	Nancy Walsh, Reedsburg
Debra Hilgendorf, Poynette	Ann Winkowski, West Allis
Steve Hoge, Manitowoc	Jolayne White, Madison
Mark Hull, Evansville	Mark Ziebell, Milwaukee

### The Wisconsin Singers Combo

Mac Huff, Jr., Kenosha, piano  
 Jeff Nelson, Marshfield, bass guitar  
 Bill Femal, Neenah, drums

WAA Services Corp.  
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# Deaths

*continued*

Ralph Edward Merkel '27, Downers Grove, Ill.

Edward Rudolf Wernitznig '27, McLean, Va.

Alfred Willoughby '27, Hillsdale, N.Y., for thirty years director of the National Municipal League, a bipartisan citizens' group seeking better government.

Mrs. Archie E. Cruthirds (Isabel Kirk Ames) '28, Phoenix, Ariz.

Andrew Joseph Dietzler '28, Midland, Mich.

John Paul Hohf '28, Madison

Spencer Walter Lincoln '28, Libertyville, Ill.

Peter Leroy O'Neill '28, Ridgeway, Wis.

Ira Samuel Bradshaw '29, Pomona, Calif.

Howard William Christensen, MD '29, Wausau

Mrs. Edward Perine Cole (Edna Loraine Gilman) '29, Atlantic, Iowa

Gordon William Davy '29, Nashotah, Wis.

Mabel Angeline Engelbrecht '29, Elgin

Mary Owen Little '29, Milwaukee

Ralph M. Holmes '30, Kinsley, Kans.

Joseph Jay Keliher '30, Madison

J. Roderick Bennett '31, Madison

Carl Alfred Flom '31, Madison

Mrs. Robert Harris (Rosalind Margaret Drosen) '31, Milwaukee

Mrs. Ralph Francis Kamm (Marjorie Edith Holscher) '31, Milton, Wis.

Mrs. Sylvan R. Wood (Pauline Morris) '31, Oklahoma City

Albert Marion Murphy '32, Harley, Idaho

Harvey Henry Schneider '32, Lakewood, Colo.

Philip Taft '32, Providence, R. I., one of the nation's foremost historians of the labor movement, particularly the A.F. of L., and co-author with Selig Perlman of the fourth volume of "History of Labor in the United States" in 1935.

Corwin Carl Guell '34, Thorp

Mrs. Warren Davis Lucas (Jean Shoppell Newlin) '35, Madison

Ernest Paul Nickel '35, Santa Cruz, Calif.

Clair LaVern Finch '36, Madison

Hugo Emil Siehr '36, Saginaw, Mich.

Paul John Trier, MD '36, Des Moines

Robert Rankin MacIver '38, Pittsburgh

Gomer William Davies '39, Dodgeville

Russell Bernard Retelle '39, Madison

David Karlen Bennett '40, Monroe

Donald Franklin Biehn '40, Mercer Island, Wash.

Lawrence Lambert Bodoh '40, Menomonee

Everette Wayne Knight '40, Kenosha

Mabel Amelia Anderson '41, Stoughton

Robert August Uihlein '41, Milwaukee

William Leo Van Sistine '41, Pasadena

Harland Elmer Austin '42, Garden City, Mich.

Clarence Larson Gibbs '42, Menomonee Falls

Elmer Christian Rieck '42, Modena, Wis.

Theodore Johannes Tveit '42, DeForest

John Leslie Davis '43, Superior

John Robinson Wilkins '44, El Cerrito, Calif.

Robert McKern '46, Homewood, Ill.

Ralph Matthew Buchen '47, Appleton

Charles Barker Eaton '48, Rockville, Md.

Mrs. Clark J. Hendryx (Winifred Alice Nelson) '48, Indianapolis

Paul Joseph Klein '48, Oakland, Calif., attorney and member of the UW 1946 Hall of Fame crew (see page 14), killed in an auto accident on December 30, two days before he was to work as head linesman in the Rose Bowl game.

Max Joseph Bauer '49, Milwaukee

Della Lorraine McMahan '49, Greenwood, Ind.

Thomas Everett O'Malley '49, Gainesville, Fla.

Merle James Sheen '49, Janesville

Louis Koshir '50, Mellen, Wis.

Mitchell Leonard Milavetz '51, Decatur, Ill.

David Ernest Anderson '53, Poughkeepsie, N.Y.

Peter Frank Melchior '54, Black Creek, Wis.

Don Quentin Hix '56, McFarland

Edward John Shimon '56, Reedsville

Robert Bradley Dunn '58, Potsdam, N.Y.

Dennis Rowe Kuntz '58, Beaver Dam

Edward C. Wilber '58, Elkhorn

John Harlan Larsen '59, Blue Mounds

Harold John Feidt '60, Turtle Lake

Edwin August Bergstrom '62, Beaver Dam

Robert Edward Halstead '64, Union Grove

Jane Evon Howell '72, Mt. Pleasant, Mich.

Dorothy Randolph Brown '75, Madison

Paul William Petranyi '75, Madison

## Faculty and Staff

Emeritus Prof. Otto L. Kowalke, 98, Madison, on the chemical engineering faculty from 1906 to 1952, its chairman for thirty-seven years until 1948.

Emeritus Prof. Frank Dougall Crane '24, on the English department staff of the Extension from graduation to retirement in 1967, in Madison at the age of 79.

Allen S. Fox, 55, Madison, professor of genetics since 1963, and designated one of the Outstanding Educators of America in 1975.

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Christian with B.A. (1971) in Industrial Psychology, expecting diploma this May in Wood Technics, seeks position in personnel management or one requiring some time doing manual labor in a wood-related industry. Candidate has been self-employed as a wooden toy-maker for the last two years. Member No. 7702.

B.S. in elementary education (K-9), M.L.S. UW-Madison. Presently librarian/media specialist, Horicon elementary-junior high school for nine years. Wisconsin certified. Other years experience in teaching and library. Desire position as jr. high, sr. high or jr. college librarian or assistant. Member No. 7703.

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



# 1977 UW FOOTBALL TICKET APPLICATION

All games, home and away, \$8

Home games start at 1:30 p.m., except Purdue, Iowa, at 1 p.m.

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Fond du Lac 54935  
Served: 1961-62

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Served: 1959-60

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Detroit 48202  
Served: 1965-66

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Served: 1947-48

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Milwaukee 53202  
Served: 1952-53

### OPPONENT

### TICKETS

DATE	HOME	AWAY	NO.	AMOUNT
Sept. 10		Indiana		
Sept. 17	North. Illinois (Band Day)			
Sept. 24		Oregon		
Oct. 1	Northwestern			
Oct. 8	Illinois (Parents Day)			
Oct. 15		Michigan		
Oct. 22	Michigan State (Homecoming)			
Oct. 29		Ohio State		
Nov. 5	Purdue			
Nov. 12	Iowa (W Club Day)			
Nov. 19		Minnesota		
Subtotal				
Handling & mailing				.75
TOTAL				

Make checks payable to UW Athletic Department

Mail to: UW Athletic Ticket Office  
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Chicago 60604  
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3602 N. 21st Street  
Sheboygan 53081  
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Milwaukee 53222  
Served: 1972-73

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Served: 1968-69

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Milwaukee 53202  
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United Bank of Westgate  
Madison 53711  
Served: 1971-72

## Elected Board of Directors At Large

*Terms Expire July 1, 1977*

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Milwaukee 53202

Jack Kellner '41  
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Grafton, Wis. 53024

Robert A. Palm MD '63  
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Fort Knox, Ky. 40121

Mrs. John P. (Martha)  
Reynolds '42  
2707 Colgate Road  
Madison 53705

George S. Robbins '40  
Chamber of Commerce  
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Marinette 54143

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5000 Flat Rock Road  
Philadelphia 19127

Clyde Schlueter '33  
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2000 Westwood Drive  
Wausau 54401

Kenneth Schmidt MD '29  
60 Cherry Street  
Denver 80220

Emmett W. Terwilliger '36  
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Vaughn '48\*

*Terms Expire July 1, 1978*

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William Gyure '48  
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Mrs. Allen S. (Pat) Jorgensen  
'46\*

Mrs. Frank (Joan) Sanger '46  
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Douglas, N.Y. 11363

John Sohrweide '39  
4722 Walnut Hill Lane  
Dallas 75229

Tony J. Stracka '56  
30 West Mifflin Street  
Madison 53703

Steven C. Underwood '64  
Department of Justice  
123 West Washington Avenue  
Madison 53702

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Carl Zahn '31  
Bank of Sturgeon Bay  
Sturgeon Bay 54235

*Terms Expire July 1, 1979*

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Foote, Cone & Belding  
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Chicago 60611

Francis V. Hoffman '43  
Hoffman House Lane  
Madison 53704

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UW Center-Fox Valley  
Midway Road  
Menasha 54952

Mrs. Al (Marge) Leiser '45  
3510 Glen Arbor Drive  
Houston 77025

Jonathan G. Pellegrin '67\*

John Poser MD '33  
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Columbus, Wis. 53925

Clare I. Rice '43  
Collins Radio Company  
Cedar Rapids, Ia. 52406

David J. Spengler '60  
Affiliated Bank of Madison  
Madison 53703

James A. Temp '55  
417 South Monroe Avenue  
Green Bay 54301

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Reedsburg 53959

Scott Tulloch  
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Arena, Wis. 53503

*Class of 1975*

JoAnn Brindis  
2632 N. Oakland Avenue  
Milwaukee 53211

Timothy J. Cooley  
% The Milwaukee Company  
209 North Adams Street  
Green Bay 54301

*Class of 1976*

David Jung  
Inryco, Inc.  
4101 West Burnham Street  
Milwaukee 53201

Signe Ostby  
1328 Mound Street  
Madison 53715

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*Green County, Wis.*

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Brodhead 53520

Norman Gauerke '31  
505 Ripple Creek  
Houston 77024

Joseph W. Van Camp, Jr. '42  
4339 Briarwood Drive  
Indianapolis 46250

Mrs. Robert (Jo) Meier '51  
13 Carillon Drive  
Madison 53705

*Mile High*

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State Mutual Life Assurance  
252 Clayton Street  
Denver 80206

Lawrence K. Dallia '65  
Marine Natl. Exchange Bank  
111 E. Wisconsin Avenue  
Milwaukee 53202

*New York City*

James W. Goetz '64  
ClevePak Corporation  
Main Street  
Pierpont, N.Y. 10968

William Bock '68  
6405 Wander Lane  
Racine 53406

*St. Louis*

C. W. Olsen '39  
1 Morwood Lane  
Creve Coeur, Mo. 63141

Joseph D. Kane x'42  
4315 La Linda Rama  
Tucson 85718

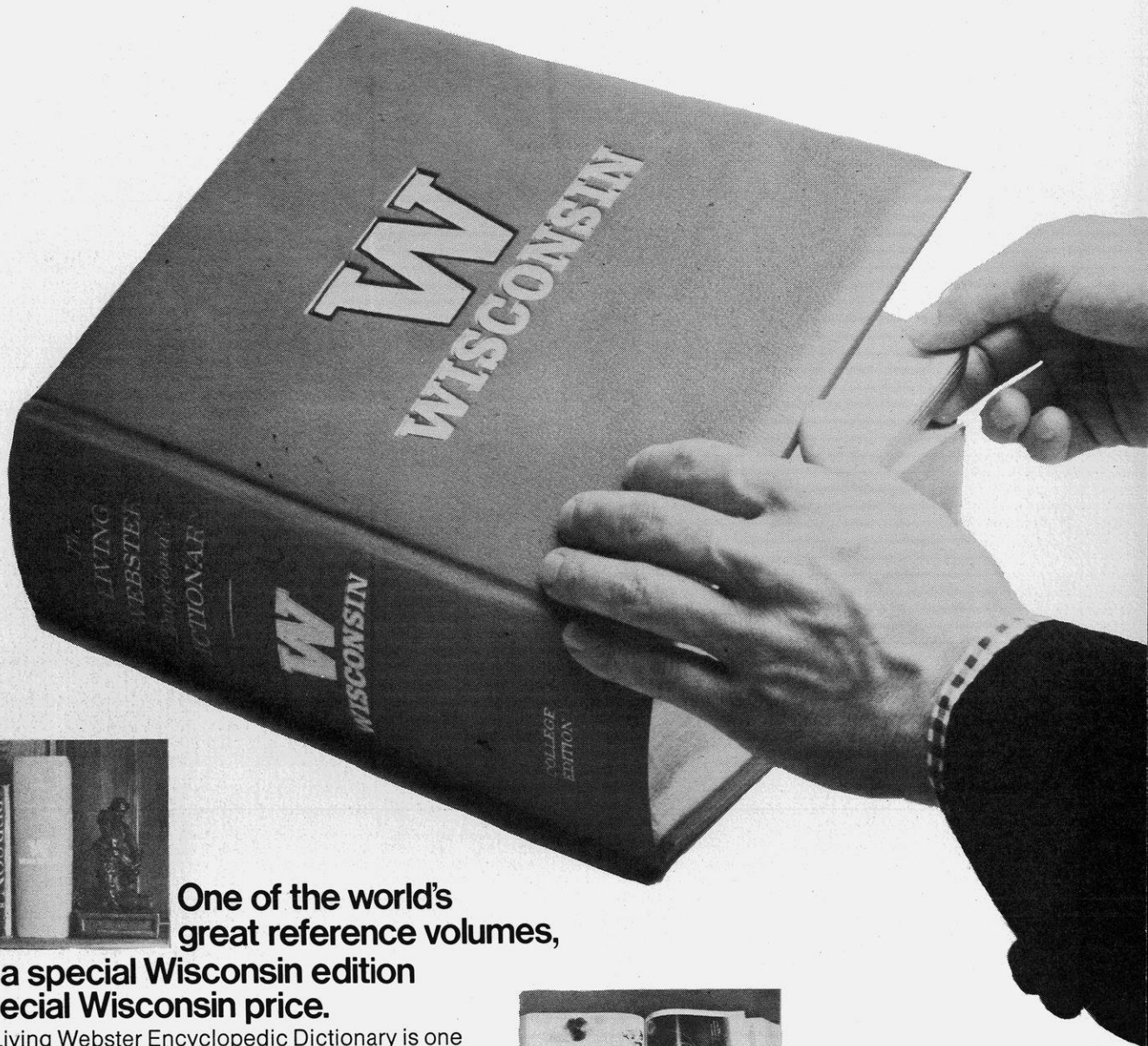
*Twin Cities*

Eugene L. Johnson '60  
2300 First National Bank  
Building  
Minneapolis 55431

\* Officer. For mailing address  
see page two.



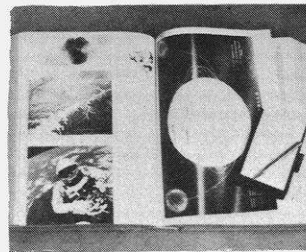
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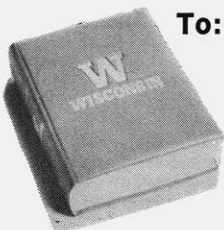
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## Research

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mice studies that led to discovery of the false claim. By and large the biological and medical sciences have a much better tradition of publishing replication studies. After all, if Schmedley's stuff *never* replicates, then Schmedley will get a well-deserved bad reputation."

Given the obvious importance of replications, why don't more get done? "I think that somehow social scientists think they are boring. Part of it may be that some social science and education research is very expensive and time consuming—but that's a lame excuse.

"Let me tell you a story. When I was a graduate student there was a nationwide research project on elementary reading. It involved over twenty districts around the country. The purpose was to test the effectiveness of a number of teaching methods in elementary schools. I was involved in the design of the study. We did everything top-drawer. The classrooms were going to be randomly assigned to treatments—a true experiment. We were the coordinating center. A lot of pre-measures were given to the students before the treatments were given, and demographic data were collected. I decided to analyze these data *as if* the treatment had already taken place, to see if there were any systematic differences in reading readiness or intelligence of the students or the training and abilities of the teachers, from one treatment to another. It turned out that there were tremendously *big* differences, not just 'statistically significant,' but *big*. In one school district one treatment would have all the bright students and best teachers; in some other district another form of treatment would be head-and-shoulders above all the rest. I realized that people were systematically, *non-randomly* assigning the subjects to the treatments. Well, it turned out that there was a coordinator in each of the districts (the whole thing involved tens of thousands of students and millions of dollars in funds from the Office of Education), and these coordinators had very strong ideas about which treatment was best. (I found out later that some of them could stand to benefit financially

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# Research

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if one treatment were shown to be better than the others because they had authored texts and materials for certain methods.) So I took my analysis of the pretest results to the coordinator of the whole project and said, 'Look, the study's over. There's no way you can salvage anything from this experiment. We should terminate the project right now, refund any unused money, and write a final report that says if one ever gets involved in an experiment like this again, the coordinating center *must* have *absolute control* over the assignment of students and teachers to treatments.' He said no, so I resigned. It was a very nice job, too, for a grad student. The point is that even massive, expensive studies must be replicated, because something inadvertent or intentional can louse up the results."

I asked how his research in statistics relates to what we've been talking about? "It's essentially concerned with answering the question: What does 'statistical significance' mean?" he said. "A better way to put it is that I want to provide researchers with a technique for *designing* their research so that when they get statistically significant results they will be able to make sense out of them.

"Much of the foundations of modern inferential statistics was developed by people whose substantive training was primarily in genetics, agronomy and biology. They developed conventions that fit those disciplines well, but these conventions were picked up by people in the social sciences, where the problems are in some respects very different. There are important differences in the nature of the experimental material you're looking at when you're dealing with people, as opposed to plants or genetically pure strains of rats. So those classic methods just don't work in psychology, sociology, education, or business, or industrial relations—lots and lots of different fields.

"In the social sciences there are important practical questions that need answers. For example, in the

negative income tax experiment, which was done largely by our Institute for Research on Poverty, there are lots of different questions involved, such as whether the provision of a subsistence-level income acts as a disincentive for people to get employment. The basic question is, 'Does this intervention have a positive enough effect to make it worthwhile?' 'Should it become public policy?' Now, obtaining statistical significance *per se* isn't necessarily going to answer a question like that."

Walster had the *Times* story on his desk. He read one paragraph: *What makes scientists cheat? In the view of Dr. (Ernest) Borek, a microbiologist at the University of Colorado; 'Since one must publish to get grants, and promotion in many institutions hinges on the size of the grants, publication and grants rather than discovery, become the goals in the laboratory. When rewards are almost within reach, temptation, to some, becomes overwhelming to cut corners or to doctor data or even to manufacture some.'*

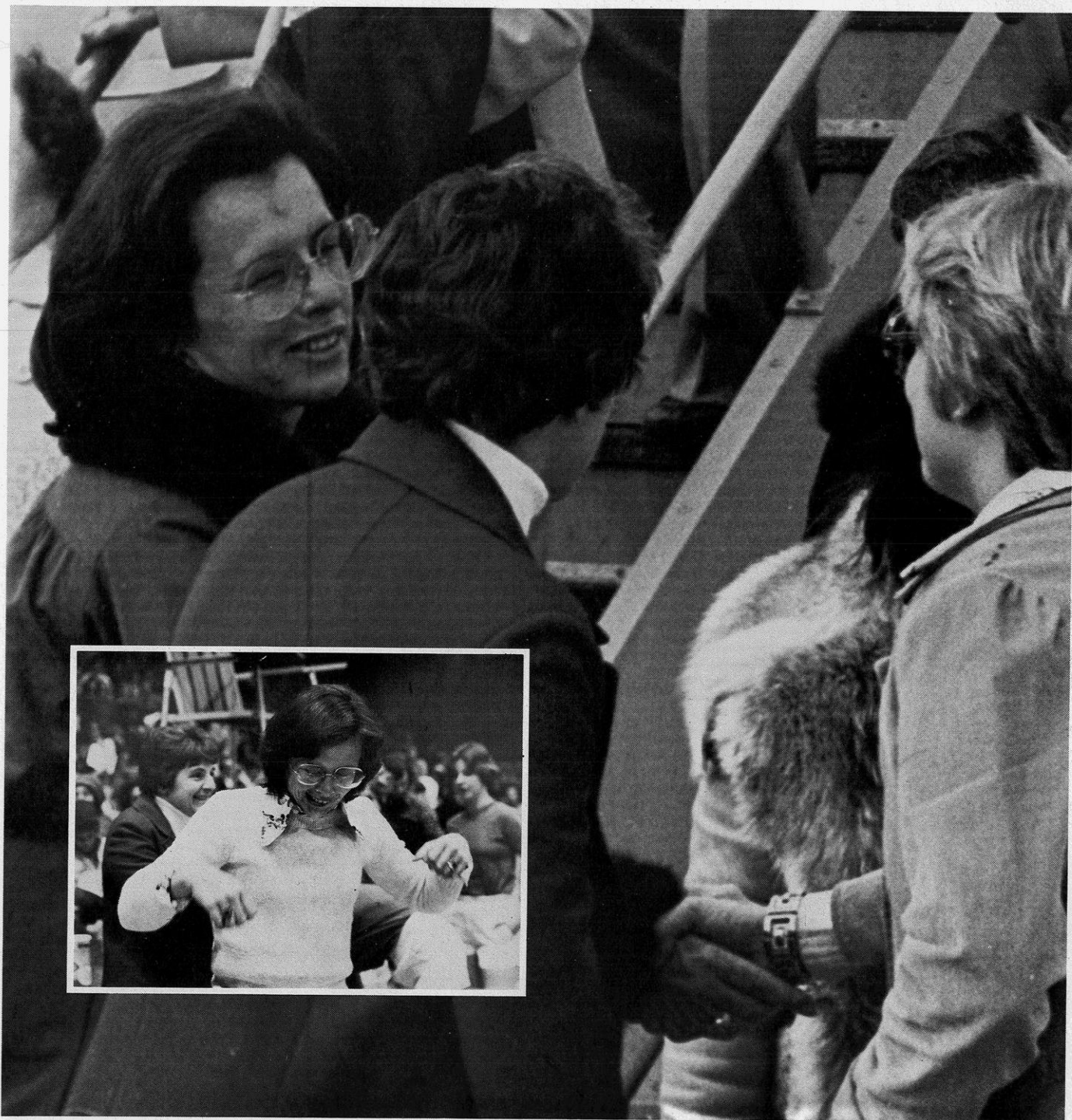
"I agree with that," Walster said. "That's particularly true with assistant professors, where getting tenure is so important. The other thing that I think is a little sad is that in many academic departments the basis for getting tenure is on *quantity* of research. It's an easy thing to look at somebody's publication record and just count the appearances, rather than analyzing the *quality* of his research.

"There's a parallel in the graduate student's career. I know from personal experience of a woman at Stanford while I was there who ran *three* complete independent Ph.D. dissertational experiments in psychology, and she never got her Ph.D. because she didn't get statistical significance in any of them! To combat this kind of thing, I give a standard piece of advice to graduate students when it comes time for them to do their dissertation, whether it's with me or someone else. I tell them to write a proposal of the dissertation study, complete in every detail—a review of the literature, theoretical motivation, practical or substantive implications, design, complete procedures, how they're going to analyze and interpret the results, *all* the possible implications; the *complete* study. They put on the front of this that it's the dissertation *proposal*, and put the names of the three committee members responsible for accepting or rejecting the

completed dissertation, with a place for them to sign. After making any changes based on the suggestions of the three readers, get them to sign the cover page. Then you go and do the study. Then there's the oral, one of the two components, in which the candidate defends the written work. Well, a typical thing that happens in an oral is that someone on the committee looks at the *results* and says, 'Look at those. Isn't it *funny* how they came out. If you'd designed the study differently we'd be able to find out what's going on in this area or that.' Well, normally, what can the candidate do? All he or she can say is, lamely, 'Well, I guess I wasn't smart enough to anticipate what happened. And you guys are all smarter than I am.' But if he's got this signed proposal he reaches into his briefcase and lays it on the table and says, 'Gee, too bad *we all* didn't think about that ahead of time, isn't it?' And that's the end. It becomes very clear that *nobody* can be omniscient and anticipate every possible thing that might happen. And that girl at Stanford; if *she'd* done that, I think she'd have her Ph.D. Whether a dissertation is good or not doesn't depend on how the numbers come out. Notice that this is an exact parallel of the procedure I want journal editors to use."

I asked him whether he believes he can be successful in sowing revolutionary ideas in the staid halls of hundreds of scientific journals. "I'm philosophical," he said. "New ideas are accepted slowly. People resist change. But the fact is that the whole situation—all those pressures—is very distressing. The journals have the power to change that. It doesn't do any good just to track down cheaters, to see them turn slowly in the wind. We have to change the *forces* that motivate dishonesty. We have to have a methodology that makes sense and that is going to reinforce scientists for doing good research and then making it public in a way that's going to give readers an unbiased, representative picture of the truth of what actually happened. Something has got to be done."

—T.H.M.



## Have I Got News For You, Kit!

*Seconds after Billie Jean King (left) landed at the Madison airport on February 22, life went up for grabs for her hostess, Women's Athletic Director Kit Saunders (in dark blazer, back to camera). Saunders and her Women's Intercollegiate Sports club (WIS) had sold \$20,000 worth of tickets for a much-publicized exhibition that night between King and Dianne Fromholtz. But, said the embarrassed Billie Jean, she had never intended to actually play, since she's recovering from knee surgery. She thought Kit knew that all along, but Kit didn't, because King's agents had neglected to tell her during weeks of negotiations. And Fromholtz was home with the flu. All ended well: King added an afternoon lecture demonstration; Rosie Casals and Francoise Durr took time from the Virginia Slims tour in Detroit to fly in for the evening exhibition; former Tennis Coach John Powless played team member Rich Silverthorn to a 7-6 win; and by the evening's end (inset) Billie Jean could mug for the crowd and Kit Saunders could smile again.*



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