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Volume 84, Number 6
September/October 1983

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Volume 84, Number 6
September/October 1983

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Wisconsin

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THE WISCONSIN ALUMNUS is published six times a year: January, March, May, July, September and November. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$25 a year.

Letters



ROTC Ups and Downs

Thanks and congratulations to the *Alumnus* for the article (July/Aug) on the ROTC program—and to the author for such an excellent and factual story.

It was almost nostalgic to think of the many hours I spent in the old red-brick gym and armory during my sojourn in Madison from 1920 to 1924.

The University's military program has had its ups and downs during the years from 1860 to the present, but the UW definitely benefited by it—as did the nation by the many hundreds of reserve officers who were trained and served in times of need.

May the ROTC in its present improved form continue to play an active part in the life of our alma mater.

LE ROY L. WAHLE '24
Indianapolis

I enjoyed the article, but one correction, please. The caption under the picture on page ten should read, "Spring review on the lower campus." I should know, I was there! There was no mall in 1926 and the troops would have had a difficult time drilling on the present one.

It was a clear area that served many purposes, such as the "Bag-Rush" between the freshmen and sophomores. The ice-hockey rink was set up there each winter and the engineers' St. Patrick's Day parade usually formed on that spot. It was used for band practice and as a parade ground, etc.

GRANT O. GALE '26
Grinnell, Iowa

... ROTC was *not* "a dead issue at Wisconsin in the eighteen years after 1923." (It

was very much alive in the early 1930s. In the summer of 1933, the legislature started an investigation of communism on the UW campus. All over the state, newspapers ran lurid stories and the committee conducting the investigation held several meetings. Then the whole thing was suddenly dropped—after a lot of damage had been done to the University's reputation.

A leader in the legislature told us later that it started as an attempt to get the support of the American Legion. The price of Legion backing was an effort to pass a compulsory ROTC bill and the legislators knew that such a bill had no chance unless they could stir up public sentiment with something like a Red Scare. When it became clear that the bill had no chance anyway, the whole thing was discontinued.

MELVIN H. WUNSCH '34
Baltimore

... What a superior job of research and writing it is! Ms. Hacskeylo uncovered a lot of history and I am most grateful.

PROF. GORDON B. BALDWIN
Law School
Director of Officer Education

"Unprintable"?

As an alumna who spent much of her time writing to fulfill the requirements of an art history major, I am appalled at the article "Terri Huff: The Best We've Ever Had" (May/June) by David Medaris.

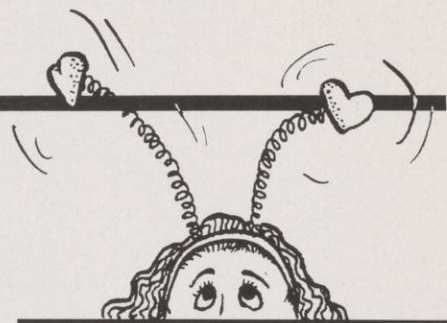
There are two uses of slang words on page fifteen that I find render the article unprintable: "Qualls cracks up and laughs all through the next sentence" and "There she was, talking at court-side with a little girl wearing heart-shaped deely-boppers."

First things first: to "crack up and laugh" is redundant. Plus, the expression is incorrectly used. My copy of Webster's dictionary defines it as "to have a physical or mental breakdown."

Second, what on earth is a "deely-bopper"? Mr. Medaris could at least have aided the reader's imagination by telling us *where* the little girl was wearing these "deely-boppers."

I enjoy reading the *Wisconsin Alumnus* and hope that such lapses in quality will be avoided in the future.

CAROLYN A. WEIGELL '82
Marburg, West Germany



The American Heritage Dictionary (1981) defines "crack up" as: "to laugh boisterously or to cause (a person) to laugh boisterously." The deely-bopper fad is on the downside, but millions were sold over the past several years, to be worn by children, on the head, like antennae.—Ed.

Reply to a Reply to a Reply

In answer to Mr. Rose's reply to Mr. Smejkal's letter in the May/June issue, I submit the following. There have been numerous leaders who have hoped to conquer all. Now the Russians have taken over the role of world conquest. They started with Cuba from which they could springboard to Central and South America—eventually to Mexico and the US. Naturally our country did the things Mr. Rose pointed out because of fear for our future.

Mr. Rose writes: "Communism develops when conditions become intolerable for segments of a population. It cannot be imposed from the outside, and physical proximity to such a country means nothing." Hogwash! Ask the Polish people, the citizens of Afganistan, Hungary and Czechoslovakia.

I, for one, do not object to paying taxes or going into bankruptcy to avoid the catastrophes that have occurred in these communist satellites.

Perhaps if Mr. Rose had spent a little time in Russia as I have, he would feel for the plight of those people. They cue up for food, their clothing is too small or too large and all the same color, they can't afford shoes and automobiles. Their whole economy is geared to one thing and one thing only—world conquest.

D.W. MAAS '40, MD
Carmichael, Calif.

Since the original feature appeared six months ago, we will now close discussion on reactions to it.—Ed.

continued on page 22

The News



Photo/Norman Lenberg

The lobby of the new School of Veterinary Medicine.

After Thirty-Six Years Veterinary School Opens

It was April 12, 1947 that the Board of Regents passed a resolution approving the establishment of a college of veterinary medicine on the campus when funds would become available from the state. It was July 1979 when that legislation was signed by the governor.

When Bernard Easterday, the new school's dean, approached the podium at summer dedication ceremonies he noted that the charter class of eighty will graduate in 1987, forty years after the regent's resolution. The overriding theme of speeches that day was pride; pride in the work of

supporters of the school and their tenacity over four decades; and pride in the new school itself, its faculty, staff and students.

The \$15.5-million building is located on Linden Drive, just west of the scattering of dairy and agronomy buildings and across the street from the Gym-Natorium. It provides 235,000 square feet of teaching, research and clinical areas. Easterday called it the flagship of three buildings which comprise the school. The others are a \$4.3-million instructional and research facility at Charmany Farms here in Madison, and a \$1.1-million satellite food animal clinic at UW-River Falls. Both have been completed, but the River Falls unit is unable to open this year because of state budget cuts.

There are forty-seven on the faculty. Within four years, when the school will instruct its full complement of 320 students, the faculty is expected to number about eighty. Easterday said faculty recruitment is eased by the reputation of the University and by the presence on campus of both a college of agriculture and a medical school, a combination he called unique.

There were 181 applicants for the first class; of the eighty admitted, forty-two are women, thirty-eight are men, and all but ten are Wisconsin residents.

Steve Schumacher



Photo/Gary Smith

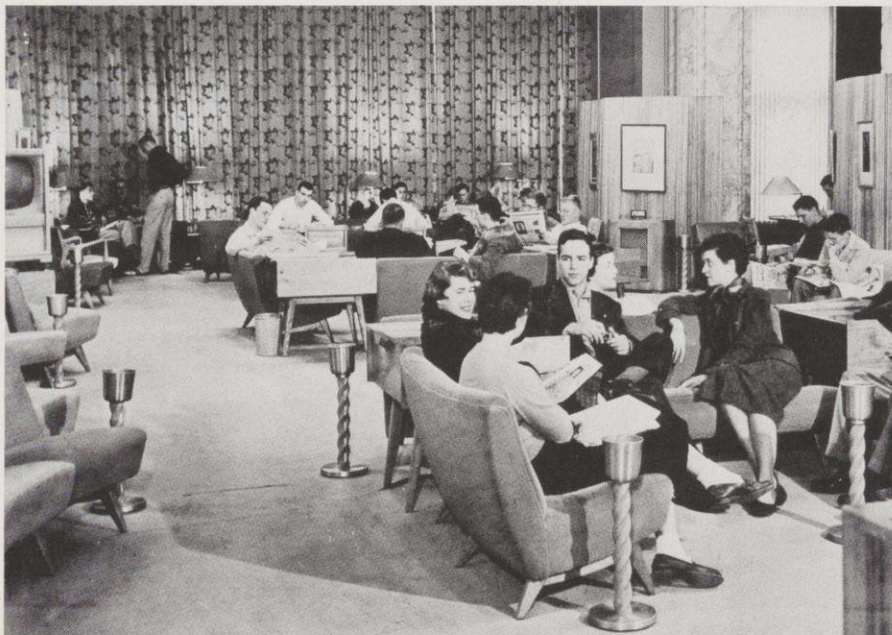
There may be fewer students this fall, but the moving-in scene will be hectic as always.

Possible Decline In Enrollment Predicted

A midsummer prediction was for a slight decline in enrollment this fall semester for the first time since 1976. About 41,700 were expected, down 1.25 percent from last fall's record 42,230. The decrease would come primarily in the numbers of freshmen and grad students, said Thomas L. W. Johnson, the associate registrar.

With the state's population of eighteen-year-olds dropping, freshmen enrollment throughout the UW System was predicted to go down about 5 percent, with 1 or 2 percent of that occurring here on the Madison campus.

continued



The Way We Were—14

MARCH, 1960—One way the Union's art collection (p. 15) was exhibited was via these movable screens in the lounge. There seemed to be a heavy run on newspapers on the day this picture was taken. The dailies from around the state were kept on a rack at the lounge entrance. The TV set is off, which means it was too early in the day for the campus favorite, Yogi Bear.

continued

Half 'Recognition Fund' To Madison, Milwaukee Faculty

Of the \$1-million fund created by Wisconsin Governor Anthony Earl to reward faculty in the UW System, more than half will go to UW-Madison and UW-Milwaukee. In early July, the governor vetoed a plan that would have added \$2.5 million more to help the system hold its "star faculty" who, in the budget bill he signed, will get no pay raises this year and only a 3.84 hike next year (WA, May/June).

The state's two largest campuses will receive about \$290,000 during the first year when half the \$1-million fund becomes available. UW-Madison will get \$120,000 for raises not accompanying promotions, \$72,000 for promotions and an estimated \$42,000 in benefits.

Faculty throughout the system have been vocal in their negative reaction to the governor's limits on pay increases. (It was an across-the-board restriction on all non-union state employees.) The decision left UW salaries in eighth place among Big Ten schools.

In late July, Earl announced plans to create a special panel to study salaries throughout the system. He said it should look into the role tuition should play in faculty compensation (the Board of Regents had added a tuition hike, to begin this year and to be used for that purpose, but it was vetoed by the governor), whether there should be salary parity throughout the system, and what part the state's overall revenue condition should take in setting faculty salaries. Earl said he sees "merit" in the argument that faculties from here and Milwaukee are "the most susceptible to being lured away" by industry or better-paying institutions. Regarding the use of increased tuition for compensation, he said he would "have to be persuaded that raising tuition would not limit access."

The panel is to be composed of UW System representatives, the Legislature and state agencies and, "I hope," students, the governor said. It is to report its findings before the Legislature enacts the 1985-87 budget.

Special Conferences Coming

Two innovative conferences, open to the public, are scheduled for October. A con-

ference on retooling strategies for adult women interested in scientific and technical careers will be held on October 1. It's designed to meet the needs of those planning to reenter the job market or make a career change. The all-day meeting at the Wisconsin Center will explore math, science, and engineering related careers; investigate educational options and support services; offer an opportunity to meet and interact with career women working in technical areas; and assess the needs of Wisconsin business and industry. There will be workshops on

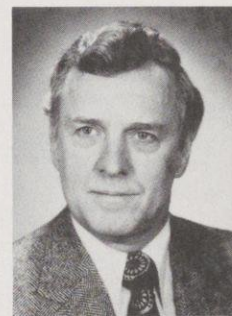
building confidence in math, meeting the computer challenge, financing an education, marketing job skills, and adult learning and returning. A \$5 fee covers the cost of lunch and breaks, and there are a limited number of scholarships available to cover babysitting and travel costs. For more information contact Sandy Courter, UW-Extension Engineering and Applied Science, 432 N. Lake St., Madison 53706, (608) 262-2703.

On October 15, in the Memorial Union

continued on page 22

New Directors

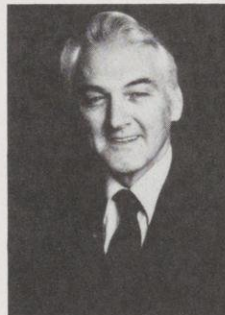
Eight new directors-at-large joined the Wisconsin Alumni Association's board in July. They are: Wade R. Crane '48, Detroit; Orville W. Ehrhardt '54, Fond du Lac; John W. Joanis '42, Stevens Point; Ted D. Kellner '69, Milwaukee; J. Charles Phillips '65, Reedsburg; Carla Nolting Smith '46, Madison; Andrew J. Zafis '48, San Diego; and Thomas F. Grantham '61 of Madison (not shown).



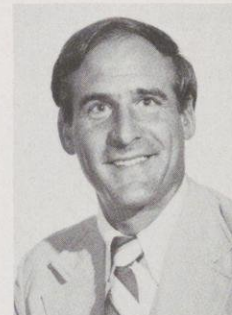
Crane



Ehrhardt



Joanis



Kellner



Phillips



Smith



Zafis

Aladdin Works Its Magic . . .

For six years Ednor M. Rowe and his staff at our Synchrotron Radiation Center near Stoughton have labored over Aladdin, a new electron storage ring. The \$4.5 million device is only three months away from completion, and scientists from nearly twenty public and private research institutions in the US and Canada are ready to use it.

Aladdin will circulate electrons at 99.999 percent of the speed of light inside a 286-foot-long pipe bent into a kinked circle. The racing electrons, forced to change direction around each kink, will throw off intense beams of light (synchrotron radiation) in much the same way mud is slung from a spinning tire, reaching energies of one billion electron volts. The light's wavelengths are seven to 700 times shorter than violet light, about the size of the structural components of atoms and molecules.

"These properties make Aladdin an excellent tool for probing the surfaces of materials and the subatomic configurations of matter," said Rowe. Scientists will be able to literally "pluck" electrons from the materials they examine. With a computerized "bookkeeping" system, they will chart a specimen's electron configuration and changes within that configuration.

There are only six machines like Aladdin in the US—one is a smaller counterpart here on the campus—and without them such investigations would be impossible. Rowe said its completion will open up new scientific vistas: "With every advance in our ability to use or generate electromagnetic spectrum has come a quantum leap in both science and technology."

When the ring is turned on in December, Aladdin will accommodate thirty-six research ports for as many as seventy-two experiments at one time. Because the electrons can circulate for hours, scientists will be able to conduct experiments uninterrupted. Some will pursue basic research; payoffs may not materialize for many years. Others, like the team from the UW's newly formed Center for X-ray Lithography, will seek more immediate technolog-



Photo/Duane Hopp

The new Aladdin electron storage ring.

ical innovations. Using Aladdin's soft x-rays, they hope to crack the submicron barrier in the manufacture of integrated circuits. (See box.)

Scientists from Sandia Laboratory intend to use Aladdin to develop new materials and techniques for combating corrosion, a process which costs the economy \$70 billion each year. Physicists from the University of Minnesota and Argonne National Laboratory in Illinois anticipate that their

investigations will yield safer methods for radioactive-waste disposal.

The handful of synchrotron radiation facilities in the US are publicly funded; the National Science Foundation supports ours. Aladdin's innovative design and relatively low cost, however, may make it the prototype for private firms considering electron storage rings for in-house research.

Mark Bello

. . . To Create Submicron Chips

In July the Board of Regents approved a \$1.25-million grant from the Wisconsin Alumni Research Foundation to establish here the Center for X-Ray Lithography. This is a promising new technology for manufacturing more sophisticated and powerful versions of integrated circuits, the lifeblood of the \$100-billion-a-year electronics industry. The grant will put campus scientists and engineers in the forefront of efforts to develop a new generation of these circuits with finer and more complex patterns than those in the most advanced "chips" used today.

The co-investigators on the project are chemistry professor James W. Taylor; Henry Guckel, the director of our Wisconsin Center for Applied Microelectronics; and John Wiley MS'65, PhD'69, the director of our Materials Sciences Center.

Prof. Guckel said. "This is a logical location for such research. At our Synchrotron Radiation Center in Stoughton we have *Aladdin*, a new state-of-the-art electron storage ring. It will supply the special 'soft' x-rays we will need to print patterns less than one micron long. And our Center for Applied Microelectronics is one of the few university laboratories in the na-

tion capable of producing commercial-quality computer chips. With *Aladdin*, our goal is to produce them within three years."

The team expects secondary benefits as well from the project. Said Guckel: "We should produce new materials for use in circuit manufacturing, and new applications for the miniaturized devices in many areas of science and engineering—things that will be of immediate value in the production of transducers for use in communications, medicine, environmental monitoring and robotics. We hope the UW-Madison will become a national center for x-ray lithography research, and that our technical expertise will attract related industries to the state. It should also benefit local industries who want to expand their production in the electronic, medical and instrumentation fields."

The x-ray lithography project will cost about \$4 million over a four-year period, and this will require funding from other sources such as private industry. "In the meantime," said James Taylor, "WARF's 'seed' money will enable us to pull together our resources and take the lead in this new field."

Tenting On The Old Camp Ground

F

or fifty summers, the tents of Camp Galistella perched on Lake Mendota's sloping banks just beyond Picnic Point. The colony opened in 1913 for the benefit of graduate students and their families. It expanded until, at its heyday in 1938, it housed 300 people. The camp was a feature unique to the University of Wisconsin. Only in 1962 did it dwindle to a close.

Back in 1912 Professor Scott Goodnight, the summer session director, was seeking ways to increase enrollment. Taking a cue from several hardy souls who had gotten permission to camp along the lake while attending classes, Goodnight decided to offer married students "cheap and salubrious accommodations"—i.e. tents—on land of the newly-purchased Eagle Heights Farm. In the summer of 1913, eight families braved the mosquitos, lake flies and poison ivy to participate in the first tent colony.

The settlement's semi-official title became Camp Galistella in honor of Albert Galistell (longtime University physical

plant director) and his wife, Eleanor. As benign overseers, they summered for practically a half-century in their yellow cottage not far away.

Keeping a lid on this camp never was much of a problem for the Galistells. Mothers were close at hand, looking after their infants and toddlers. The men—and some of the women—passed their mornings in class at the University, two miles to the east. Afternoons might be spent reading in the study hall. This was little more than a screened shack, but it had *two* bare bulbs hanging from the ceiling—the only electric lights in the camp.

For kids, the colony was close to heaven, once they'd hauled the day's supply of water from the pump. The University provided a lifeguard, and in some years there were counselors to direct games and crafts. A youngster could fish and swim for hours, so baths were unheard of. In late afternoon even the hardworking students closed their books and spent the rest of the day in or on the water or around the campfire. Evenings quieted down rather early; children had to unwind, and the light of the kerosene lamps discouraged late carousing.

The colony began as a bargain and

Ann Boyer is a Madison free-lance writer.

Our tent colony was the summer home for hundreds of students.

By Ann Boyer



stayed that way. In 1913 a family could spend \$15 and get six weeks' use of a large tree-shaded tent platform, the pier, community pumps and privies, and the study hall. In 1960 this fee had risen to all of \$35. Throughout the 'teens and '20s the John Gallagher Co., for a small sum, provided "first-class water-proof tents, and good cots, hammocks and camp stools." By the 1930s more creative structures were appearing. Charles Center PhD '41, of nearby Shorewood, was a five-season veteran. He recalls construction methods in the late years of the Depression: "You'd scrounge used lumber—all you could get—for the framing. Then you'd attach a three-foot tier of waterproof building paper around the base, and top that with a wide strip of mosquito netting. You'd put on another band of waterproof paper and roof the whole thing with a tarpaulin. When it was done you had a 12 x 20-foot room." This sounds relatively spacious until you realize it provided summer housing for families of up to six!

Traditionally, the camp's population was primarily high school teachers, using summer after summer to hack away at master's degrees or doctorates. Lasting friendships resulted. Charles Center still keeps up with Alfred Johnson PhD '57 of Wooster, Ohio, whom he first met forty-odd years ago. Thirteen seasons did not dim Johnson's enthusiasm; in 1950 he served as mayor. (Not content with the bare bones of self-government, the residents elected, besides a mayor, a clerk, constable, sanitary commissioner, post-

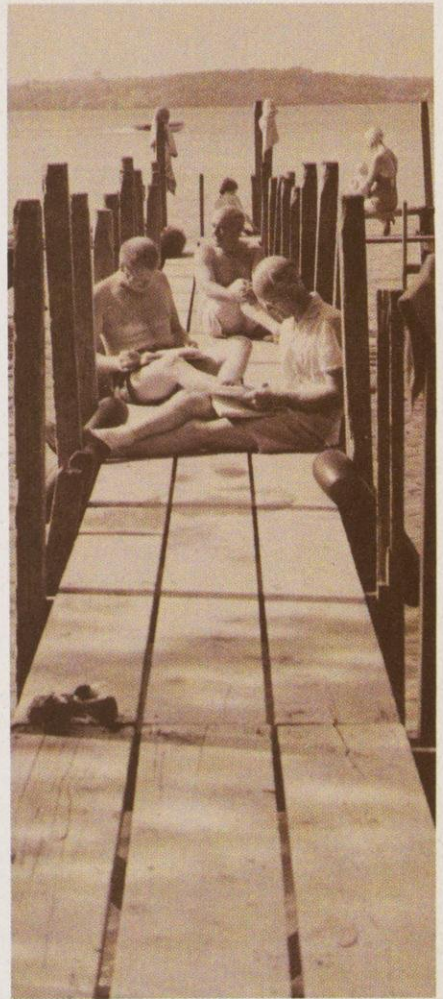
master, newspaper editors, recreation leaders, and several aldermen.) The late UW president, E.B. Fred, hailed this system as one of the few examples of pure democracy left in the world. Of course, "pure democracy" meant that a typical meeting focused on such questions as how to get the *wives* better organized to keep the privies clean!

To offset the tedium of hot weather study, campers filled a summer with special events. A yearly picnic and softball bash was held in the cow pasture up the hill. There was a fish fry: fillets of hundreds of perch caught earlier that day just offshore. An annual water carnival featured a queen who made her grand entrance from around the point in a canoe.

Life among the tents was primitive. A 1923 brochure warns that residents would not find the conveniences of a summer park or a Chautauqua, and they should "reckon in advance with the inconveniences incident thereto."

But there were amenities. In the early years, a launch touched at the pier several times daily and transported students to the University for 20¢. A Marine Service mail boat made regular stops. And Madison grocers delivered provisions by boat or wagon. By the '30s launches had become a memory, but the University continued to furnish postal service and a garbage pickup. Colony residents could bring cars as long as they parked in a lot some distance uphill. Only the iceman was permitted to drive right into camp.

continued on page 31



S

trands of

*the electric wire
that once lighted
the study hall
are strung on
their poles,
although the study hall
is no more.
And the concrete steps,
somewhat awry,
lead us down
to the vanished pier.*

Who Was Garcia And What Was In That Message?

*The library's reference room
gets 57,000 questions like this a year . . .
and answers most of them.*

**We have one of
the largest institutional
reference collections
in the country—
80,000 pieces.**

The original plan was to give you a surprise quiz, some really miserable questions which we'd cull from a week's intake at the Reference Room of Memorial Library. But it didn't pan out because a reference desk gets far more pleas for *direction* than questions with factual answers. People don't ask, "What's the yearly rainfall in Neenah?" or "What's the legend of the Gate of Horn?"; they say, "Tell me where to find a poem called 'The Darter' (I think) by Richard Storrs Willis (possibly)."

This particular Reference Room traffics primarily with "upper undergrads" and grads and faculty in the social sciences and humanities. It's one of fourteen in the campus's General Library System, and there are probably as many more little in-house libraries not a part of that system. It's on the second floor of Memorial, on the State Street side, a non-library-looking big carpeted room of emerald green, black and white. In this upbeat setting we have one of the largest institutional reference collections in the country—something like 80,000 pieces. The room is open seven days a week, and no wonder: last year the staff tallied at least 57,000 inquiries. (I say "at least" because there are days when things are so hectic they don't have time to keep score.)

Jean Thompson is the head reference

librarian. She arrived last March from a library at Virginia Polytechnic Institute to replace Marguerite Christensen, who retired. Mrs. Thompson has her MLS from the University of Virginia. There are six people on what she refers to as the "professional staff," which means each has the requisite MLS. By happy accident, most have bachelor's degrees in languages: there is a German specialist and an Italian specialist, one proficient in Russian and one in French, as well as one in art. Mrs. Thompson's assistant is Jeanine Thubauville '68, '72. There are four "para-professionals," with bachelor's degrees only.

One staff member, Lynn Magdol, is picking up on a nationwide trend. Last year she began conducting classes on how to use a reference room. Apparently no one ever thought of that before, but it seems bound to boost study efficiency. Moreover, if the practice catches on, it should do wonders for the colonic health of college librarians everywhere, what with all those lecturers who tell 200 students to look up a sheaf of facts before Thursday.

The Reference Room has access to computers now—as do forty-six of the fifty largest in US colleges—but as yet ours





Illustration/Vincent River

are limited to conducting "searches" specific, deep and disciplined.

Practically speaking, the student who seeks guidance or the answer to a random question follows tradition by relying on the person behind the desk. It probably isn't unusual that the staff will gang up on a question when one librarian's knowledge and ingenuity fails to produce the best information. Mrs. Thubauville showed me two shorthand pads of librarian-to-librarian notes. They're entertaining.

"Fellow was looking for the balance sheet and income statement of the lumber industry as a whole. Standard & Poor's Industrial Survey doesn't supply it. Daniells' Sources mentions the IRS reports on corporate incomes, but we don't subscribe to them. Does anyone know of another service?" Underneath was written: "Try calling Forest Products Lab" and "See Duncan, L., *National Environmental Statistical Report* at the desk."

A staff member listed *thirteen* places she'd checked unsuccessfully in search of "a list of US international airports—those with customs facilities." A colleague answered: "Travel agencies should have such lists. I found one in Vienna when I wanted to ship stuff back."

Others: "Anyone know of an efficient way to find periodicals devoted to specific French writers?" (She got four leads.)

"I need statistics for cost of living in urban areas; *not* price indexes—I found plenty of those." (Someone knew of two worth trying.)

"A student heard of a country where stealing is legal, but he can't remember

which one it was." (Nobody found the answer to this one, which may be just as well.)

"Patron believes *e pluribus unum* comes from Virgil and wants to verify. I tried the Virgil concordance and our Latin dictionaries, but no help." (The answer: "It's from Horace. Eleanor found it in the World Book Encyclopedia.")

The staff gangs up on tough questions.

Consistently there are cries for help in finding addresses for firms, agencies, associations. The first place a librarian looks is in a local phone book, then the trail may move to a business directory. The reason a seemingly simple task turns cumbersome is that the original seeker has garbled the name, sometimes so badly you wouldn't recognize it when the staff finally comes up with the correct one.

As I go through the pages of notes I realize that we could have come up with a quiz for you, after all. Some of these things must have been fun to find, and are probably jotted in the shorthand pads for that reason rather than because they required team effort. You could put on quite a trivia contest with the likes of: who was Garcia and what was in the message to him? where does the term "black Irish" originate? has anyone here ever done a PhD dissertation on Sacco and Vanzetti? where could you find and join a Humphrey Bogart fan club?

Mrs. Thompson said that the staff helped do 900 searches on the computers last year. She showed me two sheets listing the commercial data bases, one produced by a firm called Dialon, the other by BRS. For anyone besides me who isn't familiar with the Oz of computers, a data base is what has to go in before any answers can come out; it's a reference list. Commercial firms glean material on apparently thousands of subjects, record them and sell them. These two sheets list such easily comprehended subject titles as *Health Planning and Administration and Military and Federal Specifications and Standards*, as well as codes only the in-group would recognize: *Chemsis 77-81* or *TRIS* or *NARIC*. But Mrs. Thompson also showed me some print-outs and explained them. They were produced for a man who wanted information on the effects of divorce on children. The librarian requested, from the data base, general information on divorce, and got 900 items from which to choose. She then asked for material on children, and got a potential 47,593 items. These two were then overlapped, which brought the field down to 211 different items, and that went down to 140 after they removed PhD dissertations and foreign features. She repeated the procedure using the data base from the other commercial provider, and got an additional 147 items. After which they ran a print-out on the abstracts of all 287 pieces, abstracts of three or four concise paragraphs each, which accordion-fold into a stack about an inch high. The print-out cost the patron \$29.56 and took exactly eight minutes to produce.

—Tom Murphy

Meet Jonathan Pellegrin '67

He's WAA's new president.

In 1975 with little advance notice Jonathan Pellegrin found himself representing the US Department of Commerce on an agribusiness mission to five recently emerged African nations. He barely had time to wade through the required vaccinations against cholera and yellow fever before stepping down from the plane in Tananarive, capital of the Malagasy Republic. He drove off to explore the surrounding country, stopping by the side of the road to talk with local farmers, finding their machinery sitting idle for lack of simple repairs. He drove back to Tananarive with a sense of what the man in the field needed, and the mission produced a record number of US business contracts that year. Not surprisingly the USDC asked him back the next. In 1978 they sent him to the Ivory Coast, Cameroon, and Zaire. He speaks with urgency about the need for third-world education and training to follow up sales of American technology.

He is WAA's new president; at thirty-eight, the youngest in its 122-year history. Friends describe him as an inquisitive man who asks pointed questions yet retains a quiet "in-house" sense of humor. One colleague calls him a "diplomat who does his homework." Another says, "Jon is a good listener. He will wait to hear everyone out at a meeting, then cut right to the heart of the discussion." He is a former national director and president of the Wisconsin chapter of the National Agri-Marketing Association and a member of the Young Presidents Organization. He has, along with other talented young executives, lunched with President Reagan at the White House. He has just returned from three weeks of study in Japan and is about

to leave for Russia where he and his wife, DeeDee (Diane Fox '69), will host WAA's tour to the Soviet Union.

As he talks on the afternoon of our interview, he leans far back in his chair, gesturing freely. He is a tall man, in shirtsleeves, tanned and handsome. When clients from around the nation visit, he brings them home to dinner.

We meet in the offices of the Johnson Hill Press, a national trade publishing company based in Fort Atkinson. Pellegrin is owner and chairman. He was born in Illinois and spent his early boyhood on a farm. He talks about an older brother, David, who was a "great student and model athlete" but describes himself as a cut-up. He was a kid who worked "little business ventures" from an early age—Kool-Aid stands and paper routes in the fifth grade—but was never very interested in academics. "My brother went off to Amherst and Harvard; I got ticketed on my motorbike." Then in high school a teacher assigned an independent study project and he formally discovered commercial advertising. From the start, he said, sales and marketing fascinated him: "I liked figuring out how the system worked. I liked taking an idea and creating something tangible out of it. I liked the thought of doing something clever—making money—while providing jobs and services for people." He pursued the subject through high school graduation in Dodge City, Kansas and on to college at Miami University in Ohio.

His father jokingly promised "an airplane, a railroad, a shipping line," if he made it through the first nine weeks. Pellegrin promptly earned a passel of A's and the highest grades in his dorm. "I was so

worried about flunking out that I worked my fanny off," he said. It was the "highlight of my academic career."

After a year and a half in Ohio, he transferred to the UW where he majored in business, specializing in marketing and advertising, picking up journalism courses on the side. He was here three and a half years. "It was literally my first exposure to a broad cross section of talented people with different interests, persuasions, and backgrounds. Miami had been 5000 students, buttoned-down shirts, khaki pants and penny loafers. The UW opened my eyes to new values, new ideas, new opportunities."

While here Pellegrin took a course assignment (Business Publications 201) and decided to market it. He brought out the first issue of *The Wisconsin Man* in the fall of 1965. The magazine answered such questions as "What to wear—and where?" and heralded the "swing to spring fashion," reviewed books and campus theater, analyzed anti-draft sit-ins, discussed prejudice, rugby and jazz, the "beats," life insurance and football. He produced a television documentary on the University's fraternity system and worked around town for the local broadcast media handling sales development promotion. Between classes he pitched ad time to campus merchants. "It got so my professors would joke, 'Business must be slow; Jon is in class today.'" In 1965 he was cited as UW's outstanding advertising marketing student and spent a week at a New York City advertising institute with forty-nine other top students from around the US.

After graduation Pellegrin joined Abraham & Straus in New York. He, his wife, and a new baby lived in Brooklyn

while he worked his way through the firm's merchandising training program. In 1968 the family returned to Wisconsin and he joined his father at Johnson Hill Press.

The idea for the first of the company's successful direct mail periodicals arrived in the late '50s. Pellegrin's father had dealt for years with his local agricultural Production Credit Association and knew enough about farming to realize that it was done differently in Morris, Illinois than in Bay Minette, Alabama. "It sounds like a simple idea," said Jon, "but at the time ag publications were national and didn't address regional concerns. We approached the PCAs saying we could provide a magazine that would talk directly to their farmer-members across the country about financial management issues, and we would do it in localized editions, featuring local products, local dealers, local services." The PCAs were enthusiastic but one publishing company after another turned the idea down. "They thought we were nuts. We couldn't get the printers to back us either." Finally they looked around for their own press and settled on Johnson Hill, eventually buying it outright.

Today over 600,000 *Farming* magazines go out six times a year to the members of 363 PCAs around the nation. There are 700 localized advertising editions. The cover, short features (tips on tax savings or advice on cash flow), and a lead story (where the USDA stands on key farming issues, for example) are national. Then the run is split into fourteen regional editions. A center spread focuses on specific PCA branches. It announces seminars on estate planning, salutes area farm families, sells local advertising.

Pellegrin decided the concept could ex-



pand into other areas of the economy. "It's a strategy that works across the board. Our magazines can provide companies a direct shot at their markets. Before we offer a publication, we go into the field and talk directly with the dealers. What do they need? Will the concept work? You can't sit in an office and find those kinds of things out." For the first three years that he worked with the Press, he traveled constantly. "I'd come home Sunday night and fly out Monday morning. I saw virtually every state in the Union." By 1972, he was vice-president of marketing and by 1976, president of the company.

Today Johnson Hill Press publishes twenty-one magazines for a wide variety of agriculture and business markets. Its combined national circulation totals more than 2 million copies per issue. A full-time staff of sixteen editors and two photographers logs thousands of miles in company planes, touching down in small, often isolated rural communities to gather material. They turn out copy on word processors during the flight home.

Pellegrin, who describes himself as "hyperactive and charging," has taken the last few years to reevaluate the company's

growth. He and his family have moved to Florida where his daughter Amy is in the eleventh grade, his son David, in the eighth. He commutes. He says the publishing world is still a family affair. "I worked with my father for eight years and admire his patience and good sense. My brother owns and publishes *Honolulu Magazine*. I consider them my closest advisors in a sense. We're good friends and can share ideas without getting in one another's way."

He says, "I love what I do but I don't ever want to stand in one place." He recalls a time when he and his wife were still in school. "We spent a spring vacation in Ft. Lauderdale. I remember walking on the docks, holding hands, looking at the big boats and thinking about the time I'd spent studying and working, the activities we'd sometimes missed. I told her it would mean sacrifices but we'd have it all and retire by forty. Since then I've discovered it's the process, the challenge, that's fun. Right now, nothing is a lifetime contract." □

—Christine Hacskaylo

Badger Bookshelf

By Tom Murphy

General

The 100% Natural, Purely Organic, Cholesterol-Free, Megavitamin, Low-Carbohydrate Nutrition Hoax
Elizabeth M. Whelan PhD and FREDERICK J. STARE '31, '33, '34
Atheneum; 304 pps.; \$14.95

As an MD reviewer says on the jacket, here's a book you'll never find in a health food store. Stare has earned national attention over the years for his battles with those he considers quacks, particularly in the nutrition field. (He's an emeritus and the founder of Harvard's Department of Nutrition.) Here, as the title promises, he and his co-author take on the prophets of the natural-is-safer, no-preservatives, no-sucrose philosophies, the vitamin dispensers, and the quick-loss-diet purveyors such as Pritikin and Tarnower. But they also have a few sharp words for your own physician if he or she is worried about your cholesterol level or sees a possible tie between diet and cancer.

Wisconsin's Famous and Historic Trees
R. BRUCE ALLISON MS'82
and Elizabeth Durbin
Wisconsin Books; 119 pps.; paper \$14.95

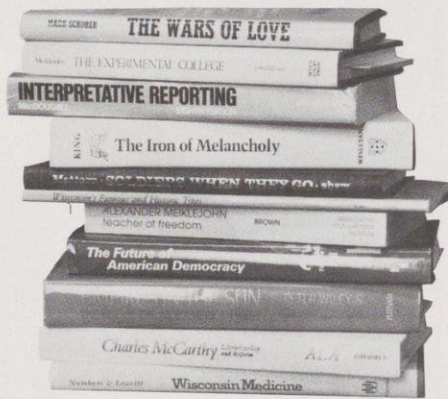
More than 100 of the state's VITs are here in this beautiful book. The black-and-white photos are handsome, the descriptions concise and chatty. Campus trees, hanging trees, homeplace trees are among the eight general categories.

Surviving Exercise
PROF. JUDY ALTER (Phy Ed & Dance)
Houghton-Mifflin; 109 pps.; \$5.95

In our March 1981 issue we ran an interview with Prof. Alter, "Rebel With a Cause." In it she told why she's convinced that many of the exercises we do can actually harm us, especially if we're guided by a coach, a ballet teacher or Jane Fonda. This is the book she was working on at the time of the interview. In it she tells us again what's wrong with back-arching, knee-locking, toe-touching, etc., and how to do the right exercises for strength and suppleness. Her writing is clear, the line-drawings easy to grasp.

The Flavor of Wisconsin
HARVA HACHTEN
(Instructor, School of Journalism)
State Hist. Soc. of Wis.; 383 pps.; \$14.95

What we have here, really, are two books. The first 143 pages are a gastronomic history of the state—the foods native to an area and how the pioneers used them; what the settlers did to adapt them; home remedies; old cookbooks, engaging trivia. Then we get thirty-two pages of vintage photographs appropriately focused on food. After this come the 400 recipes Mrs. Hachten culled from more than 1600 submitted. These aren't



gourmet foods; they're solid, simple dishes made from what most people have in their kitchen. (Well, there is Blood Bread, and you may not have any cracklings handy unless you've rendered lard lately, but by and large—) These appear to be the favorite foods of generations of Wisconsinites as they saluted their origins.

Fiction

The Wars of Love
MARK SCHORER '29, '36
Second Chance Press; 172 pps.; \$16.95

Second Chance Press deserves applause for bringing back meritorious works that too many of us missed their first time around. Certainly this 1954 Schorer novel deserves its second chance. The story of three men and a woman from childhood, it is told by one of the men "as an exercise of memory, and memory can betray us smilingly as a treacherous friend." Schorer is masterful in working the facts through the glass of memory as lives take their surprising course. "Intricate" is the word used in two of three jacket quotes, and intricate this novel is and sad and logical.

Reference, Texts, Misc.

These books have not been reviewed; details on content, price and page-count are as provided by the publishers.

CAROLYN MATTERN MA'68 & '81, PhD'76:
Soldiers When They Go (State Hist. Soc. of Wisc.; 108 pps.; \$7.95). A documented history of troops stationed at Camp Randall during the Civil War; Mattern's master's thesis.

PETER B. WILEY MA'67 and Robert Gottlieb: *Empires in the Sun* (Putnam: 310 pps.; \$15.95). The new centers of power for American politics and economics are six: L.A., San Francisco, Denver, Phoenix, Salt Lake City and Las Vegas.

RAYMOND MARK BERGER MS'73, PhD'76: *Gay and Gray: The Older Homosexual*

(U. of Ill. Press). Case studies of more than 100 men in that category.

JOHN WALKER POWELL '26, PhD'32: *The Experimental College* (Seven Locks Press; 172 pps.; cloth \$11.95, paper \$7.95). Alexander Meikeljohn's writings about the college, edited by Powell. There is also *Alexander Meikeljohn: Teacher of Freedom* by Cynthia Stokes Brown (Meikeljohn Civil Liberties Institute; 261 pps.; cloth \$13.95, paper \$7.95). A collection of his writings and a biographical study. Both books were published in 1982, the fiftieth anniversary of the closing of Meikeljohn's Experimental College on campus.

BEATRICE SCHWARTZ LEVIN '47, '49: *John Hawk: White Man, Black Man, Indian Chief* (May Davenport Press). A biography about a participant in the Seminole Wars.

THOMAS H. ROHLICH '71, '75, '79: *A Tale of Eleventh-Century Japan* (Princeton U. Press; 256 pps.; \$30). Rohlich's translation of an ancient Japanese work.

GALE JOHNSON MS'39 and Karen Brooks: *Prospects for Soviet Agriculture in the 1980s* (Indiana U. Press; \$17.50).

JOEN E. GREENWOOD '56, '57, Franklin Fisher, John McGowan: *Folded, Spindled, Mutilated: Economic Analysis and US v IBM* (MIT Press; 440 pps.; \$25). After ten years of litigation, the government dismissed its monopoly suit against IBM as "without merit." The authors, all of whom were involved in the case, disagree with that finding.

ALLEN WOLL MA'75, PhD'75: *A Functional Past: The Uses of History in Nineteenth-Century Chile*. (LSU Press).

KENNETH P. JAMESON MA'69, PhD'70, and Charles Wilber: *An Inquiry Into the Poverty of Economics* (U. of Notre Dame Press; 294 pps.; cloth \$12.95, paper \$8.95). A re-examination of the history of economics, an analysis of current problems and a proposal for reform. The news release promises attention by the NYT Review of Books, Time and Newsweek.

LEE SOLTOW '48, '49, '52 and Edward Stevens: *The Rise of Literacy and the Common School in the United States: A Socioeconomic Analysis to 1870* (U. of Chicago Press; \$20). The first full-scale, national-level study of literacy through the Civil War period.

KENNETH R. DAVIS '46, '47: *Marketing Management* (John Wiley & Sons; 778 pps.; \$23.95) The fourth edition of the basics including research, sales forecasting, information systems and buyer behavior.

CURTIS D. MACDOUGALL PhD'33: *Interpretative Reporting* (MacMillan; paper; no other information). We reviewed this eighth edition of

continued on page 24

ART

AT THE UNION

The collection is big and good and a pioneer in its field.

By Tom Murphy

We accepted the idea of paintings everywhere around us as part of the felicity of the Union, not as a collection. Collections belong in quiet rooms where the guards look at you as if you have a handful of crayons. But in the Union there were paintings in the halls and on landings, in all the offices, in the lounges, the eating places, even down near the bowling alley. They were moved often, to a different traffic area or into temporary storage so that we could see something fresh. Good art was visible, even available; you could take it with you to your dorm room for fifty cents a semester.

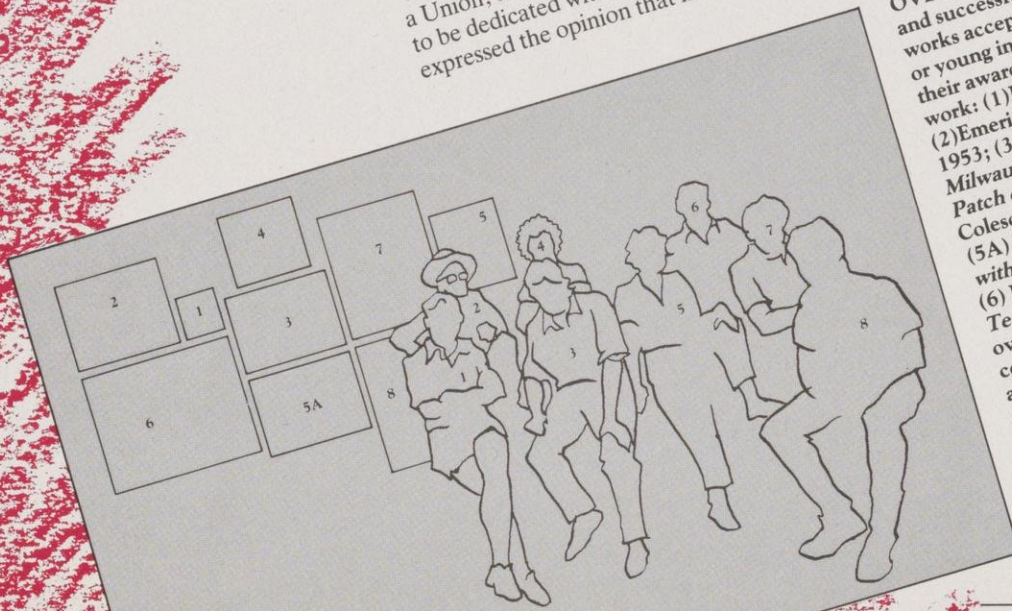
The fact that art has been treated so uncharacteristically is one of the characteristics of the Union under Porter Butts '24, '36. He had helped lead the charge to build a Union, and by 1928, when it was about to be dedicated with him as director, he expressed the opinion that if it was to be

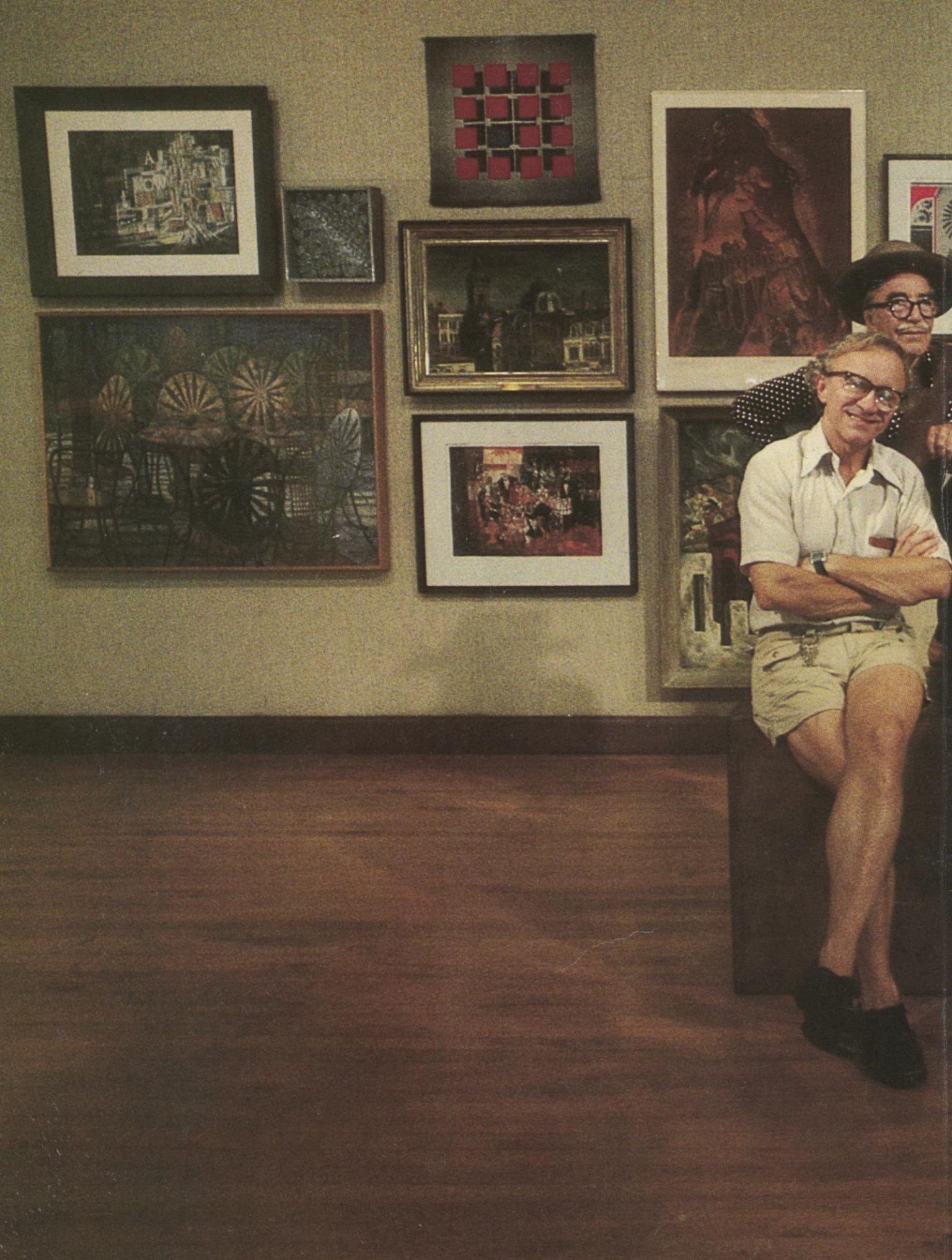
“the campus living room,” as the fund raisers said, then it should look like one. Moreover, the Union was exemplary of the Wisconsin Idea—“the boundaries of the campus are the boundaries of the state”—a home for generations of students and alumni. Why not then, Butts pressed, epitomize that idea in the field of art. Bring in the works of the state’s best painters and sculptors, show them, maybe even loan them throughout Wisconsin. He managed to put into effect the first part of that concept in time for the dedication. The late professor Charles Gillen of the French department was president of the Madison Art Association, and he arranged an invitational exhibit by those Wisconsin artists he was able to track down. It went up in the Union gallery which thereby became the first art gallery on campus. Cullen had to hang the show by himself, and that may

continued

OVERLEAF: Some of the most prominent and successful artists on our faculty had works accepted for the collection as students or young instructors. Here are a few of them, their award-winners and the date of the work: (1) Melvin Butor, *His*, 1970; (2) Emeritus Donald Anderson, *The City*, Milwaukee, 1953; (3) Robert Grilley, *Air Object Over Patch of Blue*, 1972; (4) Joyce Marquess, *A Colescott, Altarpiece*, 1969; (5A) Warrington Colescott's *Christmas with Ziggy*, 1965 (he is not in the photo); (6) Emeritus Santos Zingale and his *The Terrace*. We chose this 1960 painting over Zingale's earlier works in the collection because it is perhaps the alltime favorite with students and alumni. (7) William Weege, *Pisces*, 1969; and (8) Raymond Gloekler, *Reconstruction*, 1952.

Photo/Gary Smith; Producer/Tom Murphy

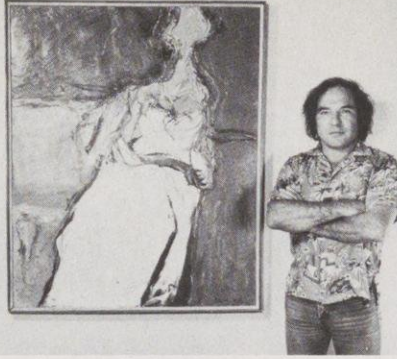








Photos/Gary Smith



Left: Somewhere someone has an early Dean Meeker painting on his or her wall, pilfered from the collection. Here is Prof. Meeker with a much later work, *Lunar Landscape*, a bronze-and-glass sculpture now in the Union Theater lobby. It was a gift of the Class of '49 on its twenty-fifth anniversary.

Right: In 1961, William Reese, now of the art faculty, won \$500 for his *Seated Figure*, until then the highest award ever in the Salon. This painting seems to have a permanent location near Great Hall.

continued

be why the Union Gallery Committee was formed shortly thereafter. The committee was a national First, and eventually it spawned another pioneer accomplishment, a credit course in art museum administration.

That same year—1928—the committee established the Student Art Show which continues today. It was and is open to any campus student so long as the work entered was completed within the year. In 1928 and '29, prize money came from Union fees or merchants or dorms, but the Class of 1930 scraped together, somehow, \$1000 toward an investment fund to provide prize/purchase money (and at its fiftieth anniversary in 1980 it added another \$9000) which would permit bigger awards.

In 1934 the committee staged the first Wisconsin Salon, a juried show—Grant Wood was one of the judges—that would be held annually until 1972. About 100 works usually made up that exhibit, from as many as 550 submitted during the peak years of the early '40s.

And there was the Rural Art Show, which the Union co-sponsored with the College of Agriculture, an annual event which began under the aegis of John Steuart Curry, in 1937 the nation's first artist-in-residence. That show, too, is still a yearly event, but it is now operated by the Extension.

From the best of all of these, the Union art collection grew, supplemented by purchases of superior pieces from the traveling exhibits that played the Union before the opening of the Elvehjem Museum of Art in 1970.

When Porter Butts retired as Union director, he was succeeded by Ted Crabb '54. In 1973 Jan Marshall Fox '57 joined the staff as art coordinator. If Butts worried about the old order changing, he needn't have. Now, of course, there are two Unions, and the Crabb/Fox team supervises the committees for forty exhibits of arts and crafts yearly between the two buildings. In addition, about 200 of the 700 pieces in the collection are on the walls constantly, rotated as in days of yore. Art is still rentable, too, although the semester fee now ranges between \$5 and \$10. (We were the first university in the country to rent original art to its students, incidentally.)

There has been some change in what might go into the collection, and how it might be paid for. It's a bigger operation. Since 1978 there have been "friends" of the Union whom Mrs. Fox talks to about money for purchases and awards, and more people are involved in selecting, including members of the Wisconsin Union Directorate and the building committee. There are things in the collection that wouldn't have made it to Charles Gillen's invitational in 1928; photographs, crafts, jewelry, fabrics, "projecty" forms judged outstanding in Student Art Shows.

Naturally, out of 700 works procured over a fifty-five-year period there are bound to be a few closet cases, bad guesses on what would endure as art. This would support some of those who took issue with judges' decisions back in the days when the Union invited viewers to vote their favorites in major shows. But by and large the collection is considered exemplary whether measured for its artistry or for its popular appeal. The Paul Bunyan murals by Jim Watrous '31 are considered a part of the collection, and if a few argued that

they were "cartoons" or their subject too frivolous, they'd never admit it today. So, too, with other Depression-era paintings in the collection, works by WPA-financed young artists, their subjects departing from the art to depict street life. And with a few later abstract works. Time has told.

Porter Butts retired in 1968. In 1977—that's how retired he is—he sent the Union staff a memo to guide them in case someone produces the booklet he's still needing them on. The memo is three pages long, three pages of verifiable and proud claims for the collection: the first rentables, the first opportunity for students to show their work, the first training grounds for would-be art administrators, among the first to treat photography as art, the first compilation of works by state artists, the first workshop for independent creative art work, Madison's first sidewalk art show, the first research and publication of Norwegian folk art in Wisconsin, the first mural on the campus, the commissioning of the *alte deutsch* decorations in the Rathskeller, the first exhibit of the Joseph E. Davies collection of Russian art, the lectures on art by Frank Lloyd Wright, Grant Wood, Reginald Marsh. It goes on and on and includes the first exhibits of what was the University art collection back in 1928, works perforce stored in the basement of Bascom Hall (and except for this Union attention, never shown until the Elvehjem Museum came into being.)

And we students stood in food lines or dozed on lounge chairs, mildly appreciative of a painting nearby, aware that there was a different one there last week. But we never really knew what we had. □

Wage Freeze Means We Lose Faculty



By Roger A. Gribble ('55,'64)
Wisconsin State Journal

"It could be a very difficult year. It could be a disastrous year."—Professor Robert R. Meyer, computer science department chairman.

"With three of our stars, we matched outside offers and they left anyway. It's an insult to say 'we'll pay it' after they've got the offer."—Professor Donald Nichols, economics department chairman.

"With (Associate Business Dean) Richard Hansen going to Ferris State College I'd sure have liked to argue with him and make an offer to get him to stay here, but we couldn't. We had no bargaining leverage."—Chancellor Bryant Kearn.

The subject of those comments is the effect of a faculty pay freeze this year and the 3.84-percent increase provided next year in the biennial budget on faculty retention and recruiting.

Early in August it was announced landscape architecture professor Darrel Morrison, winner of two outstanding teaching awards and a former department chairman, will leave for a new job that includes a 50-percent salary increase.

A day later, it was learned industrial engineering professor Gerald Nadler, a nineteen-year faculty veteran, will go to the University of Southern California to a job that pays nearly 40 percent more than he earned here.

Later it was learned chemical engineering associate professor Manfred Morari, considered one of the young "stars" of the faculty, will go to another job at California Institute of Technology at about a 50-percent salary increase.

Stuart Cooper, his department chairman here, said Morari has a \$307,000 Department of Energy grant this year and "he's taking a considerable amount of grant activity with him and two or three younger graduate students."

Cooper and other UW administrators concede money is not the only factor faculty consider when pondering outside offers. They say, however, when the offers are 40 to 50 percent more than they earn here and other job factors elsewhere are better than those here, those offers receive serious consideration.

It was also disclosed that Morton Roth-

stein, head of the University's Institute for Industrial Relations and former history department chairman, has accepted a position at the University of California-Davis starting in 1984.

Rothstein, who is paid \$40,700, said he will receive \$49,800 at Davis, plus whatever raise the California Legislature grants faculty in its 1984 budget. He said Davis also offers a 50-percent better fringe and retirement benefit package.

Kearn said the departments being recruited heavily from outside (including offers from business and industry) are engineering, economics, computer science and business. "There is the greatest mobility in departments with lots of growth," he said although areas like the humanities where there is no shortage of faculty are trying to recruit the best people here.

"We have a couple of faculty members who have been on leave and then sent in resignations," Meyer said. "Six will go on leave in the fall and four are not likely to return. In a typical year we're likely to lose two or three. Money is certainly one factor and most who leave get substantially higher offers.

"There are other reasons, too. Our department is ranked 10th and some have higher rankings. That's a factor. Two are going to California and more opportunities for consulting in the Silicon Valley. Research opportunities are better at higher-ranked schools."

Meyer said if only a 3.84-percent increase is available next year "we may not be able to hire anybody . . . even though the traditional policy is to put most salary increase money on the new people. Senior faculty traditionally take a below-average increase."

Nichols said one faculty member making \$26,000 here left for a \$48,000 job; another making \$39,000 here got \$55,000 elsewhere; and a third earning below \$30,000 here accepted an offer "in the mid-to-high-\$40,000 range."

There are some bright spots, Nichols conceded. One faculty member got a \$68,000 offer. "We gave him a big raise to get him to \$50,000 and he stayed, with the addition of research money. In three other cases, we matched outside offers and kept them."

Professor William Birkemeier, electrical engineering department chairman, said in his department of forty-two faculty members "we might lose half a person a year.

Last year, we lost ten of forty-two, although not all in disgust over salary."

Three took early retirement, he said, "and they left in a huff. They considered their salaries too low and they told us they left because they were displeased about it. They weren't our stars and we didn't shed a lot of tears, but they did handle a lot of courses."

Of three who resigned, Birkemeier said, two went to government labs and the third to another university. "One is an outstanding senior researcher. He got a raise from \$48,000 to \$60,000 in going to Lawrence Livermore Labs in California, where he also has better research conditions. He felt he was hamstrung in research here because his department is short on equipment and space.

"If it weren't for the Wisconsin Alumni Research Foundation which feeds a fair amount into the campus, there would literally be no (local) funds to get new research off the ground," Birkemeier said.

Is his still a good department? "This department is darn good and we have some real superstars. But I've got a full professor here twenty-two years and he's making less than \$35,000 per academic year. We offer new PhDs with no experience \$32,000 and this guy is in charge of the micro-processor lab."

Is there any hope of keeping and recruiting top-notch faculty? "Wisconsin tends to attract some," Birkemeier said. "Madison has relatively low-cost housing, though our winters hurt.

"We try to be competitive in salary offers and have vacant position money to use for really top-notch people. WARF is probably one of our strongest selling points. We tell people we can give them money for research equipment and to use to work with graduate students."

As bleak as the salary picture is, however, "We're in there trying," Birkemeier said. "We're not going to give up."

Kearn said better fringe benefits elsewhere, better-equipped labs, smaller teaching loads and better research opportunities are all dangled by other institutions recruiting here to lure away Madison faculty.

He said, "I've seen offers saying 'you'll be part of a small group administering \$500,000 worth of research money.'" UW-Madison tries to use the WARF research money, plus inter-departmental cooperation in research to offset those lures, he added. □

SAY, ISN'T THAT...?



AKRON/CLEVELAND: Greeting members and guests for the Founders Day dinner are: Mark Fresh '72, president; Karen Roberts Fresh '72; Charles Johnston; Sally Kimberly Lehman '74, secretary; and Jan Sitar Johnston '53, vice- president.



VIROQUA: Arlie Mucks '43, Mannie Frey '38, UW Basketball Coach Steve Yoder, Alan Sherry '78, club president.



MADISON: Harold Scales '49, Doreen Steinhauer Scales x'44, Faye Pike Mosigin x'45, and Sam Mosigin '49.



PITTSBURGH: Marla Perlman '59; Mrs. Howard Roughen; Howard Roughen '53; Peter Anderson '52, '55; and Emmy Lou Garwig Anderson '53.



KENOSHA: Bill Jambrek '61, Sue Siewert '73, Dan Ruffalo x'68, Nina Kranz, Jan Sinclair MA '75, Lew Kranz '50.



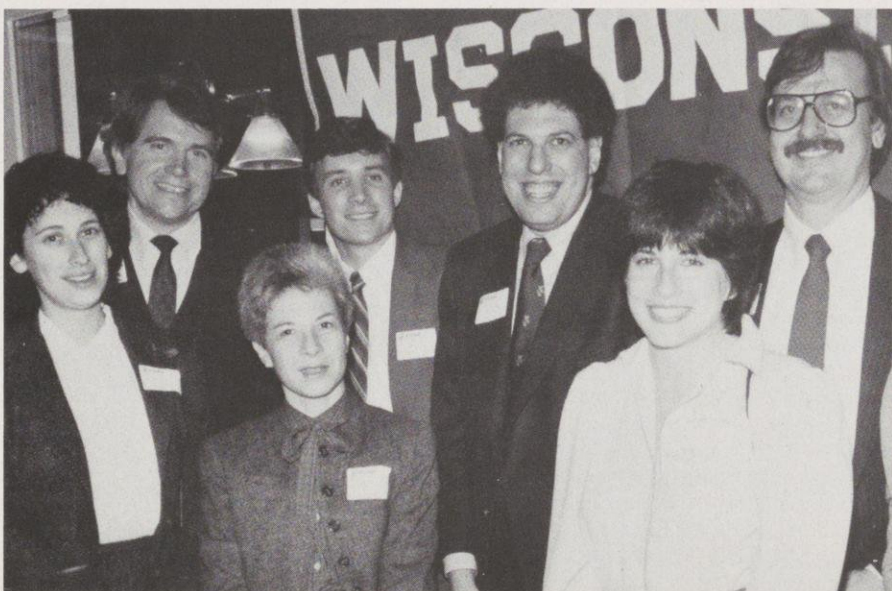
SAN ANTONIO: Glen Tanck '75, '77; Dick Lathrop '68; Robert Keller '66; and Annette Raper Evans PhD '72.



TOMAH: Israel Cooper '43, UW-System President Robert O'Neil, Elaine Ripelle Paul '40, club president Jean Mork Eggeson '45, and Mary Rose Graf '48.



SAN DIEGO: Here's a small portion of the 150 Badgers who got together for a football listening party last September for the Wisconsin-Michigan game. Everything but the 20-9 score was a howling success—they said they even enjoyed the Madison commercials. They raised money for their scholarship fund, and they're doing it again on this October 8th for the Wisconsin-Illinois game.



NEW YORK CITY: Anne Kissel '75, Jim Goetz '64, Lori Shepard '64, Peter Leidel '78, Mark Wolf '76, Robin Mogil '80, and Curt Trinko '71.

The News

continued from page 6

Theater, various campus health agencies will sponsor a symposium for medical professionals and concerned citizens on the medical consequences of nuclear weapons and war. Among the sponsors are the UW's Schools of Medicine and Nursing and the Physicians for Social Responsibility.

Speakers will address such topics as the acute medical effects of nuclear explosion, the prospects for long-term survival after nuclear war, and the impact of the arms race on health and health care. After the symposium John Kenneth Galbraith will speak on "Military Power Considered." The conference fee is \$75 for physicians and \$25 for other health professionals and the general public. Credits in continuing medical education may be earned. For further information contact Sarah Aslaksen, Continuing Medical Education, 465 WARF Building, 610 Walnut St., Madison 53706, (608 256-8241).



Fund raiser Marion Brown.

Minority Merit Scholarship Established

The University Foundation is setting up a minority merit scholarship which will go into operation in the fall semester of 1984. Marion Brown, a former professor of design in our School of Family Resources and Consumer Sciences, has joined the staff as the program's chief fund raiser. She says it will compliment existing recruiting and retention efforts and will focus on attracting academically outstanding minority undergrads to the UW. The idea is not unique but it is new to the Madison campus. "Other programs offer assistance on the basis of financial need, but we're looking for high

continued on page 31

Letters

continued from page 4

Joy

Never have I laughed so hard and so long. The cause, of course, was the farcical assemblage of freshman history bloopers, "Life Reeked With Joy" (July/August).

It also reminded me of my freshman course in medieval history at the UW. The final exam consisted of only one question: "Discuss fully all aspects of the 12th century." I did the 13th!

The *Alumnus* continues to be one of my favorite magazines.

LOUISE BAST STOKES '32
Cadiz, Kentucky

Math Research

The report (July/August) that there is no classified research in the Math Research Center is an outrage. The directors of the center, in my opinion, are not being good citizens. They receive support from the University, the state and the federal government. Thus, working on classified projects is a duty.

Apparently, the directors are reacting to the bombing that took place in 1970. They have overreacted to satisfy a small minority. Thus, I suggest they listen to the majority and become good citizens or close down the facility.

JOHN OSWALD '52
Randolph, New Jersey

Reaching Hearts and Minds

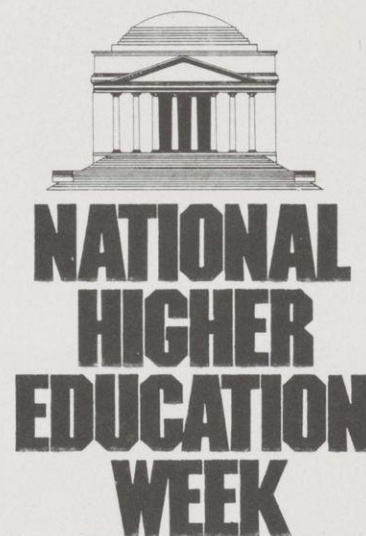
May I commend you for the publication (July/August) of "He Believes Johnny Can Read." Congratulations also to the University for having Dr. Dick Smith on the faculty as professor of curriculum and instruction. My late husband and I received our bachelor's degrees from the University in 1925 and 1926. Although both of us later received doctorates at the University of Chicago and I had many happy years there on the staff and later as a faculty member, we always felt closely affiliated with the University of Wisconsin and proud to be alumni. We had met on the campus and became engaged in a canoe on Lake Mendota.

Perhaps my enthusiastic reactions to the words of Dr. Smith are partially due to the fact that they express so well my own beliefs, formulated during the years I worked with parents and teachers in elementary schools in Illinois and later as professor and director of teacher education in one of the colleges of the State University of New

York. It became increasingly clear to me that teachers need to be helped and encouraged to search consistently for ways to reach the hard-to-reach children so that they acquire and maintain a real interest in reading. Just to provide a child with the tools is to do him a great disservice; he is missing a great deal if he doesn't develop a sustained interest in reading.

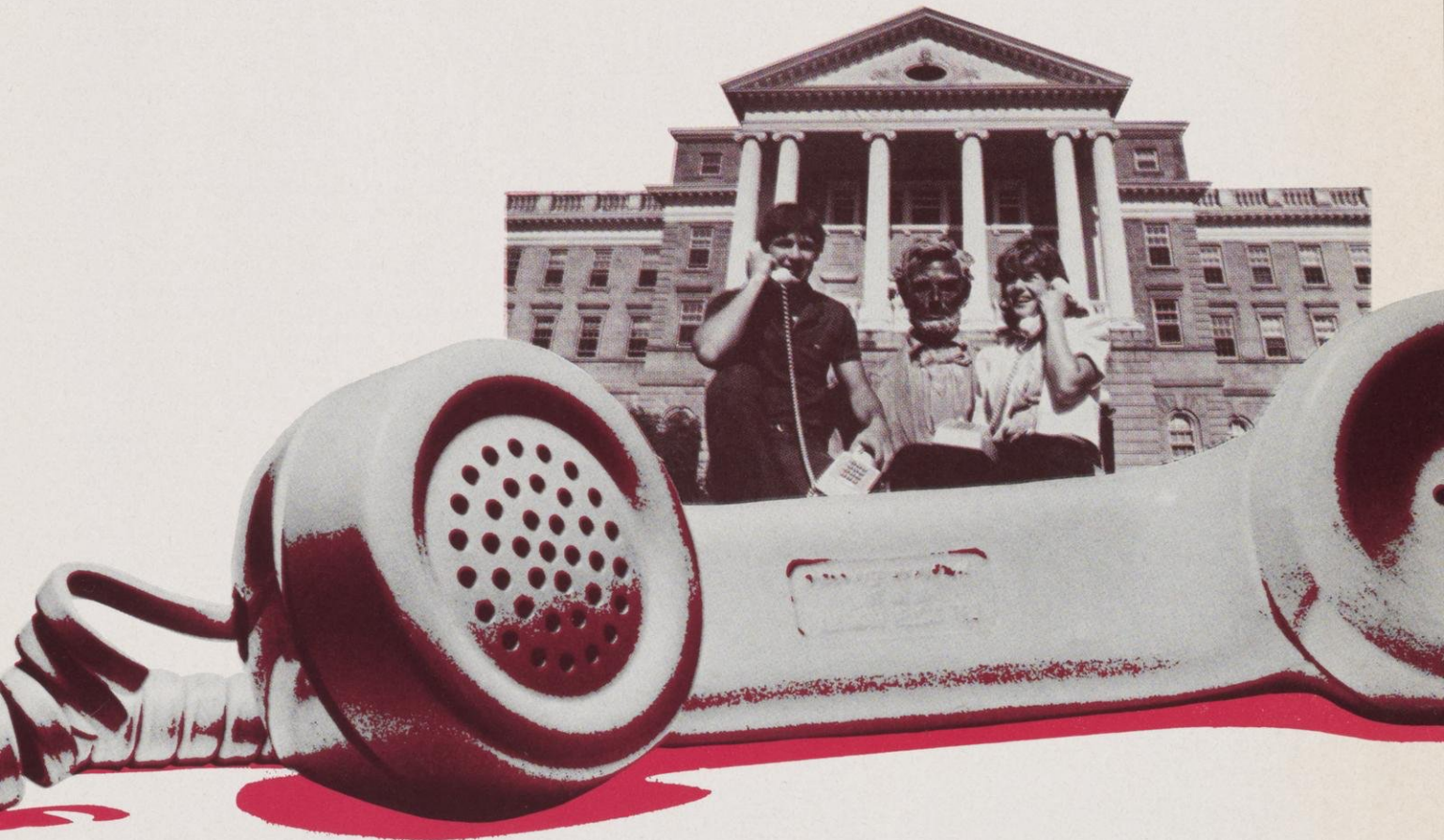
When the thrust for back-to-basics has become too intense, many of us are wondering how the responsible people in our schools will interpret and implement the mandate. Dr. Smith gives me hope that possibly we may move forward instead of backward. I do hope that his thought-provoking comments and innovative approaches will reach the desks (and minds and hearts) of many teachers and educators of teachers.

DOROTHY TOOHEY HAYES '26
Distinguished Service Professor Emeritus,
SUNY
North Redington Beach, Fla.



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to American society
and focuses on the need for
greater excellence at all
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When your telephone rings one evening this fall, it very well could be "Wisconsin Calling."

Telephone lines winding their way from the University Club will soon link students on campus with alumni across the country, giving them the opportunity to share their excitement and concern for the University of Wisconsin-Madison.

The strength and quality of our University depends on much more than the people and programs on

campus today; it also depends on the interest and loyal support of alumni.

"Wisconsin Calling . . ." It's a great opportunity to share your interest and questions about the University with students in the mainstream of campus life, and to respond generously to their appeal for your support.

University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608 263-4545



University of Wisconsin Foundation

Make your nominations
now for the

1984 WAA Distinguished Service Awards

The nominee must be:

- An alumnus/a of the UW-Madison
- A member of the Wisconsin Alumni Association
- Available to attend the awards program on Alumni Weekend, May 12, 1984

WAA's Recognition and Awards Committee

judget nominees on:

Alumni Citizenship

Participation in programs of the Wisconsin Alumni Association, the UW Foundation, WARF, or of other campus-based alumni-strengthened organizations (e.g. the Memorial Union, Elvehjem Museum, Arboretum, etc.)

University Loyalty

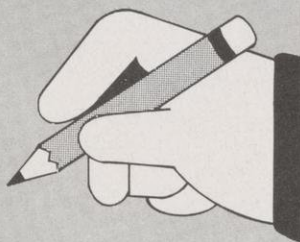
Non-paid services in support of the academic/administrative aspects of UW-Madison schools, colleges or departments or in student recruitment, legislative activities, advisory committees, etc.

Accomplishment

Career achievement and public service on the community, state, or national levels

Please be specific on these points
in your letter of nomination.

Nominations must be received by
November 30, 1983



Mail to:
Recognition and Awards Committee
Wisconsin Alumni Association
650 North Lake Street
Madison 53706

Books

continued from page 14

MacDougall's classic primer and found it filled, as always, with common sense advice about the need for accuracy and honesty in reporting. It's a very good reference work for any budding journalist.

MARK KANN '68, '72, '75: *The Future of American Democracy; Views From the Left* (Temple U. Press; 305 pps.; \$27.95). Kann edited "the essays of thirteen activists and scholars from the left to confront some of the long-range implications of Reaganomics and other assaults on democratic life."

JUDITH WALZER LEAVITT and RONALD L. NUMBERS: *Wisconsin Medicine* (U. of Wis. Press; 202 pps.; \$18.50). Two from the faculty of History of Medicine edited nine essays "not to celebrate the achievements of Wisconsin's physicians, notable as they have been, but to look critically and sympathetically at the state's medical record."

GREGORY W. SANDFORD MA '75, PhD '79: *From Hitler to Ulbricht* (Princeton U. Press; 304 pps.; \$24). The Communist reconstruction of East Germany in 1945-46.

EUGENE ROBERT KINTGEN MA '65, PhD '70: *The Perception of Poetry* (Indiana U. Press). Those interested in reader response have deflected their attention from the act of mind meeting text. Kintgen taped six grad students as they read poetry to recapture the perception process.

JOHN OWEN KING MA '71, PhD '76: *The Iron of Melancholy* (Wesleyan U. Press/Harper & Row; 450 pps.; \$30). Subtitled "Structures of Spiritual Conversion in America from the Puritan Conscience to Victorian Neurosis," the book traces the concept and understanding of Puritan melancholy to the compulsive neurosis of nineteenth-century intellectuals, to the twentieth century's identity crisis.

DONALD A. BILLE '66, PhD '75: *Practical Approaches to Patient Teaching* (Little, Brown). For nurses because "an uninformed patient is unable to exert any lifestyle control."

GORDON SHIPMAN '26, '27, '32: *Handbook for Family Analysis* (Lexington Books). The oldest sister of brothers is usually a good bet in marriage for the youngest brother of sisters, but she who gets the oldest brother of brothers may have problems. Facts taken from thousands of student reports on their families.

MYRON W. KRUEGER MS '67, PhD '76: *Artificial Reality* (Addison-Wesley; 312 pps.; \$10.95). A "refreshingly optimistic" view of an environment run by computer systems.

FRED V. CARSTENSEN '66 and Gregory Guroff: *Entrepreneurship in Imperial Russia and the Soviet Union* (Princeton U. Press; 384 pps.; cloth \$40, paper \$12.95). The two have edited eight essays to provide this multidisciplinary study of the subject from the sixteenth to the twentieth century.

BILL DRAVES JR. '71: *The Free University* (Cambridge; \$18.98). What many prophesied would die aborning in the '60s is now a nationwide program of 200 centers teaching 300,000 adults.

SIGNE COOPER '48: *The Practice of Continuing Education in Nursing* (Aspen Systems; 340 pps.; \$28.50). With chapters by BARBARA GESSNER '64, PhD '79; JUDITH WARMUTH '69, '75 and the director of Extension's Health and Human Services programs, WM. L. BLOCKSTEIN.

ANITA J. GLAZE MA '64: *Art and Death in a Senofo Village* (Indiana U. Press; \$25). One of a series on traditional arts in Africa.

RICHARD H. MITCHELL PhD '63: *Censorship in Imperial Japan* (Princeton U. Press; \$35). The practice and policies thereof from 1868 to 1945.

T.F.H. ALLEN and THOMAS B. STARR MS '68, PhD '71: *Hierarchy: Perspectives for Ecological Complexity* (U. of Chicago Press; \$27.50). From two faculty members, "an exceedingly good exposition of the basic ideas and the basic claims made for hierarchy" theory in general, and as a tool for ecologists, says a reviewer.

GAIL SFORZA BREWER MA '69: *An Italian Family Reunion Cookbook* (St. Martin's Press; \$14.95) Recipes, remembrances and a directory of importers of Italian foodstuffs.

HERBERT V. PROCHNOW '21, '22 and H.V. Jr.: *A Treasure Chest of Quotations for All Occasions* (Harper & Row; \$17.95). A new edition by the father-and-son team of bankers who have earned a reputation as speakers.

RANDALL M. PACKARD PhD '76: *Chiefship and Cosmology* (Indiana U. Press). Politics among the Bashu tribes of eastern Zaire.

ALLEN F. DAVIS PhD '59, FREDRIC M. MILLER MA '69, PhD '72 and Morris J. Vogel: *Still Philadelphia* (Temple U. Press; \$24.95). A history of that city from 1890-1940, in 250 photographs.

DONALD N. ZILLMAN '66, '69 and Laurence Latman: *Energy Law* (Foundation Press; 841 pps.). A textbook which "is not intended to make lawyers out of engineers or engineers out of lawyers. Rather, it seeks to develop in each discipline a basic appreciation of the contributions of the other."

RON WIEDENHOEFT MA '64: *Cities For People* (Van Nostrand Reinhold; \$22.95). An analysis of the dehumanization of cities, the urban blight that results, and demonstrations—San Francisco's Ghirardelli Square, Seattle's Pioneer Square—that the problems are not insoluble.

JOHN R. LAMPE PhD '71 and Marvin Jackson: *Balkan Economic History, 1550-1950* (Indiana U. Press; \$32.50).

JACKSON R. BRYER PhD '65: "The Theater We Worked For," *The Letters of Eugene O'Neill to Kenneth Macgowan* (Yale U. Press; 292 pps.; \$25). Twenty-nine years of the playwright's correspondence with the theatrical critic and producer.

ERLENE HAWKINS STETSON MA '70: *Black Sister* (Indiana U. Press) Poetry by black American women from 1746 to 1980.

DONALD M. SCOTT MA '64, PhD '68 and Bernard Wishy: *America's Families; A Documentary History* (Harper & Row; \$30).

CHARLES A. WEDEMEYER '33, '34: *Learning at the Back Door* (U. of Wis. Press; 304 pps.; \$19.50). Far from any campus is a subculture of independent learners who are responsible for much of the real progress that has been made in most areas of endeavor.

LETTIE MCSPADEN WENNER PhD'72: *The Environmental Decade in Court* (Indiana U. Press; \$22.50). The role of the federal judiciary in implementing environmental laws in the ten years following passage of the National Environmental Policy Act.

MARION CASEY PhD'71: *Charles McCarthy: Librarianship and Reform* (American Library Assn.; \$16). Her PhD thesis about the man who changed Wisconsin's Legislative Reference Library and set new standards for political campaigners across the country.

SUSAN STANFORD FRIEDMAN PhD'73: *Psyche Reborn: The Emergence of H.D.* (Indiana U. Press; \$22.50). H.D. is Hilda Doolittle, an imagist whose "literary reputation has hovered on the periphery of the modernist movement." The author is on our faculty.

MICHELLE BURGE McALPIN MA'71: *Subject To Famine* (Princeton U. Press; 320 pps.; \$35). A book which "challenges the dominant view that imperialist trade and colonial taxation eroded India's economic structure" in the period 1860-1920.

A. STARKER LEOPOLD '36, Ralph Gutierrez, Michael Bronson: *North American Game Birds and Mammals* (Charles Scribner's Sons; \$19.95). The latest information on 130 game species

of the US, Canada and Mexico, each illustrated and accompanied by range maps.

WM. S. SACHS '49, '50 and George Benson: *Product Planning and Management* (Penn Well Books; 376 pps.; \$18.95) A textbook dealing with the environment for product decisions, strategic planning and organization for new products, the product-development process. Includes case studies and an instructor's manual.

GREGORY L. LUCENTE PhD'79: *The Narrative of Realism and Myth* (Johns Hopkins U. Press) By examining works by such as Faulkner, D.H. Lawrence and Giovanni Verga, the author demonstrates that realism and myth are inseparable.

HOWARD HANDELMAN MA'67, PhD'71: *The Politics of Agrarian Change in Asia and Latin America* (Indiana U. Press; \$22.50). Case studies from India, South Korea, Thailand, Colombia, Ecuador and Peru.

BRUCE R. ELLIG '59, '60: *Executive Compensation—A Total Pay Perspective* (McGraw-Hill; 351 pps.; \$24.95) A package that meets the individual's needs and achieves the company's objectives.

NORA HAMILTON MS'71, PhD'78: *The Limits of State Autonomy* (Princeton U. Press; 416 pps.; cloth \$36, paper \$8.95) About the changes in the Mexican state from social welfare in the '30s to the "dependent capitalism" of today.

HOWARD HANDELMAN PhD'70 and Thomas Sanders: *Military Government and the Movement Toward Democracy in South America* (Indiana U. Press; cloth \$29.95, paper \$10.95). The policies and composition of authoritarian military regimes.

BARRIE GREENBIE MS'68, PhD'72: *Spaces: Dimensions of the Human Landscape* (Yale U. Press; cloth \$47.50, paper \$14.95). One of the most challenging tasks of urban design is to uphold the "territorial imperative" of you and me.

RICHARD C. VOGT '71, '74, '78: *Natural History of Amphibians and Reptiles of Wisconsin* (Milwaukee Public Museum; \$25.95). The first comprehensive guide on the subject, including range maps and color photographs.

HUBERT HORTON MCALEXANDER PhD'73: *The Prodigal Daughter: A Biography of Sherwood Bonner* (LSU Press).

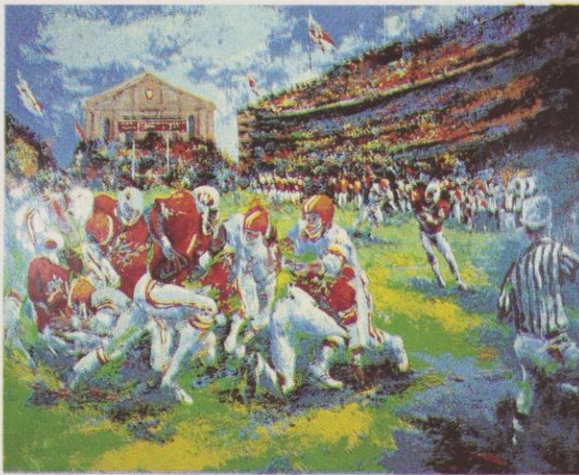
ALFRED LEVINSON '47, '48: *Travelogs* (Gumby; 84 pps.; \$8.50). "A narrative of personal history that takes in the world, coming to rest gently at home."

WILLIAM B. SCOTT PhD'73, Hans Staudinger, Peter Rutkoff: *The Inner Nazi: A Critical Analysis of 'Mein Kampf'* (LSU Press; 153 pps.; \$14.95).

ANSON RABINBACH MA'70, PhD'73: *The Crisis of Austrian Socialism* (U. of Chicago Press; \$22). From Red Vienna of 1927 to Civil War in 1934.

BETSY BOWDEN '70: *Performed Literature: Words and Music by Bob Dylan* (Indiana U. Press; \$17.50). "Words that look vague on paper can be vital in performance, and sound patterns can create connections impossible on the page."

DEBORAH KEITH GORHAM MA'63: *The Victorian Girl and the Feminine Ideal* (Indiana U. Press; \$20). The role that ideas about girlhood played in middle-class ideology, and the effect those ideas had on individual experience. □



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Mark King was born in India and educated in England and France, where his works hang in museums and private collections. The first screening of *Wisconsin Football* is now in the UW athletic department. A handful more are seen in dens and living rooms and board rooms. There aren't many left. You'd better hurry.

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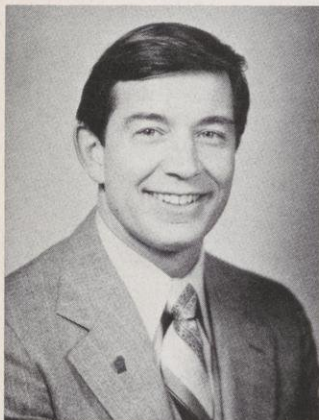
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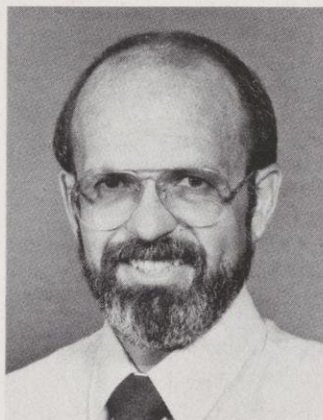
The Art Cellar inc

313 W. Johnson Street

Member News



Musolf '63, '66



Pevonka '67



Burton '68

The Early Years

KARL MENNINGER MD '14, '15 celebrated his ninetieth birthday recently. In honor of the occasion the *Bulletin of the Menninger Clinic* has published a special issue of his articles, speeches and letters. Menninger is co-founder of the Menninger Foundation, an internationally recognized psychiatric center in Topeka. He has been active in the field for more than sixty years.

A local parent group at the Oconomowoc High School has created an award in honor of RUDOLPH TIMMEL '29, former bandmaster and music teacher. It was presented to the best senior musician in the symphonic and varsity bands. For many years Timmel led the school to state and regional championships before retirement in 1968.

The American Institute of Chemical Engineers has elevated NORMAN H. CEAGLSKE '28, '29, '36 to the rank of Fellow. He is professor emeritus at the University of Minnesota and was recognized for his research in process control technology.

RICHARD F. CLEMENT '28, former chairman of the advisory board of the Salvation Army of St. Louis, received the William Booth Award. He is vice president of the brokerage firm of Newhard, Cook and Co. and lives in Webster Groves, Mo.

EUGENE SPELTZ '39 has retired from General Electric, Fairfield, Conn., where he was a consultant on international accounting procedures. He joined the company forty-three years ago.

President Reagan recently honored PAUL R. WEBER '39 with the President's Volunteer Action Award Citation. He is one of fourteen retirees who interpret the tools and lifestyles of 19th century American machinists at the Hagley Museum in Wilmington, Del. A mechanical engineer, he has been associated with the Du Pont Co. from graduation until retirement in 1980.

40s—50s CHARLES VEVIER '48, '49, '53, EVP of the University of Medicine and Dentistry of New Jersey, is leaving his administrative post to become a tenured professor in its department of psychiatry and mental health sciences.

ROBERT F. FROEHLKE LLB '49 was recently named chairman of the Equitable Life Assurance Company and elected to the board of trustees of the College of Insurance in New York City. He is a former Secretary of the Army.

The WICPA Educational Foundation, Inc. elected J. K. LEIDIGER '49 of Madison its new president. He heads the field audit section of the Wisconsin Department of Revenue. The Foundation awards scholarships to Wisconsin high school students intending to pursue accounting majors in college.

EUGENE K. BUCHHOLZ '55, '61 of Stillwater, Okla. was promoted from associate to full professor at Oklahoma State University's division of engineering technology.

JOSEPH L. STONE '55 of Skokie, Ill. has been elected vice chairman of the board of directors of the Illinois Institute for Continuing Legal Education.

60s—80s CAROLYN BENKERT BISHOP '61 is the new director of public relations for the Snowmass Resort Association, Snowmass Village, Col. She is a former editor of *Family Circle*, the author of two books in the Doubleday home decorating program, and a contributing writer to the *Better Homes & Gardens* book division. She owns the Mesa Store Home Furnishing Co. in Aspen.

HARVEY K. JACOBSON PhD '67 received the Alice Beeman Award from the Council for the Advancement and Support of Education, the national association of people employed in alumni and institutional fund-raising work. He is assis-

tant to the vice president and interim director of university relations at the University of Michigan, Ann Arbor.

The United Bank and Trust of Madison appointed MARK E. MUSOLF '63 vice president senior legal counsel and trust officer.

Botanist GREGORY D. ARMSTRONG '67 is the new director of the 1200-acre UW Arboretum. He has been director of the Botanic Garden, arboretum and greenhouses at Smith College in Northampton, Mass.

M. PETER PEVONKA '67, assistant dean for clinical affairs at the University of Florida's College of Pharmacy, has received the Frank To-back Consultant Pharmacist of the Year Award. He is chairman of the FPA Consultant Pharmacist Section and chairman-elect of the American Pharmaceutical Association's section on long-term care. He was honored for his work in developing an instructional program for initial certification of consultant pharmacists serving nursing homes.

The west-central chapter of the Wisconsin Social Services Association gave its 1983 Distinguished Service Award to DUWAYNE A. MICKELSON MS '67 of Whitehall. He is the director of the Trempealeau County Department of Social Services.

JOHN F. BRUSSEL '68 has left Westinghouse Electric Corp. in Pittsburgh to become the new general manager of tax planning and compliance for AT&T International, Basking Ridge, N.J.

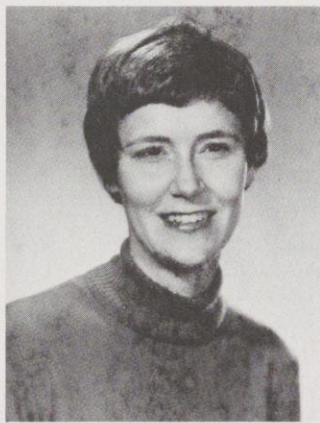
CBS/Fox Studios named RITA BURTON '68 vice president responsible for the operation of their facility in Studio City, Cal. and for production of films and television programs. She has been with CBS since 1968.

CAMILLE ANTHONY HANEY '68, president of the Haney Co. of Milwaukee, is the new president of the Society of Consumer Affairs Professionals in Business.

The Griffin Wheel Co. of Chicago appointed



Haney '68



Stipanuk '77



Thomson '83

LESLIE M. HEPLER '70, '72 manager of field engineering. He joined Griffin in 1975.

The New Jersey Association of Life Underwriters elected GREGORY W. SCHULTZ '70 its new state secretary. He is president of the Zerrer Financial Group, headquartered in Edison, N.J.

GLEN F. LAZAR '72 was named general marketing manager of the Griffin Wheel Co., Chicago. He has been with the company since 1975 and lives in Palatine, Ill.

The Susquehanna Corp. of Denver appointed ROBERT L. RASMUSSEN '74 its controller. He joined the firm in 1982 as assistant controller.

DAN NEUMANN '75 writes that he has joined Greenwich (Conn.) Research Associates as vice president of finance. He and his wife Paula moved from Winnetka where he was a senior associate and project manager with Management Analysis Center.

CARIE B. GRAVES '77, until recently of Radcliffe College as the nation's first fulltime female rowing coach, was presented a Harvard Chair by that faculty for "excellence in service to the school." Ms. Graves left coaching to train in hopes of being selected to participate for the US in the World Games.

MARTHA H. STIPANUK PhD '77 was named an associate professor in the division of nutritional sciences at Cornell University. She is a nutritional biochemist and has been a member of the faculty of the New York State College of Human Ecology at Cornell since 1977.

ROSE THOMSON '83, a ten-time All American (a UW women's record) in track and cross-country, has been awarded one of five \$2,000 postgraduate scholarships from the NCAA, and will continue her studies here. A native of Nairobi, Kenya, Ms. Thomson lives with her husband and two sons at Eagle Heights. She was one of the recipients of WAA's Student Awards last May. □

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he wave...**



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game days and any
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**Come Back In
The Spring!**

**Alumni Weekend
May 11-13, 1984**



Deaths

Names in capital letters are of the individuals as students. Women's married names appear in parentheses.

The Early Years

LINDEMANN, WALTER C. '08, Milwaukee, in May.
MEARS, GEORGE SHERMAN '12, Ponte Verda Beach, Fla., in May.
CARTER, HOMER McCLELLAND '13, MD, Madison, in June.
WHEELOCK, ELLEN PAULINE '13, '28, Princeton, Wis., in May.
McMURRY, MABEL JANE (Stewart) '15, St. Louis, in December.
BARNETT, NELSON DATER '16, Glendora, Cal., in 1981.
BEHRENS, PAUL ELLSWORTH '16, Carmel, Cal., last November.
PECK, ALICE LOUISE (Wolvin) '16, Princeton, Wis.*

* Informant did not give date of death.

BRUCE, WARREN RICHARDSON '17, Sonoma, Cal., in May.
GRISWOLD, KATHARINE PARKER '17, Huntington, W. Va., in April.
BRENNAN, JOSEPH PATRICK '18, MD, Pendleton, Ore., in May.
BROWN, DOROTHY GRACE (Patton) '18, Monte Sereno, Cal.*
HAYES, JOANNE ROSE (Sutherland) '18, Janesville, in June.
TAYLOR, BESSIE LILLIE (Flatman) '19, Chapel Hill, N.C., in 1981.
JOHNSTONE, MARY CECILIA '20, New York City, in March.
McGARTY, MICHAEL E. '20, Scottsdale, in 1981.
PANCOCK, LOUIS HENRY '20, Chesterfield, Mo.*
HADLEY, ELLA JOSEPHINE (Pierce) '20, McFarland, in June.
RAUBE, HERBERT ALBERT '20, MD, San Rafael, Cal. in 1980.
SEYMOUR, WHITNEY NORTH '20, prominent New York trial lawyer and former president of the American Bar Association, teacher and champion of civil liberties, in New York in May.
HATFIELD, HAZEL MAY (Clifgard) '21, Long Beach, Cal., in July.
FETTER, RUSSELL MANION '21, Montrose, Ala., in July.
PALMER, LORA BELINDA '21, '26, Medford, Ore., in July.
HUNZIKER, CHESTER E. '22, Ft. Myers, Fla., in May.
FRAZEE, LILLIAN MILDRED (Ryerson) '22, Madison, in July.
HEALD, BENJAMIN FRANKLIN '23, Milwaukee, in June.
HENRICHSEN, KNUT '23, Los Angeles, in April.

HUEBNER, ARTHUR CARL '23, Ridgefield, N.J.*
HUPPRICH, FLORENCE LOUISE '23, '26, Madison, in May.
WILLETT, HOWARD K. '23, Mystic, Conn., in February.
BEST, ANNA L. (Joder) '24, Boulder, Colo., in April.
OUWENEEL, WM. A. '24, Corning, N.Y., in June.
SCHNEYER, OSCAR LOUIS '24, '30, Akron, in 1980.
BARTLESON, GLENN SIDNEY '25, Wild Rose, in May.
CLAPP, FREDERICK HORTON '25, '28, Ojai, Cal., in July.
CURRIE, GEORGE ROBERT '25, former chief justice of the state Supreme Court, in Madison in June.
RICHARDS, RAYMOND RANDOLPH '25, MD, Eau Claire, in April.
O'BRIEN, HAROLD ALOYS '26, MD '28, Dallas, in June.
SHAW, GEORGE DOUGLAS '26, Three Rivers, Mich., in February.
TAYLOR, D. GILMAN '26, Minneapolis, in 1981.
NETZOW, MYRTLE BARBARA (Von Ehren) '26, Aurora, Ill. in April.
WILKINSON, HELEN ELIZABETH '26, Oconomowoc, in June.
WOLCOTT, ALTA BEE '26, Ojai, Cal., in March.
CHUCKA, JOSEPH ANTHONY '27, '28, '30, West Springfield, Mass., in May.
KACHEL, ALBERT PHILIP '27, Burton, Mich., in June.
OWEN, FOLKERT JOHNSON '27, Lansing, Ill., in March.
RAPKIN, Joseph Eugene '27, Milwaukee, in May.
HUNTER, LUCY ELIZABETH (McHale) '28, Richland Center, in 1980.
McNUTT, WILLIAM CHARLES '28, Pevely, Mo.*
SILVER, HAROLD SQUIER '28, Tipler, Wis., in May.
ZIEBELL, BERNICE ABIGAIL (Addington) '29, Lincolnshire, Ill., last October.
FISCHER, FRANK ALLEN '29, Milwaukee, last November.
HOOPER, WILLIAM STICKNER '29, Edina, Minn., in June.
OLSON, CATHERINE ELIZABETH '29, '43, Madison, in May.
PARKINSON, GEORGE AMBROSE Ph.D. '29, Milwaukee.*

30s CRAMER, HENRY J '30, Tacoma.*
JOSEPHSON, EDGAR AXEL '30, Cassville, Mo., in May.
KAHLENBERG, JAMES FLYNN '30, '34, Saratoga, in April.
KOSS, RICHARD BROWN '30, Des Moines, last September.
MIEBACH, FREDERICK '30, '32, Bergenfield, N.J.(†), in 1982.

† Last known address.

SICKLES, GRETCHEN ROMAINE '30, Narragansett, R.I., in 1982.
BIEHL, ROBERT GREGORY '31, '48, Madison, in May.
KRIBBEN, BERTRAM D. '31, WINNETKA, IN JUNE.

SCHUBERT, VIOLA ELSIE '31, Watertown, last December.
WEBER, RAYMOND LLOYD '31, '32, Antigo, in May.
BROWN, WM. DEFOREST 'MA'32, Bloomington, Wis., in May.
FLEURY, PAUL LOUIS '32, Milwaukee, last November.
HECKMAN, JOHN HOWARD MS'32, Fayetteville, Ark., in May.
PELTIN, MAX '32, Madison, in 1982.
BERRYMAN, CARROLL FRANK '33, Dodgeville, in June.
HAMAN, KENNETH LOUIS '33, MD '35, Waupaca, in May.
ALBRECHT, HELEN MAY (Lamboley) '33, Poynette, in May.
WALTER, ERWIN WILLIAM '33, Milwaukee.*
CLARKE, HARRY DONALD '34, '35, '36, Madison, in June.
HOIBERG, ARNOLD JOHN '34, '35, '37, Montville, N.J.(†), in 1982.
WAGNER, PAUL HERMAN '34, '39, Monroe, in May.
HONEY, FRANCES M. (Doubleday) MA'35, Medford, Mass., in April.
GUNDERSON, HUGH ARNE '35, Toledo.*

1983 Badger Huddles

October 1—Northwestern

Tailgate Party, Dyche Stadium.
(Sponsored by the UW Alumni Club of Chicago.)

10:30 a.m.—12:30 p.m.

All the beer and brats you can consume.

Tickets: \$5, advance sale only.

Reservation deadline: September 20.

Info. Ellen Lebow, 492-3205 or

Howie Kaeding, 383-8930.

October 15—Minnesota

Pohle/Badger Blast

3:30 p.m. (Game 7 p.m.)

(If game is changed to afternoon, party at 9:30 a.m.)

Adults only; must be 19 or over;

college students (19 or over)

with parents only.

Bus transportation to game available.

Tickets: \$7, advance sale only.

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Edina, MN 55410

Reservation deadline: October 5.

October 29—Ohio State

Arlington Arms

1335 Dublin Road

Columbus

11:00 a.m. Cash Bar

November 12—Purdue

Holiday Inn North

I-65 Battle Ground

West Lafayette

11:00 a.m. Cash Bar

JOHNSON, HAROLD HAYWARD '35, Hustisford, in May.

BANVILLE, JAMES HAROLD MA'36, Chevy Chase, in 1981.

BEGIN, PAUL EUGENE MS'37, St. Hyacinthe, Quebec.*

PETERS, MENELAUS P. '37, MD'40, Rocky Hill, Conn.(+), in 1980.

RIDER, JAY MERLE '37, Oklahoma City, in March.

VAN SICKLE, FREDERICK EDMUND '37, '39, '40, Barron, in 1981.

CLIFFORD, JACK EDWARD '38, MD'41, Boise, in June.

GERDIS, JOHN FRANCIS '38, Tucson, in March.

HOFMANN, RICHARD MATSON '38, Otumwa, Iowa, in June.

KNEIP, LOUISE KELLER (McDonald) '38, Stevens Point, in June.

BULLIS, ALLEN MELVIN '39, Kimberley, B.C.*

DICKE, FREDERICK GEORGE '39, Two Rivers, in June.

PIEHL, MARIE KATHRYN (Dussling) '39, Bon-duel, in June.

KASTEN, CARL AUGUST '39, Des Moines, in April.

PRESTON, LILLIAN DOLPHYN MS'39, Ft. Worth, in April.

RIEGEL, ESTHER IRENE MA'39, Enola, Pa., in March.

RITZ, PHILIP MILTON MPh'39, Potomac, Md., in 1980.

SKOUGSTAD, MARVIN WILMER '39, PhD'49, Golden, Colo., in April.

VILLAREJO, JAMES VICTOR '39, Irvin, Cal., in 1982.

WEINLICK, JOHN RUDOLPH MA'39, Bethlehem, Pa.*

WENGER, ROBERT CARL '39, Kewanee, Ill.*

40s BLONIEN, LESTER HENRY '40, Watertown, in April.

RUNEY, JOSEPH BARTLETT '40, Arlington, Va., in May.

ANDERSON, GERALDINE MAE (Stavrum) '40, Cable, in May.

LIPPERT, DAVID JAMES '41, '47, Oshkosh, well known state newspaper man and longtime chairman of the journalism department at UW-Oshkosh, in a car accident in June.

PAGENKOPF, ELVIRA (Harvey) '41, Milwaukee, in May.

ROACH, WALTER MPh '41, Etna, N.H., in April.

GLISSENDORF, WILMAR EDWARD '42, Payson, Ariz., in 1981.

PERRY, RUSSELL SANFORD '42, Jeffersonville, Ind., in 1981.

SHAW, CHESTER WALTER '42, Memphis, in 1980.

WRAGE, JOHN RUSSELL MS'42, PhD'49, Madison, in June.

CHILSON, BETTE JUNE (Klocksinn) '43, Germantown, in 1981.

VAN DOSKE, EUGENE P. '43, New Lenox, Ill., in July.

WILLOUGHBY, WM. REID PhD'43, Fredericton, N.B.*

DIECKMANN, JUNE (Reece) x'44, police reporter on the Wisconsin State Journal for thirty-six years, in Madison in June.

KENT, ROBERT E. PhD'44, Newark, N.J.(+), in 1980.

BIDDICK, MARGARET AMELIA '45, '46, Dodgeville, in May.

CASTLE, WARREN JAMES '46, '47, '52, Toledo, last November.

EMANUEL, SAMUEL MS'46, Grambling, La., in 1982.

POMERANCE, RITA CHARLOTTE (Gusack) '46, Chevy Chase, in May.

MARTIN, WINTHROP GARFIELD JR. '46, Milwaukee, in February.

WAGNER, CLARENCE LEROY '46, Mendota, Ill., in May.

OSEN, MARY ELIZABETH '47, '48, Dallas Center, Iowa, in March.

YOUNG, WILLIAM LINDSAY JR. MS'47, Laguna Niguel, Cal., in May.

HARJU, JORMA ALEC (changed to Gerald Alec Harlow) MS'48, PhD'51, Salinas, Cal., in 1982.

HART, ROBERT ALLEN '48, Appleton, in June.

BOYLE, DONALD FRANCIS '49, Kenosha, in June.

EHLERS, RONALD EDWIN '49, Ft. Atkinson, in June.

ELKON, ROBERT '49, internationally known dealer in modern art, in New York in June.

GOULD, WILLIAM EDWARD '49, Rockford, in 1982.

MATHER, ADALINE NICOLES PhD'49, Plainfield, Ill.*

50s HERNON, PATRICK SHERIDAN '50,

postwar Madison disc jockey well known for his laid-back, Garroway-style delivery, and later a sportscaster for NBC-TV and announcer with New York station WINS for fifteen years; of cancer in Pelham, N.Y. in July.

HOENE, ROBERT WILLIAM '50, Hayward.*

REUTER, ANNABELLE ADELAIDE '50, East Troy, in 1982.

HILL, MARGARET BELLE (Thoke) '50, Brookfield, Wis., in 1981.

GRASSL, FERDINAND ORVILLE '51, '52, MD'53, River Falls, in April.

HALL, E. JAMES MA'51, Lenox, Mass., in 1982.

MCCARTHY, THOMAS EDWARD '51, Mellen, in June.

MESHAK, LEONARD '51, Littleton, Colo.*

BURG, MARY LOU '52, Arlington, Va., a deputy chairman of the state Democratic party for many years, and at one time a national Democratic committeewoman; in May.

WALTON, ALAN '52, Keele, England, in 1979.

KAWAMOTO, JACK NOBORU MS'52, Los Altos, Cal., in 1979.

BRIGGS, JOHN McTEER PhD'54, Hartford, Conn.*

DREWS, WILLIAM GEORGE '54, Green Lake, in May.

SUCHER, ROBERT LAFOLLETTE '55, Madison, in June.

KRAEMER, RICHARD FIELD '56, Greensboro, N.C., in 1980.

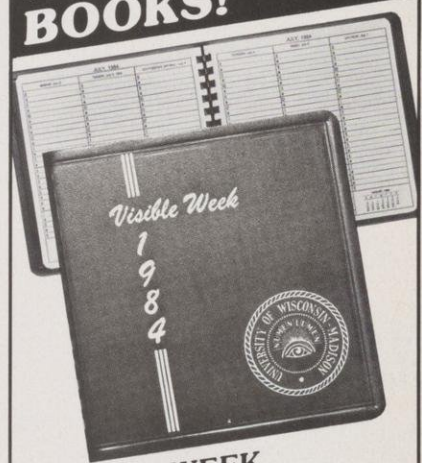
HAYNES, LAWRENCE WILBER PhD'57, Bridgewater, Va., in 1980.

60s-80s CLATWORTHY, MARY KAY (Brown) '60, Oshkosh, 1982.

SHEFFIELD, LESTER EDWARD MS'61, Watertown, last December.

REYNOLDS, MARY BAGGOTT '62, '63, Racine, in April.

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continued

Deaths

BOLTON, TASHA EILEEN '79, Brown Deer.*
BOOTH, ANDREA L. (Halm) '80, Evansville,
Wis., in a car accident in May.

Faculty, Staff, Friends

CARL H. BERNARD, 78, who operated the University Boat House from 1942 to 1963, in Madison in May.

LISLE W. "Liz" BLACKBOURN, 84, of Lancaster, high school football coach for many years, Badger backfield coach in 1948 and Green Bay Packer coach in 1954, in May.

Emer. Prof. ARPAD L. MASLEY, 92, on the phy ed faculty from 1923 to retirement in 1960, for much of that time director of the men's gym, in Madison in May.

Emer. Prof. WILLIAM H. McSHAN, 80, Madison, on the faculty of the zoology department from 1936 to retirement in 1973.

KATHERINE HARPER MEAD, 54, director of the Elvehjem Museum of Art since 1981, in a single-car accident in July. At the museum she had initiated wide-ranging public programs and varied interdisciplinary exhibitions in which she involved other scholars within the University. She expanded the museum's permanent collection, especially in the area of nineteenth-century French art and added works of ancient art, Prairie School decorative arts, and graphics.

CLIFFORD S. ROBERTS, 65, since the late 1930s a radio announcer at WHA except for an army stint and eight years at WIBA, in Madison in July.

In Laguna Hills, California in 1981, Emer. Education Prof. THEODORE TORGERSON, on the faculty from 1922-1952. □



This column serves as a reminder only. Each club sends mailings to members with complete information, including reservation deadlines.

SACRAMENTO: *September 25*, Annual Fall Picnic at Howe Avenue Park, 2 p.m. Info: Bill Williams, 487-6978.

WASHINGTON, D.C.: *September 25*, Annual Beer and Brat Party at home of Jerry Nestingen, 4821 Bending Lane NW, 3:30 p.m. Info: Meryl E. Schiff, (703) 527-8852 or Dick Winch, (301) 299-3530.

SAN DIEGO: *October 8*, Listening Party. Info: Joe Gasperetti, (619) 578-6512.

ATLANTA: *October 8*, Fall Picnic. Info: John Jeffreys, (404) 255-5502.

continued

MARTINELLI, MARK EUGENE '65, Kenosha, in May.

SCHROEDER, DANIEL JOHN JR. MD'65, Amery, in May.

SCOTT, WALTER EDWIN MS'65, Madison, in June.

JAHN, NORMAN PAUL '66, Anaheim, Cal., in May.

SCHUETTE, PHILLIP T. '66, Erie, Pa., in July.

CAHOON, BOBBY GLENN MS'67, Covas Un Da Cerveira, Portugal, in 1980.

KISSIN, PETER P. PhD'69, Spokane, in 1981.

MENCONERI, PETER JOSEPH '69, Newton, Mass., in 1979.

TARBERT, JAMES EDWARD '69, Milwaukee, in June.

FELMLEE, JUDITH KAREN (Goodbody) MA'70, Denver, in May.

MATRANGA, MICHAEL A. X'73, DDS, Wisconsin Dells, in a boating accident in June.

BALTUS, THOMAS ANDREW '74, Tonawanda, N.Y., in March.

DAGOSTINO, PETER ANTHONY PhD'74, Houston, last November.

BILEK, EDWARD MILLER '77, '80, Minneapolis, in 1981.

BROWN, ALAN THOMAS '77, Miami, in 1979.

TAILENDERS PARTY

Come and Enjoy

**Saturday
September 24,
UW Fieldhouse**



**following the
UW/Michigan
football game**

\$5 donation per person (includes a free drink)

Tickets available at your local "Stop and Go" stores, at the door, or call 608-263-5580

Dance to the disc spinning of local DJ Jonathon Little • Join Elroy Hirsch, the UW Band, Cheerleaders, Pom Pon Girls and more in a celebration in support of Wisconsin Women's Intercollegiate Athletics

Sponsored by WIS Club (Women's Intercollegiate Sports Booster Club)

The News

continued from page 22

achievers with the potential to succeed here."

Although the University must compete heavily with other schools for top minority students, Ms. Brown says she hopes the fund will draw residents and nonresidents alike. The eventual goal is to offer up to four-and-five year scholarships to freshmen, continuing, and transfer students.

She is currently seeking funds from Wisconsin businesses, civic groups, private and corporate foundations, and alumni. "We hope to convince them that support of qualified minority scholarship candidates will help them meet their own affirmative action needs. An investment in the UW now will insure a pool from which to recruit in years to come."

Brown says that as tuition rises and federal and state monies are cut, it is imperative that the program become self-supporting. "Increasingly we're going to have to turn to the private sector. There is

Job Mart

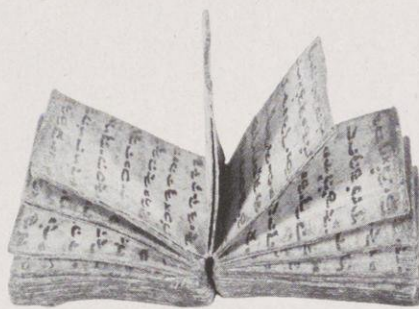
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the threat that the University's minority enrollment, already a cause for concern, may drop even lower."

WAA's own scholarship program last year sent some 129 students to the campus as thirty-five alumni clubs around the country raised \$94,710 in funds. Our New York, Washington, D.C. and Chicago clubs place special emphasis on minority scholarships.



An Indonesian bark book, part of 'Script' exhibit.

'Script' Exhibit Opens, Will Tour the Nation

"Sign, Symbol, Script," an exhibition on the origins and development of writing and the alphabet, opened in August at the State Historical Society. The exhibition traces the development of written communication from the first crude etchings on rocks and bones through the computer communications of today and tomorrow, according to Keith N. Schoville, a professor of Hebrew and Semitic Studies who is project director. (Prof. Schoville spoke on the exhibit at WAA's Day on Campus last April.)

"The exhibit focuses on the human desire to communicate in a manner more permanent than speech," Schoville said. "People take writing for granted, but it is an extraordinary tool."

The exhibit is divided into seven sections and traces the development of alphabetic and non-alphabetic communications in the Eastern and Western worlds. Scripts and alphabets from ancient Mesopotamia, Egypt and the Semitic cultures of Syria and Palestine are featured. European writing systems and those of people in other areas of the world, including the American Indian, are on display and one section highlights the spread of the alphabet by commerce, technology, conquest and religion.

"Sign, Symbol, Script" was put together by the Hebrew and Semitic Studies department with the aid of a grant from the National Endowment for the Humanities and the Wisconsin Humanities Committee. It will next appear at the Milwaukee Public Museum from November 12 until January 15 and then travel to six other cities, starting with Austin, Texas, and Pasadena, California.

Camp Ground, continued from page 9

During World War II the colony shrank drastically. The census rose in the '50s but never again burgeoned as it had in the Depression years. Students of the late '50s and early '60s may have found the domesticity here stifling.

Clay Schoenfeld, director of today's summer sessions, suggests that other factors hastened the colony's demise. A newly imposed nonresident fee discouraged those students, and besides, similar colonies were developing across the country. In the '30s and '40s cheap housing for graduate students had been scarce, but by 1960, it was widely available. Schoenfeld adds his own theory: "As a result of World War II and Korea, a whole generation of US males had had a forced experience under canvas; they didn't want to spend any more time in tents than they had to!"

*A launch touched
at the pier
several times daily
and transported students
to the University
for 20¢.*

In 1961 President Fred Harrington wanted to close the colony, until a flurry of letters from indignant ex-campers persuaded him to keep it open one more season. But, after all that show of support, only seventeen campers signed up for the 1962 season. Expenses could no longer be met.

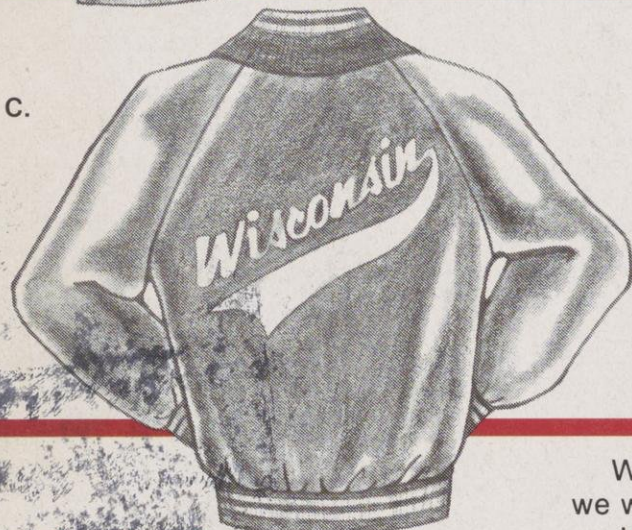
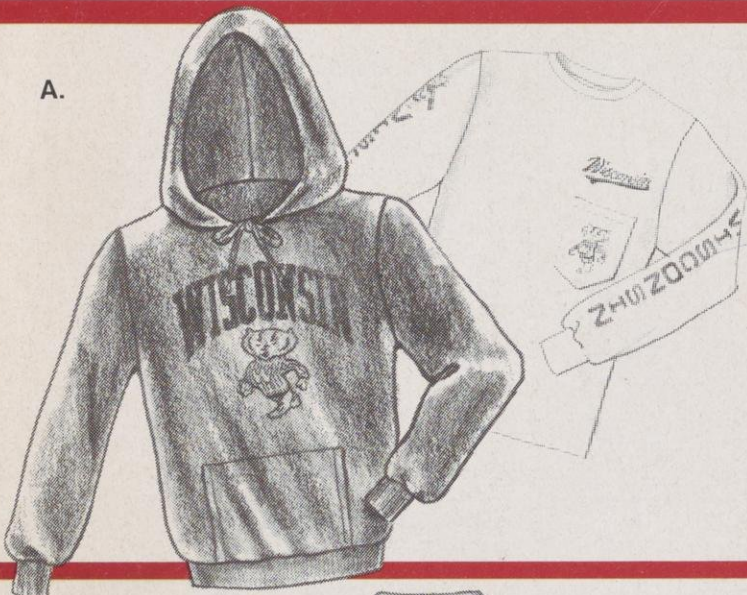
Its denizens remember the tent city with fondness. A faded copy of the newspaper, *Galistella Breezes*, can induce a nostalgia attack with its tidbits about guests, minor catastrophes at the dock, and news of former residents.

"We never had a drowning or an accident" remembers ex-Mayor Johnson. "Parents looked out for each others' kids—and that included applying a hand to a backside if it was needed." There was a real sense of community.

It's still possible to follow the camp path. Charles Center, puffing on a cigar, served as my knowledgeable guide. The Galistells' cottage is now a storehouse for meteorological equipment, but the road that once ran parallel to the lakeshore has shrunk to the width of one walker. We encountered fallen trees and spiderwebs, the clearings had filled with underbrush, there is no sign of a tent platform or a pump. Strands of the electric wire that once lighted the study hall are strung on their poles, although the study hall is no more. And the concrete steps, somewhat awry, lead us down to the vanished pier. □

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