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Wisconsin Alumnus

Volume 74, Number 7

May 1973

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PR

The UW in the '50s: Quiz the Professor. Dormsylvania. John Walsh. See you later, alligator. Shuffle Inn. Maverick. Campus Chest. Mil Ball. Governor Rennebohm. Committee on Graduate Students. Eddie Howard. Parkway Theater. I-F Bridge Tourney. Radio Cardinal. My Maidenform Bra. Montgomery, Alabama. Prom. Tournament of Song. Rose Bowl. Bob Scobey. Ann Emery fire. Oh, the shark has pearly teeth, babe. Careers Conference. President Fred. Sno Ball. Plastic ID. I Go Pogo. Dick Cable. Danskellar. UN Week. Campus Carnival. Greek God. Three Bells. Dean Theodore Zillman. Badger Block. Dogrin. Toddle House. Lois Lane. Nehru. Italian Village. Dig That Crazy. Pan-Hel Ball. Tile Mosaic. Octy Dream Girl. Dixie Bash. Joni James. Joe Must Go. Bermudas. Governor Kohler. Harvey Kuehn. Princess Grace. Beast Pool. Suds Your Duds. Committee on Human Rights. In Memoriam: Edward Birge, Philo Buck, Wild Bill, E. A. Ross, Guy Sundt, Paul Fulcher, Ruth Wallerstein, Joe Hammersley, Howard K. Beale, Byron Jorns, Herbie Page. My Blue Suede Shoes. Josh Salter. Ameche, Alan. Ameche, Lola. Magoo. Greek Week. Geneva Conference. Kissie Face. Chemise. Badger Bowl. Dean Louise Troxell. Governor Nelson. Tommy Bartlet. Var Bar. Governor Thomson. WHA-TV. River Kwai. Campus Clown. Chadbourne Hilton. Ralph Marterie. Erickson in for Foster. President Elvehjem. Yogi Bear. Owen Latimore. Miami Triad. Tom Lehrer. Hasty Tasty. Jazz at the Philharmonic. New Library. Jon Hobbs. Campus Inn. Plaid Shirt Day. How to Marry a Millionaire. Edgewater Pier. Cordovans. Knapp House.

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

“Badger Spirit” is an intangible, but, oh, how important it is to the success of one of America’s truly great educational institutions. This has been brought home to me very forcibly on my travels during the last three months. Wherever alumni met, they hailed the heart-stopping Badger hockey victories that brought our first national championship to Madison in a great many years. Never have the wearers of cardinal and white ever exemplified the words, “Badger Spirit”, more than the 1973 national hockey champions. Who will forget one of the outstanding hockey games ever played on Friday night, March 16 in historic old Boston Gardens? Badger Spirit came through to take certain defeat and turn it to victory. Then again on Saturday night, the ultimate—the national championship! Alumni take great pride in our hockey champions and their Badger Spirit.

Badger Spirit showed up on a recent trip to Athens. For the first time in the 111-year history of the Wisconsin Alumni Association, an alumni gathering was held in Greece. To see such pride of association and to hear the exciting tales about the wonderful days on campus brought forth true Wisconsin spirit 6,000 miles from the shores of Lake Mendota. One Greek alumnus in particular, John Karnezis, told me that the greatest three years of his life were spent at the University of Wisconsin. He said he wishes he could tell all alumni how wonderful it was to be able to receive his PhD from so world-famous an institution. Again, true Badger Spirit.

And then, during the last few weeks it has been my pleasure to travel with the famed University Singers. Never in my 10 years as your director have I seen a group of students more interested in their university and interested in representing the very finest of Badger Spirit. They sing with enthusiasm, they sing with dedication, they sing with pride. Wherever they go people hail them as the finest college singing group in the nation.

And then the reaction throughout the Founders Day circuit this year has been extraordinary. Wherever Founders Days have been held—coast-to-coast and even in Greece—attendance has set new records. Everyone is interested in their institution, interested in its progress and interested in preserving our reputation as a great center of learning.

So wherever you go and wherever Badgers gather, there is this famous, intangible Badger Spirit. We all have it; we all exhibit it in different ways, but it is that one strong thread in the fabric that ties us all together and makes us proud of our University and our spirit.

Letters

Concern for Disabled

I want to congratulate you on the brilliant consideration you evidenced, in your March issue, for the disabled student. Both articles, "Campus Concern" and "Dennis is Dennis" are marvelous and very timely.

Here in Chicago, and at the Rehabilitation Institute particularly, we are very involved at the moment with trying to eliminate architectural barriers, and hopefully Chicago is about to legislate such a mandate. We have set up here at the Institute a department dealing entirely with problems of accessibility. If we can in any way be of use to [your campus], I hope you will let me know.

Henry B. Betts, M.D.
Vice President—Medical Director
Rehabilitation Institute of Chicago

. . . Could you send me nine copies of the issue, one for myself and eight for the regents of the University of Michigan? . . .

William Nee, President
N.A.P.H. Ann Arbor Chapter
Ann Arbor, Mich.

It is gratifying to know that there is concern for those of us who have mobility problems. Some campuses have already done much more, however, to *include* students whose lives are changed by physical problems. The talents of the disabled can be used, and they deserve a chance and applause for courage. Perhaps "aware" alumni could research and enlarge a program designed for those often-overlooked brave people. We should not remain indifferent.

Mary Ortmyer Drew '48
Tomah

Wisconsin Alumnus

Volume 74, Number 7
May 1973

THE CAMPUS FIFTIES

- 4 A Possibly Surprising Reminiscence
- 11 Oh, I Remember That!
- 18 The BOC's Look Back
- 22 University News
- 24 Alumni News

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THE WISCONSIN ALUMNUS is published ten times a year: Monthly in October, November, February, March, April, May, June and July; and bimonthly in December-January and August-September. Second-class postage paid in Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$10.00 a year. Editorial and business offices at 650 N. Lake St., Madison, Wis. 53706.

THE FIFTIES

Now that it's properly aged, the Fifties decade has become a collector's item, plucked and squinted at by historians, pundits and triviaacs. While all the votes may not come in for a long time, so far those examiners don't see it as one of our prize-winning eras. And while McCarthy and Kerouac weren't invented by *anybody*, much of the blame for the other faults of the Fifties tends to be dumped at the loafered feet of its college students. They are accused, collectively, of a rather leaden satisfaction with themselves; a breathless striving for continuance of all they considered Security; and a shameful myopia about the problems of society at large. Too bad. And possibly unfair. Well, let's see. In this look at the 1950s on the campus of the University of Wisconsin, Kenneth Little gives a chronological reminiscence which includes some very un-leaden attitudes; the photo archives show us what the Fifties students did with their time; and, finally, a pedigreed smattering of the accused talks back. Take it away, Fifties. . . .



The View from the Hill

by Emeritus Prof. J. Kenneth Little
*Former UW Vice President for
Student Affairs*

The students of the 1950s have sometimes been described as the "apathetic generation." Some professors chided them for their seeming unconcern about social ills and political affairs. To those working with the student leadership of that decade the scene was exciting and, in some respects, disturbing. This account of the decade selects developments, incidents, and events of importance for the University with particular emphasis on situations that had impact on student life and interests. Some readers may sense in this brief catalog of happenings a foreshadowing of the tempestuous 1960s. Others will recall facets of the events that deserve more elaboration and interpretation than this brief narrative records. But I hope that all readers will find this story of that period on the campus as interesting as it has been for me to write it.

The Campus Scene

These were the brick-and-mortar years. Campus enrollment had boomed immediately after World War II, peaking in academic '47-'48 to 19,949. It was to decrease for a decade, then head back up toward the record totals of recent years. At the beginning of the '50s, the campus was still dotted with temporary structures and barracks, but the building program was underway. Dedications of the

new School of Commerce building and the Memorial Library were celebrated events. The University Foundation was preparing to build the Wisconsin Center on the corner of Lake and Langdon streets. The acceptance of high-rise academic buildings came about—reluctantly—after state authorities balked plans to expand the campus south of University Avenue. "Friends of the Native Landscape" were doing battle to save the woods and lake shore north of Bascom Hall. Proposals to develop a new site for the Medical School near the Veterans Hospital at the western edge of the campus were shelved in favor of large-scale expansion on the present site of the University Hospitals.

Responding to recommendations of a faculty committee the administration had moved to effect greater coordination of student personnel services, including the introduction of machine registration procedures. (The mechanization of student record-keeping was believed necessary to cope with anticipated enrollments.) Students came to have numbers as well as names.

The faculty was beginning to take advantage of funds for research, experimentation, and non-campus services.

The Graduate School was growing.

The administration and faculty were devising plans and procedures to merge the University Extension division in Milwaukee with Milwaukee State Teachers College, forming the UW-Milwaukee. Campus staff members were serving with a like group from the State Colleges on a newly established Coordinating Committee for Higher Education in Wisconsin. These two activities proved to be first steps toward a single University System—a proposal strongly urged in the 1950s by Gov. Walter Kohler.

Mention of these few events suggests that during this period, administration and faculty were preoccupied by the exigencies of rapid growth, by a proliferation of programs and functions, and by exciting new sources of support. But, what about the students?

The Student Mood

This generation of undergraduates were too young to have served in World War II. But some had been faced with the Korean war, and when that was over most young men knew the sobering and disturbing specter of pending military obligations as the Selective Service Act of 1948 continued to be renewed by Congress. The Selective Service System had evolved a policy—with the assistance and approval of many in the academic community—which permitted young men with satisfactory college grades to stay in school until graduation. (It was during the 1950s—in the Truman and Eisenhower administrations—that the portentous situation in Vietnam was brewing. As the situation worsened, attitudes of the academic community changed radically towards policies of the Selective Service System.)

But despite the uncertainties which faced UW students, on the whole there were many things about which they showed normal exuberance and enjoyment. The Badgers were rising to national prominence in athletics. Conference and NCAA championships, two Rose Bowl trips, crew victories, and baseball and track luminaries kept the UW

in the headlines on the sports pages. "Humorology" raised funds for charities. Beauty queens were a feature of the Badgers. Ice carnivals on lower campus, and ski-jumping contests on Muir Knoll were special events. Fraternities, although chafing under requirements to employ housemothers and experiencing competition from attractive new dorms and programs of the Division of Residence Halls, were active and assertive. Sororities were in generally good shape and spirit.

The Wisconsin Student Association was seeking greater financial strength, and pleaded unsuccessfully to have its fees collected by University authorities. The Daily Cardinal, experiencing financial difficulties as a result of policy clashes between its editors and business managers, also sought relief from the University administration. (Its efforts were partially successful without incurring loss of its traditional freedom.) One year the Badger Yearbook staffers had to make up a financial loss of lamentable proportions left by the ineptitudes of the previous year's staff.

The Memorial Union and the programs of its student directorate were struggling to live up to the ideal of being "a home away from home." Sheer numbers of students, competing programs of the residence halls, and challenges to its jurisdiction from the WSA all were threatening the Union's desires to serve as the center of campus life outside the classroom. Nevertheless, its programs were popular. Its lounges, dining rooms, theaters,

reading rooms, recreation parlors, and hobby shops all were crowded.

Rules and regulations governing dress and decorum were being disregarded throughout the campus. Instances of damage to furniture and furnishings in student halls and meeting places were multiplying. Painted signs on temporary buildings and fences around construction sites were conspicuous. (The famous Kiekhofers wall, on which signs were formerly spread, had been torn down.)

Notables of international fame visited the campus. Among them were India's Prime Minister Nehru, who addressed a mass meeting from the balcony of Memorial Union Theater; and Krishna Menon, who spoke to a student conference.

Student Rights

This was the era of McCarthyism. While Senator McCarthy's attacks on various parts of the academic community were in full sway, the students invited both him and Owen Lattimore, a professor at Johns Hopkins University and a prime object of McCarthy's attacks, to speak in the Union Theater. One was there on a Saturday night; the other on the following Monday. Both spoke to large audiences. Neither mentioned the other. McCarthy, in all of his charges against the academic world, did not attack the University of Wisconsin specifically or publicly.

(At about this time the regents imposed as a requirement for graduation a course in American history. After conference between faculty members and the regents, this requirement was deemed satisfied if students chose options among more than one course, including one in American government and politics.)

Problems arose. A succession of student groups, bearing different names but sponsoring similar pro-

grams, were bringing speakers to the campus who were associated with national organizations listed by the United States attorney general as communist or communist-front groups. Patriotic organizations and concerned citizens importuned University officials to ban the use of campus buildings to speakers sponsored by these groups. An attempt by a coalition of several student associations to use the campus as the site of a national conference on "Peace, Freedom and Equality" was diverted to an off-campus location. The state senate made an official inquiry into University policies on the use of state-owned facilities, then vindicated the historic position of encouraging "that fearless sifting and winnowing by which alone the truth can be found."

For many years, University personnel offices had been keeping records of the activities, achievements, and affiliations of students. These were used by faculty and administrators, usually to answer inquiries about former students. The records were public. Now the sheer size of the problem of keeping individual records of this type on the tens of thousands of students who were enrolling seriously questioned the feasibility of their continuance. A second influence, however, was decisive. Among those making inquiries were representatives of the FBI and the Secret Service, whose responsibilities included surveillance of the activities of organizations that were on the attorney general's list. Exchange of information between University officials and representatives of state and federal government during that

era was open and frequent. Such liaison was thought to be normal cooperation between different parts of government in the common interest of national safety.

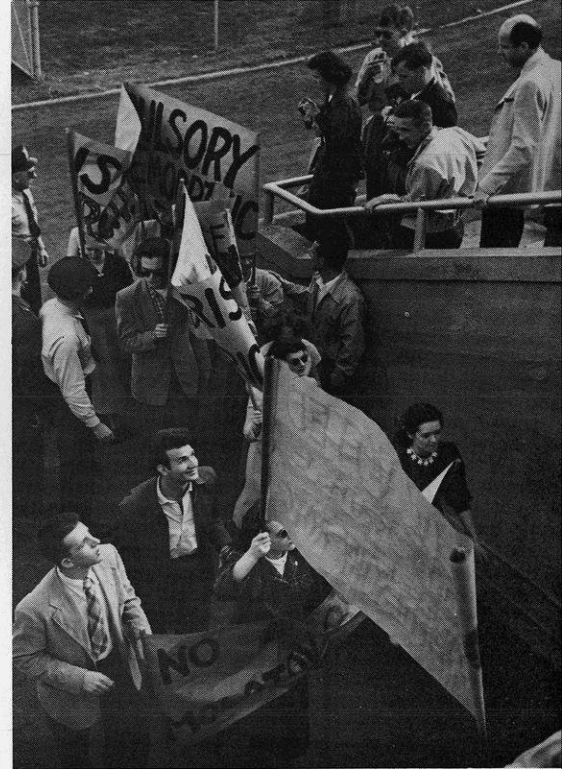
So it became policy, under recommendations of faculty committees, that records of the activities and affiliations of students not be a part of University files, and that such records of former students be destroyed. Student-faculty committees were also wrestling with the knotty problems of how to warn students of possible harmful consequences of affiliation with named student groups while avoiding abridgment of their rights to belong to such organizations, and of how to devise registration procedures for student organizations and the events they sponsored, without implying approval of their activities.

In general, student protests were peaceful, and were limited to petitions, picketing, and distribution of hand literature. An event most disturbing to the University community, however, was a parade of student pickets who carried anti-war banners while they marched between the reviewing officials and the ROTC units assembled on the field of Camp Randall Stadium for their annual inspection. The picketing and harassment of student meetings by their antagonists had been growing despite efforts to persuade student leaders that all students should be free to attend meetings and hear speakers without intimidation or interference inside or outside their meeting places.

The ROTC incident was, I believe, the first invasion or interruption by pickets of an event sponsored by the University itself.

The Wisconsin campus was the site of a national meeting of student leaders to form the National Student Association. After its formation, the NSA vigorously espoused the cause of "student rights." In the pursuit of this goal, they were joined by the American Association of University Professors which promulgated an official statement of policy on the subject. Over the years, students at Wisconsin and other institutions of higher education had grown impatient with definitions of student government that confined student jurisdiction to the affairs of student organizations and to extra-classroom life. Their urge was to participate in the government of the whole institution, including having a representative on the governing board. Meanwhile, recommendations of the University Committee on Functions and Policies asked all University committees to consider annually the desirability of participation by students in committee deliberations and to use students as members of their committees whenever desirable and feasible. As a result, student members were added to a broad band of University committees, not only in the area of student life and interests, but in academic and administrative affairs.

Yet it was becoming clear that among student leaders there were individuals and groups who would not be satisfied with less than student control, particularly on issues in which student demands were not met. The progression was from discontent with an outgrown form of student government, to a faculty-applauded emphasis on



Students picketing ROTC event, July, 1950

"student rights," to an active, relentless campaign for "student power." At first the drive was aimed at the administration, but later it struck at cherished prerogatives of the faculty—qualifications for admission, selection and allocation of the teaching staff, teaching practices, and marking systems. Whether the campus community was lethargic or not, small groups of activists were demonstrating how to be politically effective in a large population that tends to "let George do it."

There was another prong to the campaign for student rights. This movement began with the historic decision of the United States Supreme Court in May, 1954 on the racial desegregation of schools. That decision gave impetus to several types of action on the campus. The University admissions office was directed to remove all items from its application forms that requested information, including photographs, about the race, religion, or ethnic origin of applicants. University placement offices were asked to follow this lead. The idea of using quotas of groups in admissions policies was taboo. The new ideal was to be the consideration of each applicant on his merits as an individual. Fraternities and sororities now faced expulsion from the campus if discriminatory policies or practices existed or persisted at either the local or national level. The University likewise exercised sanctions against those landlords of privately operated residences who did not abide by the non-discriminatory policies of the University.

A Committee on Human Rights was established by the faculty to hear and adjudicate alleged offenses of racial discrimination on the campus and student-related environs. The use of sanctions on the community outside of the University was an early surfacing of a trend toward advocacy and political activism.

Student Conduct and Discipline

Two types of mass demonstrations caused problems. In the fall, it was the State Street march that traditionally followed the bonfire and pep rally held on the lower campus on the eve of the Homecoming football game. In the spring, it was the "panty raid." Both of these

events, instigated by fun-loving and exuberant youth, began to show elements of the destructiveness that would erupt during the angry and violent demonstrations of the 1960s. The earlier incidents were considered to be pranks, but they provided easy cover for non-students whose motives were malevolent: and each incident demonstrated the thin line between a good-natured gang having fun and the undisciplined activity of a riotous mob. Unwanted and unexpected consequences followed. Fortunately, with the insistence and assistance of city officials, new ways and places were found to handle football rallies. Bonfires were transferred to Camp Randall, and "big name" entertainers and shows were

The Daily Cardinal

Complete Campus Coverage

VOL. LXVIII No. 107 University of Wisconsin, Madison, Wisconsin, Thursday, April 17, 1958 5 CENTS A COPY

SLIC Denies Students' Right To Know Bill

The Student Life and Interests Committee (SLIC) yesterday turned down a "students' right to know" proposal offered it by its Subcommittee on Publications.

The committee voted 9 to 1 to stop Cardinal coverage of subcommittee meetings, except at certain times, when there will be meetings open to any interested students.

The vote was split, mainly, between the faculty and the students, with the faculty preferring the secret meetings, and the students wanting Cardinal coverage.

Benita Aik, president of AWS, was the only student who sided with the administration.

The committee also denied the senior class the right of holding its chance on the Sunday night before commencement, approved the Inter-Fraternity Council-conclusion, and approved James B. Polinsky, for possible appointment to Student Court.

In defending its position on closed meetings, one member said, "a subcommittee is a conference, negotiating committee, not a legislative committee."

That same member said later, "a subcommittee must have time to formulate its decision. When it is ready, it will announce its decision. It is very difficult to arrive at understandings if there is public press coverage."

Later, he said, "we shouldn't have anyone looking over our shoulder during the early chaotic stages of legislation. Often-times, something reported is embarrassing to the committee."

ROT ON LANGDON!

We Saw You... Greeting



Police are holding an undisclosed number of students on disorderly conduct charges, but they refused to reveal names or names of the students involved. The Cardinal learned that one student named Hanson or Baakam was treated for a cut wrist.

Further information will be released this morning when the students appear in superior court.

This year's fight was the final harbinger of spring. Almost 800 students congregated on the corner of Langdon and Henry sts. as early as 6 p.m. Some sources claim that the first fight started between Tower View and Phi Lambda Phi about 4 p.m.

THE FIGHT appeared to be particularly because water, instead of beer, flowed down Langdon st. Three unidentified fraternity men opened the fire hydrant in front of Chi Psi to fill garbage cans and buckets of all sorts.

Police succeeded in closing the hydrant about 10-15. But shortly after the officer left, the hydrant was on again, and so was the riot.

As the policemen drove away from the riot, thoughtful students placed an All detergent bucket over his's animal. The policeman laughed apocalyptically.

At 11:30 the crowd moved down Langdon st. to Ann Emery hall, shouting "panty raid." Two Cardinal reporters who entered the dormitory were told by Patrolman Daryl Jensen, "Nobody's in; nobody's getting in."

A POLICEMAN called "Con-

Spring ROTC Election Gets Thrown Out

It's now official. The ROTC preference vote of April 2 has been invalidated.

The committee working toward the abolishment of compulsory ROTC made the decision to invalidate the election last night.

The committee announced that while the vote was valid, there still was a strong tendency towards a student preference of

Spring ROTC Election Gets Thrown Out on Langdon St.

scheduled for the Field House on Homecoming eve. The traditional marches waned and disappeared. Following the suspension of a number of students who had forcibly entered residences during a party raid, the fever for this type of excitement seemed to subside.

It was at this time that the University was exploring the feasibility of asking the Madison police department to include the campus as part of its jurisdiction. The policing challenges of the campus were outgrowing the small cadre of officers then employed. A special University committee studied the problem and held discussions with the Madison chief of police. The committee recommended, however, that the University establish a Department of Protection and Security that would have broader functions, a larger staff, and a more student-oriented viewpoint.

Over many years a faculty committee had evolved procedures for handling cases of alleged misconduct by students. The purpose was to insure that students were protected from harsh or arbitrary decisions as a result of pressures from outside the University community; and to guarantee to students their full civil rights and the benefit of due process. (There was also concern by certain faculty members over the possibility that students would be under double jeopardy if both the courts and the University assessed penalties). The appeal procedures were used extensively. More often than not the committee hearing appeals either modified or reversed the decision of

the committee having original jurisdiction, typically in the student's favor.

The faculty was beginning to abandon the idea that it was serving *in loco parentis* and to disclaim responsibility for disciplining students for misconduct outside the academic domain. Yet University personnel, student or other, who became involved in serious trouble sometimes and somehow expected to be considered beyond the reach of the normal processes by which similar cases were handled in the Madison community. Moreover, the elaborate system of appeals did not obtain for the students whose problems arose within the classroom. In such cases, the judgment of a single professor was practically absolute; and an assumption of guilt seemed the rule.

Women's Rights

A part of the University's plan to coordinate all student personnel services was to establish a central student personnel office. This was housed as a part of the Office of the Dean of Men. Fears were expressed that this move tended to diminish the importance of the Office of the Dean of Women, and would be a step toward the elimination of separate counselling services for men and women students.

Meanwhile, the WSA was questioning the need for a separate Women's Self-Government Association, and was attacking rules governing the social life of undergraduate women students. During this period questionnaires were sent to parents of women students seeking their wishes about the hours to be kept by their daughters on campus, and about rules to govern the time, place, and conditions under which women students should meet their male visitors in their places of residence.

In the latter part of the 1950s, the campaign for recognition of the maturity of women students (or, in the minds of some, for greater permissiveness) won active support from a newly appointed Dean of Women, and rules and regulations on social behavior were relaxed considerably. This dean became the first woman vice president of the University. Near the end of the decade a woman was appointed to a faculty position devoted exclusively to developing and carrying on programs for the continuing education of women.

These were small but significant beginnings of a slow, persistent march toward a new status for women in the academic and administrative life of the University.

Outside Grants and The Graduate Student

The growth of the Graduate School was phenomenal. The recruitment of graduate students who were qualified to teach the multiplying sections of required freshman and sophomore courses posed special problems for those departments. In others the number of students completing graduate degrees annually was exceeding the number of students completing undergraduate majors. Many senior professors were reducing their connection with undergraduate instruction and devoting their time and energy to research projects. These outside funds, while administered through

University offices, were obtained in the name of individual professors who then were able to buy released time from teaching duties to carry out the purposes of their contracts and grants. They were also usually able to recruit the best of each crop of incoming graduate students for their research projects.

Teaching assistants tended to become second-class citizens, and some of them were becoming restive. Inexperienced and unprepared for the full responsibilities of the classroom, they suffered through their teaching assignments along with their students. Departments differed widely in exercising responsibility for supervision. The TAs felt that they carried full teaching responsibilities without instructors' pay nor participation in the meetings of their departments. Their status wavered between being valued graduate students and being hirelings of their departments.

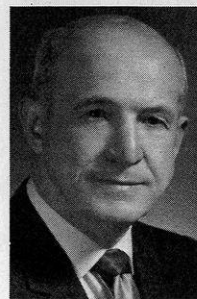
Near the end of the 1950s, a Committee on Graduate Students instigated meetings to hear and consider the problems of graduate students. After a few meetings, however, the committee disbanded, believing that it had no effective way to deal with the problems it examined. The difficulty was that graduate students tend to become the "property" of individual professors, subject to their varying dispositions. In a considerable measure, the fate of a graduate student, in his studies and afterward, depended upon his relationships with his major professor.

The growth of outside funds began first in defense-related fields. With the passage of the National Defense Education Act of 1958, research and other federally defined opportunities spread across many University departments. These new funds, and the policies by which they were administered, were both boon and bane. As a boon, they

enabled the development of extraordinary research facilities that have been of inestimable value. They enabled a large segment of the faculty to increase its knowledge and effectiveness in research, teaching, and public service. As bane, contracts and grants to individual professors tended to diminish their interest in the total purposes of institutions of higher education, and to splinter the faculties of departments and of the University as a whole; the outside funds created uneven rewards and conditions of work between "have" and "have not" departments and professors since most of the opportunities provided were in designated fields and specified areas of research or other activity. Thus, they deflected the attention of influential segments of the faculty from the needs of undergraduate students for quality instruction, and from the needs of students for full educational development beyond specialized academic studies.

Such was something of the scene of the 1950s. There was little of the anger, hatred, and violence that erupted in the 1960s. Nevertheless, there were signs then that a championing of student rights and concessions to demands for student representation and power would not stem a tide of growing unrest, particularly among the leadership of student organizations. There was premature boasting in the early 1960s that, because of the University of Wisconsin's policies of freedom and tolerance, the Madison campus would escape the student revolts of the type then breaking out on the campus of the University of California, Berkeley.

The sorry sequel of the 1960s now is also history. The literature is replete with analyses of the psyche of the students of that period—their anxieties, frustrations, and their "new moral conscience." But students are not the whole of a university; and the whole University was beginning to change.



In 1950 Prof. Little became the University's first Vice President for Student Affairs, a post which evolved from his directorship of Student Personnel Services. He stayed in that spot until 1957, when he resigned it to return to a professorship in educational psychology. He took emeritus status in 1971. The Littles now live in Walnut Creek, California, where he is president of Rossmoor Retirement Community, and lieutenant governor of a club of former Wisconsin residents. This spring the professor visited Europe on assignment from the army, to study the schools operated for children of U.S. servicemen.

The View from the Bulletin Board

Fourteen pictures of a decade should be worth 14,000 words. The words depend, more or less, on what you think of the decade.



"Wisconsin too has its traditions; traditions which will remain in the memory of the graduate many years after he leaves the campus. The green beer on St. Pat's Day mixed with the curly beards of the engineers, the lawyers throwing their canes over the goal post on Homecoming. Haresfoot, Senior Swingout, 'The oldest station in the nation,' star gazing from Observatory Hill, and dates on Picnic Point, are all part of the Wisconsin scene." Badger, '54

"The Little International show held in the Stock Pavilion attracted a full house this year and featured many events including a Co-ed's Greased Pig catching contest, Wild Cow milking contest, tug-o-war, and livestock judging. Twenty-one co-eds chased and threw little pigs into a pen while short course students out-tugged the long course students in a tug-o-war that had the audience entranced for some time. . . ." Badger, '54

"The students at Wisconsin all belong to a system where grade points and credits indicate ability and desire. Some of the enterprising shoot for A's, others for C's. Whichever it is, extra work and curiosity count. Some call it Brownie Points, some don't. The surveying problems for engineers, the late labs for chem students, the Saturday field trips for future geologists, and ROTC inspections are all required brownie work before the student can show the grade point to the folks or the interviewer." Badger, '54

UW

"Another party—another theme—same faces—same songs—same hours—we decorated—came early—some of us wouldn't wear costumes—we told stories—took pictures—and watched another skit—one of us tended bar—it seemed he always did—a few strangers came—and went—this was our party—somebody spilled a pitcher—but it's all in the game—a dance or two, then back to the table—meet the chaperones and your date's roommate—small talk—half hour to curfew—we found our coats—and walked away from a party night. . . ." Badger, '58

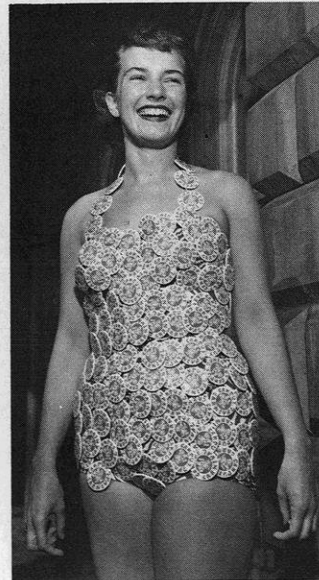
THE '50s

"Rouge and ruffles roused revelry at Pan-Hel's annual Ball in Great Hall this year. Just for kicks, a lively Can-Can chorus in '90s costumes with net stockings and pantaloons danced to 'Gaité Parisienne,' You guessed it, the theme is Moulin Rouge. To the delight of 'Toulouse Lautrec' who sketched her, Florence Filleul of Paris, France (on Pan-Hel fellowship), impersonated a left bank cafe singer. . . . Profits of Moulin Rouge will be used for Panhellenic scholarships which are given to needy co-eds." Badger, '54

"The Mitchell Airmen Society is a military organization composed of basic AFROTC cadets. Organized on the Wisconsin campus in the fall of 1951, its members meet to promote 'esprit de corps,' provide leadership training, and stimulate interest in Air Force careers. To accomplish these goals, they have lectures from experts in all phases of military service, actively support Mil Ball, practice techniques of special drill sequences and sponsor and train the color guards who participate at football games." Badger, '55



Greek pledge blood drive in November, 1950.



Campus Carnival promotion.

Haresfoot lovelies galloped through their annual Day at the Pharm throughout the decade. After 65 years, rising expenses and lagging attendance caused Haresfoot to fold with its 1963 production which lost over \$5,000.



1953 Prom chairman Ed Trapp, flanked by Badger Beauties Marge Hesse, Maryellen Bowers, Tita Hasbrook and Barbara Ann Noble. The last Prom was held in 1959, leaving Mil Ball as the sole survivor of a dozen formals that started the decade.



SAE's party for old folks, Christmas, 1954.



1956: Mrs. E. B. Fred held fall garden party for new students.



Louise Urquhart, 1955. Selection of a Homecoming queen is one tradition that has continued into the Seventies.

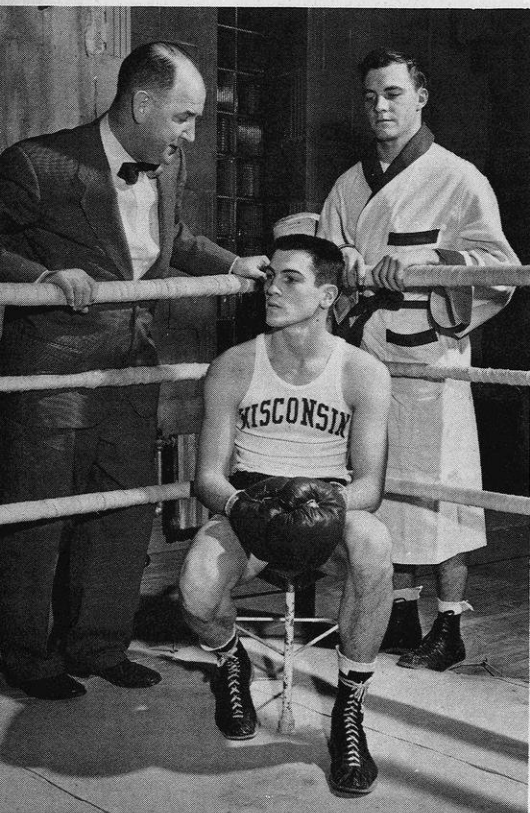
May, 1973



Sorority pledges pass through inspecting lines of fraternity members at annual "Callout".



Benita Alk, left, hands the torch of learning to Kathren Olson at Senior Swingout, 1958.

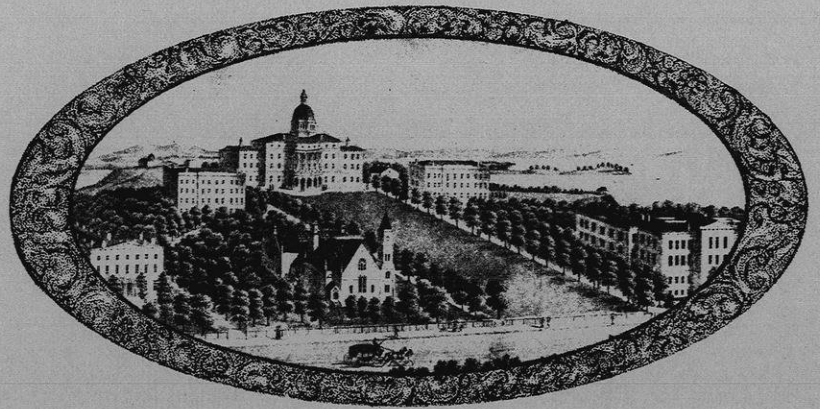


Head boxing coach John Walsh, with co-captains Bob Morgan (seated) and Bob Meath, 1954. Walsh retired in 1958 and was succeeded by Vern Woodward, but the sport was dropped after captain Charles Mohr, NCAA champion, died in April of 1960 as the result of injuries while defending his title.



Badger Block card section of 1,100 students began in '53 but died of apathy early in the Sixties.

university of wisconsin foundation



THE WILL TO HELP....

Suggestions concerning other forms of deferred giving
to supplement your will.

Private Giving

Historical Precedent. "The Governor, James T. Lewis, was friendly. In February, 1865, he had given a small gift to the University — the first it had received." The above report from "The University of Wisconsin — A History" by Professors Merle Curti and Vernon Carstensen, is found in a chapter concerning the early financial tribulations of the fledgling University of Wisconsin. Professor Curti tells us that this initial evidence of support from the private sector amounted to a U.S. Bond for \$100 — no mean sum, however, for those days.

The Present Record. The total of private contributions to the University of Wisconsin Foundation alone exceeded \$3.4 million in 1972.

Despite this handsome figure, this amount is as sorely needed and as welcome to the University's harassed budget balancers, as was Governor Lewis' generosity more than 100 years ago. Today private giving is vital to assure that Wisconsin maintains its pre-eminent position in American higher education.

The Continuing Response. An ever increasing number of alumni and friends are determined to aid the University in a significant fashion.

Such loyal supporters often pose us these questions. Can I supplement my current giving program to the University of Wisconsin Foundation and still retain all rights to a life income from the gift property? May I

utilize a *DEFERRED* charitable gift to take advantage of the tax deduction incentives provided by State and Federal laws? What are these incentives? How can the University of Wisconsin Foundation assist me in my purposes?

How does the Foundation answer these donors? Please permit us to offer explanation and example.

A Typical Case

Donor's Situation. Alumnus John Q. Friend is employed by the ZXY Corporation, a full service engineering company. Thanks to an excellent salary, money inherited by Mrs. Friend and fees from independent consulting work, the Friend's estate is in excess of \$350,000. Mr. Friend also has the advantage of his company's assured and substantial pension program. The Friends' only son is a successful gynecologist, and their daughter has "married well".

Donor's Motivation. Mr. Friend is desirous of making a substantial gift to aid his University of Wisconsin. He wishes to demonstrate his deep sense of obligation for an excellent education. He ascertains through consultation with his lawyer that the University of Wisconsin Foundation will accept charitable remainder gifts from a donor, and pay him (and his spouse, should she survive him), a life income from the gift property quarterly thereafter.

Tax Considerations. Mr. Friend learns, too, that

Federal law and the law of his state encourages such charitable deferred giving by an *income tax* deduction for the *present* value of such a remainder gift to the Foundation. This is true, even though the gift will not mature until the death of both himself and his wife. His lawyer points out that in addition, such arrangements also accomplish estate tax savings (since the value of his charitable remainder gift at the time of his death is not taxed as part of his estate).

What convinces Mr. Friend to use a Life Income Agreement to perfect his gift is his discovery that he can fund it with "appreciated" (low cost to him – high current price) securities and pay *no* capital gains tax on the appreciation. He owns stock in a business machine company listed on the Stock Exchange, which he bought at \$6 a share more than 10 years ago. Thanks to stock splits and stock dividends, he currently owns 600 shares of said stock, presently selling for \$142 per share. The dividend paid by the company is less than 1% per annum because of its policy of "ploughing back" earnings into programs of research and development. For all the above reasons, Mr. Friend decides to fund a Life Income Agreement with the appreciated stock naming himself and Mrs. Friend, should she survive him, as life income beneficiaries. By so doing, he increases the amount of the gift to the Foundation which he had initially contemplated achieving through his will.

Donor's Benefits. Let us recapitulate some major advantages which can follow from this decision.

1. First and foremost, Mr. Friend knows that he has now made an unalterable commitment to aid the educational, research and public service programs which society has entrusted to the University of Wisconsin.
2. The Foundation eventually receives a *larger* gift, since Mr. Friend channels his tax savings into the Foundation gift. Remember, no capital gains tax plus significant income and estate tax deductions.
3. Mr. Friend increases his *spendable* income considerably. First, by the *income* tax deduction for his charitable gift (at his and Mrs. Friend's ages about \$.35 for each dollar of gift). Secondly, by choosing a Unitrust agreement with a 6% annual income return to himself, instead of the meager .085 return he is presently receiving from his business machine stock.
4. Mr. Friend's funds are invested by the Foundation with the aid of professional investment coun-

selors. He is relieved of the worry of investment decision and constant portfolio supervision.

5. Assured lowering of *estate* tax expense for the then value of Mr. Friend's remainder gift to the University of Wisconsin Foundation.
6. Should he choose, Mr. Friend and the Foundation may agree on how the University is to use his gift Fund eventually. (For College, School, Department programs, etc.)
7. Mr. Friend may also designate a person(s) in whose honor the Fund shall be named.

The University of Wisconsin Foundation's Life Income Agreements

Here is a brief description of two major charitable remainder life income agreements which the University of Wisconsin Foundation, itself, can make available to aid Mr. Friend. The Unitrust requires a minimum of \$50,000 and the Pooled Income Fund a minimum of \$10,000.

The Standard Unitrust Agreement

The standard UNITRUST provides that each year the life income beneficiary (donor, and/or spouse or others) receives a specified fixed percent of the fair market value of the Unitrust assets termed the "*Unitrust Amount*". The Unitrust Amount must be at least 5% of the fair market value of the UNITRUST assets on the date of the agreement. These assets are then revalued in every subsequent year on the same date, and the Unitrust Amount for the new year adjusted to the revised evaluation.

Example: Donor places \$50,000 in cash or other property in a 6% UNITRUST. He names himself (and/or his wife) as life income beneficiary. The first year he receives back \$3,000 ($\$50,000 \times 6\%$). In the first year, too, Unitrust values increase rather than decrease.

The second year on the revaluation date, the UNITRUST assets are valued at \$54,000. Donor (or other life income beneficiary) therefore receives back \$3,240 ($\$54,000 \times 6\%$). And so on for all subsequent years during the life income beneficiary's lifetime. Thereafter, the assets become the property of the University of Wisconsin Foundation for use by the University as the donor and the Foundation may stipulate in the UNITRUST Agreement.

Tax Deduction Privileges. When contributing property through the UNITRUST Life Income Agreement, the donor deducts for *income* tax purposes that part of his gift called the remainder interest (See deduction table). This is the estimated *present* value of the UNITRUST assets which will eventually pass to the University of Wisconsin Foundation. Said amount is determined from U.S. Treasury tables based on the age and sex of the life income beneficiary(s) and the specified fixed percent designated for him annually in the UNITRUST Agreement.

This *income* tax deduction for the charitable remainder gift is available in the year the UNITRUST is executed. The donor may deduct an amount up to 50% (30% if "appreciated" property is used to fund the UNITRUST) of his adjusted gross income in computing his Federal income tax. If the 50% (or 30%) limit is more than the donor can use that year, the unexpended part of his deduction may be carried forward to as many as five succeeding tax years until depleted, and all at the 50% (or 30%) rate in any one year.

An additional *estate* tax deduction is likewise provided. The value of the charitable gift at the time of the donor's death is deducted in computing the donor's estate tax.

How Unitrust Income Is Taxed. The life income beneficiary must include the Unitrust Amount as income in his Federal Income Tax return. It is then taxed, based on the *type* of the UNITRUST earnings, which are used to satisfy the Unitrust Amount and in the following order of priority:

First, that portion of the Unitrust Amount which was derived from the *ordinary (non tax-exempt)* income earnings of the UNITRUST assets, to the full extent of such earnings,

Second, that portion of the Unitrust Amount which was derived from *capital gains* earnings of the UNITRUST assets, to the full extent of such earnings,

Third, that portion of the Unitrust Amount which was derived from any *tax-exempt income* earnings of the UNITRUST, to the full extent of such earnings,

Fourth, finally as a *tax free* distribution of principal.

The Pooled Income Fund Agreement

The University of Wisconsin Foundation is privileged as a "qualified charity" to maintain a Pooled Income Fund. This type of life income agreement permits the charitable donor to transfer assets to the Pooled Income Fund where it is invested together with nothing but similar transfers made by other donors also desiring a life income for themselves and/or others. The donor (or other life income beneficiary), receives his proportionate share of the Fund's annual earnings on a quarterly basis thereafter during his lifetime. On the death of the life income beneficiary(s), payments terminate. The value of the donor's share of the Pooled Income Fund is then paid over to the Foundation for University use.

Here again, the donor may stipulate how his gift is to be used by the University of Wisconsin Foundation on behalf of the University, and who is to be honored by the use of said gift.

The tax deduction advantages from a contribution to the Pooled Income Fund are similar to those described for the Unitrust with this exception. *All* of the return paid a life income beneficiary is taxed as ordinary (non tax-exempt) income.

Deduction Table

Example of Approximate Income Tax Deductions
Per \$10,000 of Gift through a 6% Unitrust Agreement
MALE

Age of Beneficiary	Income Tax Deduction
50	\$3,020
55	3,638
60	4,311
65	5,001
70	5,704
75	6,430
FEMALE	
50	2,280
55	2,830
60	3,487
65	4,230
70	5,064
75	5,952

(When more than one life income beneficiary is named, the income tax deduction is necessarily reduced. Such computations can be made available at your request.)

Hopefully, the above explanations and suggestions can be of aid. You will want to check them thoroughly with your attorney and other advisors. That such deferred gifts can be a tax-wise means of accomplishing your generous purposes seems apparent. Please call on the Foundation for any help you believe it can offer you and your legal or tax advisors. We can be most

useful in helping determine the University use of such a *DEFERRED* gift.

Additional Foundation publications which may be of aid can be sent at your request.



The Elvehjem Art Center pays perfect tribute to thousands of alumni and friends whose gifts through the University of Wisconsin Foundation made this superb cultural resource possible. Supplementary contributions to enrich its program and permit additional acquisitions, are solicited.



UNIVERSITY OF WISCONSIN FOUNDATION

Please refer your deferred giving questions to Theodore W. Zillman, Associate Director for Deferred Giving.

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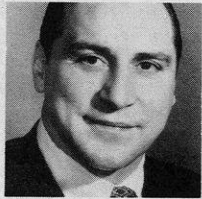
Crowds jammed Capitol Square to celebrate the UW's first of three Rose Bowl bids at the end of the 1952 season. Governor Kohler led *Varsity* from his office window.



Listening party for UW-Rice football game, 1950.

The View from Now

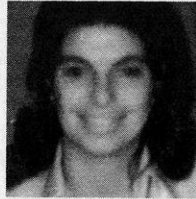
Maybe you didn't have to be there to understand the Fifties, but apparently it helps.



Alan D. Ameche '55

UW's greatest fullback; 21 first-team All-Americans; Walter Camp "Player of Year;" Chicago Tribune Big 10 MVP; Heisman Trophy; UW MVP two years; UP "Back of the Year." *Mr. Ameche, who lives in Paoli, Pennsylvania, is co-owner of Gino's restaurant chain, which includes 320 units from North Carolina to New England. He is on the board of directors of the Philadelphia Orchestra, holds an honorary Doctor of Humane Letters from St. Joseph's college in Philadelphia, and, in 1971, was one of the recipients of Wisconsin Alumni Association's Distinguished Service Award.*

"One of the factors which attracted me to the University of Wisconsin was its ability to stimulate growth in an open atmosphere of learning. I believe this ability still exists and has contributed to making the UW one of the great learning centers of our time. The students of today might be more intense in their protests than we were. Their response to an unjust war in Vietnam was much more fervent than was our reaction to the Korean War. When a student feels strongly about a political situation I believe he is honor-bound to demonstrate his feelings in an open, non-violent method. His protests must conform to the laws of the University and of the government, however. I have great confidence and respect in the attitude young people display today concerning a sincere wish for a better world. They are acting where we merely discussed."



Laurie Pike Besteman '57

Naples, Italy; Journalism; Phi Kappa Phi; Theta Sigma Phi; Mortar Board; Crucible; Sigma Epsilon Sigma; Union News Bureau; Prom, General Chairman; Wis Previews; Senior Class, Secretary; SLIC; Homecoming; Senior Swingout; Humorology; Delta Gamma, President; Ann Emery Hall, VP. *Mrs. Besteman and her husband, John ('57) have three children. Last year they moved to New Jersey after 13 years in Seattle. He is director of industrial relations for Boeing Computer Services, Inc. They live at 50 Boulevard, Mountain Lakes.*

"College, then and now, is what you make of it, and Wisconsin in the '50s offered a great deal. Even so, I'd love to do it all again in the more activist atmosphere of the '70s, with emphasis on studies that relate to what's going on around us and, specifically, more thought about what I plan to do afterward, as so many interesting options have become available to women."



Gilbert F. Blackmun '59; LLB '62

Hammond, Ind.; Finance; Sr. Class President; Wis. Previews; Football; Kappa Sigma. *Mr. Blackmun is a partner in a five-man law firm in Hammond, Indiana. He and his wife, Gail, and their three small children live at 9129 Holly Lane, Munster.*

"If we may have been accused of being a little security minded, I can't get too uptight about that. Such an attitude is far more realistic than that of the drug user, who is attempting to escape from reality. One cannot help but be

amused at the seeming inability of the UW administration to cope with the minority of today's protesters. While in the '50s it ruled with an iron fist—a student was summarily discharged for participating in a water fight or panty raid—the '60s found the administration unwilling to apply the same standards to those who obeyed the law and to those who not only broke it but denied others their basic rights in the process. However, who can complain about co-ed dorms and apartments, unlimited hours, and women's lib. In this regard I know the men of the '50s surely feel they got slighted. Somehow our wives do not feel at all sorry for us."



Earl Carrier '56

San Francisco; Bus. Ad.; Mace; Iron Cross; Sigma Delta Chi; Badger, Sports Ed., Ed.-in-Chief; Badger Board; Cardinal Board, Pres.; Student Senate; Senior Council; Sigma Phi, Pres. *Mr. Carrier is a stockbroker with the Estabrook firm in Chicago. He and his wife, Kay (Larson '56) and their three children live at 2444 Pioneer Road, Evanston.*

"We had great times in the '50s, but also much anguish. As a group we seem to have been the bridge between two generations; raised one way but living another; torn a little by each. Perhaps our "silence" is no mystery. This is such a revolutionary period, I believe, that to plan one's life is to revert to a Victorian middle-class mentality. The University certainly is trying to cope with this fact and, with a little help from its friends, may well succeed. Numen lumen!"



Fred C. Fischer '56

Milwaukee; Journalism; Mace; Sigma Delta Chi, VP; Cardinal, Ed.-in-Chief, University Ed., Wisconsin Ambassadors; Senior Council; Evans Scholars. *Mr.*

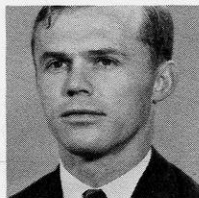
Fischer is director of the Office of Management Planning with the Agency for International Development, Washington, D. C. He and his wife, Christa, have two children and live at 3362 Breckenbridge Ct., Annandale, Va.

"While I have not changed my basic attitudes and politics since I left the campus, I find that where I fit in the political spectrum has changed dramatically. Particularly in my senior year, when I was the Cardinal editor, I was considered to be a liberal, radical and (at least by the state American Legion) a probable communist. Today, whenever I meet with student groups, I'm clearly viewed as the Establishment. When we begin to talk I find that we have the same objectives. But today's students have a good deal less faith that Establishment organizations—like the federal government, for which I've worked since graduation—can achieve those objectives. A very unfortunate aspect of this phenomenon is that we are not getting as many good young people into the government as we were getting 20 years ago."

Bonnie Barstow Gruber '60

Superior; Journalism; Sigma Epsilon Sigma; Phi Kappa Phi; Mortar Board; Theta Sigma Phi; Daily Cardinal, Photo Ed, News Ed, Managing Ed, Editor-in-Chief; Delta Zeta. *Mrs. Gruber, her husband, John ('59) and their children live at 1430 Drake Street here in Madison. Bonnie describes herself as "housewife/mother/volunteer/free lance writer and editor/ski bum/etc."*

"We left the University with a feeling of accomplishment as student-citizens. We had persuaded the state legislature and faculty that ROTC should be voluntary. We had lobbied successfully for faculty salary increases and for keeping the beer-drinking age at 18. We made a start at getting the University to liberalize its social regulations. We spoke out against requiring a loyalty oath of student loan recipients and in favor of sticking to the 1960 deadline for removal of discriminatory clauses from fraternities and sororities. Political organizations on both the left and right were growing. We saw new honors programs started, in part as a result of our petitions for higher academic awards."



Richard R. Hammes '57, MS '59, Ph.D. '65

Madison; Geology; Phi Kappa Phi; Eta Sigma; Mace; Wrestling, Capt.; "W" Club; Homecoming, Gen Chmn.; Geology Club; ROTC; Theta Delta Chi. *Mr. Hammes, his wife, Frede, and their three children live at 745 San Gabriel Drive, Concord, California, from where "I am fighting the long commute to downtown San Francisco where I am exploring for oil and gas for Standard Oil Company of California."*

"I find that those years look about the same to me now as they did then. I always thought of them as days of opportunity to learn and absorb as much knowledge about as many things as possible. It seemed wiser to work within the system rather than change it. We came to believe in the qualities of learning, knowledge and wisdom, all tempered with patience and launched from a secure base. If these qualities have come to be associated with the students of the '50s, I say great!"

Jack R. Harned '54

Madison; Pol. Sci.; Mace, Pres.; Sigma Delta Chi, VP; Badger, Ed.; Badger Board, Pres.; Student Senate; SLIC; Sigma Phi, Pres. *Mr. Harned joined General Motors 12 years ago and is now in its Detroit headquarters on the corporate news relations staff.*

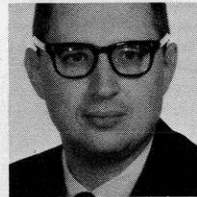
"I'm still convinced that the early '50s was a great time to be on the campus in Madison. I believe it was a good educational experience for the years I've lived since, and the considerably more I look forward to. And I know it was stimulating and fun. It must have been different from today's campus or that of the late '60s, but maybe some of the difference was our means of expression and action."

Donald A. Hoffman '58

Elm Grove; Marketing; Iron Cross; Phi Eta Sigma, VP, Pres.; WSA Pub Rel Dr., Pres.; SLIC; Wis Previews; Delta Tau Delta, Sec. *Mr. Hoffman is a partner in a New Orleans law firm, specializing in admiralty law. Outside the office he worked on a recent successful campaign for a U. S. senator, and is involved in*

the preservation of some of the historic sites around New Orleans.

"A review of the headlines of the Daily Cardinal in the late '50s would demonstrate that the student leadership was actively concerned with "real" world issues. In taking action, Wisconsin students often led the way and set an example for other universities. We were content to work through the established committee structure within the University, and some of my fondest memories concern achievements obtained through the successful collaboration of students, faculty and sympathetic administration representatives working out solutions to difficult campus problems. Unfortunately, too few officials recognized the continuity of student leaders' commitment to certain goals and ideals which were passed on to the succeeding generation. . . . In retrospect, it is interesting to observe that those who resisted significant student involvement in the power structure and who used delaying tactics to frustrate student suggestions in hopes that the proposals would be forgotten as soon as the initiators graduated, remained in second- and third-echelon jobs at the UW."



Marvin M. Lane '56

Glencoe; EE; IF, President, Rushing Chmn., Representative Co-Chmn. Pledge-work Day, Greek Week; Mil Ball; Student Senate; Fraternity Buyers Co-op; Sigma Nu, VP. *Mr. Lane is operations controller for Texas Instruments Incorporated in Dallas, where he lives with his wife, (Joan Wheeler '58), and their two daughters. He is a past president of the UW Alumni Club of Dallas-Ft. Worth.*

"My five years on the Wisconsin campus were the greatest. The knowledge and understanding that I learned from the many fine teachers with the blending of both an engineering and business academic education, and the social and activity environment that were present during that time have been a solid foundation for my growth during the past 15 years. If I could place myself back into history with a choice of time

periods and campus, I do believe I would again enter the College of Engineering at the University of Wisconsin in the fall of 1952."

Benita Alk Lubic '58

Washington, D. C.; Commerce; Crucible; Soph. Honors; AWS, Pres. Judicial Board; Student Senate; Prom, Pub Chmn.; Pan Hell Ball, Chmn.; Union PR Comm.; Wis Previews; SLIC; WSA Human Rels. Comm.; WAA Bd.; Hillel; Gamma Alpha Chi; Alpha Epsilon Phi. *Mrs. Lubic is owner-president of Trans-air Travel agency in Washington, D. C. She and her husband, Robert—an attorney and law professor—and their three children live in the city, at 2801 New Mexico Avenue, N. W.*

"We were the followers, not the innovators. We were the obedient, unquestioning, silent generation on the brink of change. The world was at peace, the campus complacent. We cooperated, listened, voiced opinions and were agreeable. For campus elections it was the Greeks versus the dorms versus the independents, with the Greeks dominating the selections. Then we graduated and faced the 'real world.'"

Jean Matheson '52; MA '65

Daily Cardinal, Editor-in-Chief. *Ms. Matheson lives in St. Mary's City, Maryland, where she is director of public information and assistant professor of journalism for St. Mary's (State) College of Maryland. Divorced, she has an eight-year-old daughter.*

"Sure, we called ourselves the 'generation of jellyfish,' as one former Cardinal editor put it. But there probably has been no time in the history of the University, including the activist '70s, when student thinkers and doers have not regarded the majority of their classmates as pitifully apathetic. Joe McCarthy ventured onto the campus one spring day in 1951 and was virtually laughed from the stage, and never returned. It was a time of panty raids, Mil Balls, fraternity beer suppers, but the majority of the students participated in none of them and tended to scorn those who did. A majority, too—then as now—probably ignored the 'causes' of the day: racial discrimination in housing and among fraternities and sororities; ludicrous social regulations for women students; secrecy in government at the regent level; administrative bureaucracy; poor teaching; inept student government; a hidebound alumni association. Some of the problems persist. But some of the howls were heard."



Maret Small Meyer '55

Wauwatosa: Phys Ed.; Mortar Board; Eta Kappa Lambda; Civil Defense Comm. Chmn.; Phy Ed Club, VP; Women's Dolphins, Pres.; Liz Waters Unit 3, Pres.; WAA; Dorm Coordinator; AWS; Union, VP; NSA; Badger Block, Pub. Chmn.; Humorology, Publicity Chmn.; Union Public Relations; Alpha Xi Delta, VP. *The Meyers live at 2510 Crosby Road, Wayzata, Minn., with their three girls, where Marty is active in Girl Scout work and volunteer duties in the school system.*

"I look at my college days as a seedbed, where thoughts, ideals and morality germinated and began to take root. Spiritually, I began sifting through the relationship of God, man and Christianity. Some seedlings grew, prospered and reached maturity, and from these the shaping of my life has grown. I feel that the facing of challenges does not always preclude a simple, fast solution but that a solution will eventually and inevitably be found. The value, in my life, of my years at the University of Wisconsin, is priceless. 'Dear Brothers, is your life full of difficulties and temptations? Then be happy, for when the way is rough your patience has a chance to grow.'—James 1:2-3."

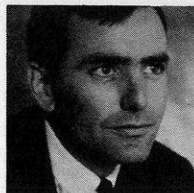


Barbara Barnum Montague '52

Milwaukee; Home Economics; Phi Upsilon Omicron; Crucible; WSGA, Pres.; Student Board; Pan Hell Ball; Campus Chest; Delta Gamma. *Mrs. Montague remarried in 1967, combining two families for a total of six children. She and her husband own Halverson's supper club in Stoughton, and they live in McFarland.*

"We each have a daughter who plans

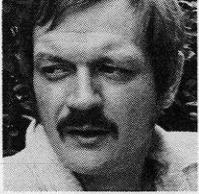
to attend college in the fall. Their reactions to college visitations was quite enlightening. They find the open visitation and absence of curfews very disconcerting and a privilege they are not sure they will appreciate. Perhaps we hid behind the control of women's hours and visitation rules, but I'm sure they were a great help to many underclassmen who were not so anxious for complete independence. My mother and I shopped for weeks to complete my college wardrobe. Everything was included—formals, tea dresses, hats, sweaters and skirts, slacks for below-zero weather only. How practical are our children with their blue jean wardrobes. I really think we were much too concerned with external appearances. Our young people today are much less hypocritical, disturbing as this may be at times."



John E. Mullen '60

Appleton; Economics; Prom; Mil Ball; Senior Class Pres.; Humorology Chmn.; Wis Previews; SLIC; Sigma Chi. *Mr. Mullen is an assistant general counsel at the Agency for International Development in Washington, D. C. He and his wife and their four-year-old daughter live in Alexandria, Va.*

"I have had little contact with college students in the past six years, but one I talked with in that period was so worried about the environment and war and poverty that she expressed guilt over having a stereo in her room. Another, when confronted with the thought that the present college generation, by reason of its activism, generally has a greater opportunity than prior ones to change the world for the better replied "Yes, but I'm afraid we'll blow it." I don't mean to imply that I consider increased student involvement a bad thing in any way. But depressed and disillusioned people are less likely to be constructive and innovative; and it's at least possible that those who had fun in college in the '50s and remained young a little longer than they do now, will ultimately be more energetic and effective in finding answers to our common problems when the time comes to have a real voice."



Richard Schickel '55

Milwaukee; Pol. Sci.; Cardinal, Assoc. Ed.; Union Committee; Student Senate; Union Film Committee; Sigma Alpha Epsilon. *Mr. Schickel was film critic for Life magazine from 1965. Before that he was an editor of Look and on the editorial staff of Show. Among his several books on films and film personalities are "The Disney Version," "The Stars" and, most recently, "Second Sight," a collection of his reviews. He lives in New York City.*

"Whatever people say, the '50s, at Wisconsin anyway, were a good time. The place was still in human scale and provided plenty of time for self-exploration. Of course, McCarthy's wild rumpus was on and the politically engaged minority was busy (though not to the exclusion of all else) choosing between the styles of thought (paranoid vs. non-paranoid) represented by his people and their opposition. Personally I was much more politically committed then than I am now—two decades of adulthood having convinced me that politics is a hopelessly banal metaphor and mostly inapplicable to the issues that really interest me these days. These are mostly cultural in nature and I become more and more convinced that the pols have nothing useful to contribute in this realm. I mean, they can't even straighten out such relatively simple matters as welfare reform, the provision of a rational mass transit system, the housing mess. So how can they add anything interesting or amusing to our inner lives or our cultural experiences? It would be tempting to ascribe these feelings to my membership in the allegedly silent generation, but they are truly a response to more recent history and if they have any roots in the distant past they probably have more to do with toilet training than with the

atmosphere around the UW political science department 20 years ago.

"On the whole, in fact, I've come to quite like my generation—especially in comparison to the politicalized hysterics who succeeded us. They may be a figment of the media's imagination—I hope so—but in contrast to what one reads about them, it appears that we were the last college generation to be committed irrevocably to reason, to humane individualism and (some of us at least) to traditional literary and cultural values. As a result it seems to me we have maintained a very healthy skepticism about ideologies that glibly offer sweeping, revolutionary solutions to problems that are essentially existential and therefore insoluble. We are; it seems to me, free of self-hatred, reformist but not contemptuous of our institutions, relativistic in our opinions and, as a result, good company while performing a vital service as social, political, cultural balance wheels. Materially we were a lucky generation, God knows, but—again in contrast to the younger crowd—we take that no more for granted than we do anything else. It's the only way to live."

Roland A. Smith '54

Evansville; Journalism; Sigma Delta Chi; Badger, Ed., Sports Ed.; IF News, Ed.; YGOP; Sigma Phi, VP. *Mr. Smith and his family live in Madison, where he is plant manager for Webcrafters, Inc., and "I haven't been to a TGIF party in a long time!"*

"As editor of the 1954 Badger I had the opportunity of observing and reflecting on that fabulous life. Here's a quote from that book: 'But studying is only part of the great time of going to school. There's registration and the Octopus salesman trying to earn money. There's the freshman who can't find Science Hall and his advisor. The cards and the money are all part of the reorientation for the old, and the beginning of the new and exciting life for those who are inexperienced. You dig those crazy parties, with the beer and the songs. Friday afternoons are for TGIF parties, brats are for study breaks, and the parties make you forget the term papers and 7:45 Monday morning quizzes. This book is dedicated to the idea that going to school is a great time, but one which leaves the graduate with a responsibility and obligation to the University, the State and to himself which he cannot easily forget.'"



Edwin A. Trapp, Jr. '53

Milwaukee; Marketing; Monmouth College; Haresfoot; Social Affairs Commission; Senior Class Council; Prom, Gen. Chmn.; Parents Weekend; Orientation; Crew; Theta Chi. *Mr. Trapp is executive vice president, chief operating officer and director of Hall-Mark Electronics Corp. in Dallas.*

"Most men are a product of their own generation. The students of the early '50s lived in a world not yet shrunk and enlightened by future electronic wonders. Ecology was a word in the dictionary but not in our vocabulary. Space exploration was relegated to Flash Gordon. We were conscious and concerned about the social and economic ills and inequities around us and made our opinions known, but we still retained a respect for authority, be it parental, civic, university or church. The student of the '70s has more technological and sociological advantages not available to his 20-year-old brother. I envy him these opportunities, but I am proud of my generation and its accomplishments. I would not trade my days at the University of Wisconsin with its comparatively slower pace and lesser degree of involvement. They will always be a happy, memorable and meaningful period of my life."

Faculty Women Charge Sex Discrimination in Athletic Facilities

A group of faculty women has charged the University with violation of the federal Education Amendments Act of 1972.

The Act states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity which receives federal financial assistance."

The violations were cited in a letter sent to Athletic Director Elroy Hirsch by the committee on athletics of the Association of Faculty Women. The demands of the committee include equal use of all men's athletic facilities to halt the alleged violations. Hirsch has referred the letter to the Athletic Board for study.

Athletic Board Chairman Prof. Frederick W. Haberman, communication arts, contends that the athletic department is not in violation of anti-discriminatory legislation because it is trying to correct the imbalance.

"It's just a simple matter of reallocating funds now," countered neurophysiology Prof. Ruth H. Bleier, chairwoman of the women's faculty committee. "The athletic department can equalize athletic facilities now, but they don't want to spend the money."

Bleier claimed that the bigger men's locker rooms can be divided in half at a minimal cost. Haberman disagreed, saying that the cost of dividing existing facilities is high. He added that partitioning could violate fire safety regulations.

Terming the response of Hirsch "a real put-off," Bleier indicated that

the women's athletic committee planned to take further action regarding demands for equal women's facilities and funding. No specific plans have been made as yet, however.

Both Hirsch and Haberman feel that women's athletic facilities should improve greatly next year, after the Camp Randall Memorial shell building is remodelled. The athletic department is going to donate the shell to the University for all-campus use. Haberman added that the transfer of the shell must be approved by the state legislature and the state building department.

Until the shell remodelling is completed, the athletic department has given women athletes the use of the visitors' locker room at the Field-House.

Women students have also protested the imbalance in the past two months by entering and using men's locker rooms, both at the shell and at the armory gymnasium, another men's facility.

"Temporary" Buildings Still With Us

Seven "temporary" buildings erected to accommodate the glut of returning World War II veterans still stand on the campus. The seven buildings—six frame structures and a quonset hut—are all that remain of 43 which once ringed the campus. Their uses range from laboratory space to storage space.

The most notable of these structures, T-16, serves as a center for Army ROTC, and over the years has been the focal point for fire-bombings and demonstrations. The largest T-building is T-24, which is a classroom for the School of Engineering.

According to Robert W. Sager, associate director of space management, new construction costs for permanent buildings range from \$30 per square foot for simple class-

room buildings to \$45 for complicated buildings with laboratories. At the conservative figure of \$35 per square foot, Sager figures that it would cost the University \$1.25 million for a new permanent building to replace the temporary space.

Nosbusch Wins Conference Medal

Keith Nosbusch, senior offensive guard from Milwaukee (Pius XI) has received The Conference Medal for scholarship and athletics awarded by each institution in the Big Ten Conference. The medal was awarded last month at the Madison UW Alumni Club's Founders Day dinner.

The medal is awarded annually by each conference school to the student of the graduating class who has attained the greatest proficiency in scholarship and athletics.

Nosbusch made a 3.531 grade point average out of a possible 4.00 in Electrical Engineering. He was also co-captain of the 1972 football team; was named second team All Big Ten; was named to the 1971 and 1972 All Big Ten Academic teams; was named to the second team National All Academic team and received the Ivan Williamson award in 1972 for scholarship and sportsmanship.

Apartments Are New, Big, But Students Prefer Smaller, Old

Demolition crews are attacking older two- and three-unit houses around the campus, and modern high rise apartment buildings are filling the gap.

But the new facilities probably



won't do much to please student apartment dwellers.

According to a Wisconsin Survey Research Laboratory, UW-Extension, study conducted last fall, 65 percent of all undergraduates prefer housing with one or two units in the building, and 85 percent give preference to buildings with less than 11 living units.

Building size is the third most important factor in the decision of where to live—following cost and distance from campus. Despite this, many of the 450 students interviewed said they are forced to live in buildings that are much larger than they desire.

Between 1960 and 1970, an estimated 1,500 smaller dwelling units were eliminated by the expanding University alone.

Although most students live in unsupervised housing, the survey found that undergrads who consider themselves to be to the left politically are more likely than their moderate or conservative classmates to live on-their-own rather than in dormitories, sorority or fraternity houses, or private homes.

Radical and liberal students are also more likely to live close to campus, and to be more critical of what they considered the "poor" condition of their residences.

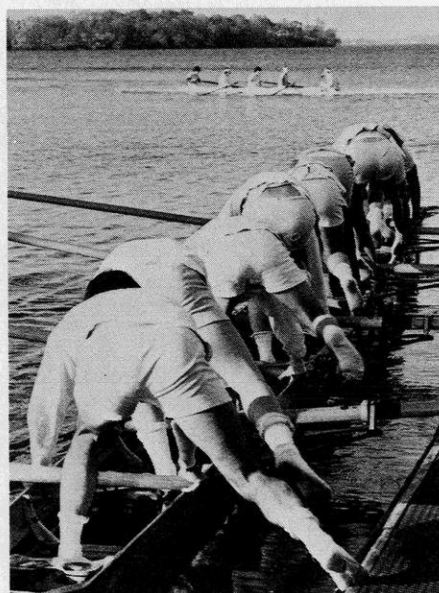
Significantly more students living on the periphery of campus felt their housing was in "poor" or "very poor" condition than did those who lived two or more miles from campus.

The Madison Tenant Union puts the blame for the deterioration of

near-campus housing on absentee landlords who won't improve their buildings because they don't want their property taxes increased. The union also says the city's building inspection department is understaffed and hence does not enforce the building and housing code.

Robert M. Pepper, a communication arts graduate student who analyzed the data from the survey research study, feels that students move farther from campus the longer they are at the UW, in search of lower rents and better and smaller housing units.

"This presents a potential social and political problem," Pepper speculated, "as certain areas of the city are already seeking restrictive zoning regulations that may keep students from moving into single



Say 'Cheese' Anyway

Photographer Dan Brody arrived a little late for a more formal pose by the UW crew before it put out for a practice session on Lake Mendota, but proved that at the bottom of good teamwork you find precision.

family residence neighborhoods. The issue might create an even worse split between the University community and the city."

Last fall, the Madison City Council created a new zoning category, R4-A, which prohibits absentee landlords from renting to more than two unrelated persons—thus, the movement of groups of single students into the area with the new designation is prevented.

But the most surprising fact unearthed by the study, according to assistant student housing director James W. Jondrow, is that "more than 45 percent of the students polled preferred what they considered old or very old housing.

"We knew there was a significant group of students who liked older buildings better, but we had no idea the group was so large," Jondrow said.

Cost of housing was considered the most important element in deciding where to live by 10 to 15 percent more students than it was two years ago, Jondrow said. He also noted that liberalized University housing regulations have not led to a decline in the number of undergraduates living in dormitories. "Ten years ago 22 percent lived in dorms and today 28 percent do."

The major change in students' living arrangements during the past 10 years, Jondrow feels, has occurred in declining numbers of students living in rooming houses and private homes. "Four percent live in rooming houses today as compared to 25 percent in 1962," he said.

Meet Your Committee Chairmen

08/37



Connie Waltz Elvehjem '27
Student Awards Committee

Widow of UW President Conrad Elvehjem, Connie is a former member of the WAA board of directors; a holder of our DSA Award; and a member of five of our committees. She is vice president of the University Board of Visitors. She has held the presidency of the state P.E.O.; the Madison Civics Club; the city's Visiting Nurse Association; and is now a member of the Methodist Hospital Corporation board. The Student Awards Committee selects outstanding senior men and women to receive honorary life memberships in Wisconsin Alumni Association. Co-chairman with Connie on the committee is Jack Wise '57, Madison. Members are: William Lathrop '47 and Jean Loken Malin '57, Janesville; Jonathan Pellegrin '67, Ft. Atkinson; Phil Reinfeldt '55, Burlington; Neil Seiser '56, Racine; Steven Weinke '61, Fond du Lac; and, from Madison: Joyce Jaeger Bartell '38, Marshall Browne Jr. '49, Florence Hunt Dvorak '34, Donn Fuhrmann '72, Betty Schlimgen Geisler '37, Margaret Fuller Pike '46, Martha Maxim Reynolds '42, Hugh "Pat"



Richter '64, Rick Sale '72, Betsy Bennett Schulte '71, Frederick Stender '51, Warren Stolper '44, and Betty Erickson Vaughn '48.

Harold E. Scales '49
Finance Committee

Harold has served five terms as treasurer of the Wisconsin Alumni Association and a member of our Executive Committee, positions for which he is aptly fitted. He is president of Madison's Anchor Savings and Loan Association; director and secretary of the Madison Savings and Loan Housing Corporation; director of the Credit Bureau of Madison and, combining his financial abilities and athletic interests, treasurer of the Mendota Association. Our Finance Committee reviews all income sources for WAA in an effort to establish long-range financing. Serving with Harold are: Lester Clemons '26 and Frank Pelisek '54, Milwaukee; Robert Draper '37, Warminster, Pa.; Richard Ellison '42, Kenosha; Charles Newlin '37, Chicago; William Schultz '48, Baraboo; and Madisonians Walter Frautschi '24, Dale Nordeen '50, John Walsh '38, and Robert J. Wilson '51.

Ethel Sabin Smith '08 has published a book, "God and Other Gods," through Exposition Press.

Harvey Edmund '11 and his wife took our recent Athens Escapade tour to celebrate his second retirement. In 1948 he retired as vice president of Coast Counties (Calif.) Gas and Electric Company, and in April of this year he did it again, this time as planning commissioner of Santa Cruz County. The Edmundses live in the city of Santa Cruz.

Among six rural leaders who were honored in April at the annual awards banquet of the UW College of Agricultural and Life Sciences were *Elmer F. Woelffer '22*, Oconomowoc, and *Lyle F. Viney '40* of Evansville, Wis. Woelffer is a past president of the Wisconsin Veterinary Medical association; Viney is a pioneer hybrid seed corn and certified seed producer.

Come fall, the Wisconsin Society of Professional Engineers will cite a group of its members, among them *Robert H. Paddock '26*, division engineer for Madison's bureau of public roads.

Macmillan has announced its new list of textbooks in the nursing field, with three of them written by alumnae. The authors are: *Erna Ziegel '32*; *Signe Cooper Skott '48*; and *May Hornback '53*.

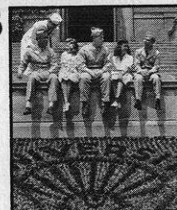
Milton Longhorn '32, vice chancellor of academic affairs at UW—Platteville, will retire from that post on July 1, after 35 years' association with the school.

Jim Smilgoff '33 retires next month from the Chicago board of education after 33 years as a physical education teacher, baseball coach, assistant principal, and supervisor of safety and driver education. For 12 years he was a scout for the Cubs; is a past president of Chicago Sports Lodge; and the author of two books on sports.

Lucille Sill Nichols '37 and *Arnold J. Beyer '36* were married in March in Milwaukee.

49/54

Robert J. Pause '49, has been appointed sales manager for the Milwaukee district of the Standard Register Company.



Gene J. Adams '50 of Newport Beach, Calif., president of a consulting and leasing firm, has been named Bishop's Warden of St. John the Divine Episcopal Church, Costa Mesa.

S. M. Salvino '50, Hazel Crest, Ill., is the new president of Natural Gas Pipeline Company of America, the long-distance transmission subsidiary of Chicago's People's Gas Company.

Arline Matt '53 and *Robert R. (Bud) Paunack '38* were married recently in Madison.

Virgil F. Trummer '54, assistant security director of Southern Illinois University, Carbondale, was graduated in March from the F.B.I. National Academy.

55/63

Jim W. Gunderson '55, whose newspaper career dates back to a spot on the sports desk of the Daily Cardinal, is the new industrial relations consultant for Thomson Newspapers, Inc., Des Plaines, Ill. He has been production manager of the Ottumwa (Iowa) Courier.

Jacob Spies '55, Wausau, is the new assistant vice president for health care systems with Employers Insurance.

Baxter Laboratories, Morton Grove, Ill. has elected *James L. Katz '57* as vice president for finance.

Richard Black '58 has been promoted to a full professorship in the College of Fine Arts at Drake University, Des Moines.

Gerald A. Welch '59, Kalamazoo, has been named director of agricultural marketing with the Upjohn Company there, and *Sidney B. Williams '61* is the firm's new product planning and marketing manager.

All in the (Alumni) Family

When *Barbara Thompson Ph.D. '69* was elected State Superintendent of Public Instruction in Wisconsin's April elections her victory celebration might have been mistaken for a Founders Day dinner, what with her campaign committee being made up of: *Dwight M. Stevens Ph.D. '72*; *Douglas S. Ritchie Ph.D. '67*; *Glen G. Eye Ph.D. '42*; and *Lanore A. Netzer Ph.D. '51*. And the cheers would have to be led by her husband, *Glenn T. Thompson Ph.D. '69*.

Maj. Richard N. Hansen '61 has received his second award of the Army Commendation Medal at Ft. Sam Houston, Texas. He is a student at the Academy of Health Sciences there.

Capt. Jerry E. Kromrey '63, stationed at Kirkland AFB, N. M., has earned his second Air Force Commendation Medal, this one for meritorious service at Jinsan AB, Korea.

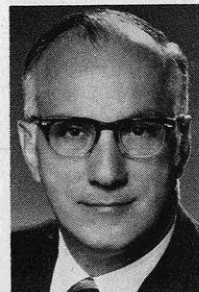
64/72

Joan Ellen Berger '64, has made two changes. She is now Mrs. John W. Lappin, and a new senior research analyst with the Dreyfus Corporation in New York City.

Air Force Major *William B. Wright '66*, back from assignment in Spain, will attend the Army Command and General Staff College in Ft. Leavenworth, Kansas.

David J. and Carol (McNutt) Storm '67 have moved from Chicago to Milwaukee, where he has joined the Arthur Anderson Company.

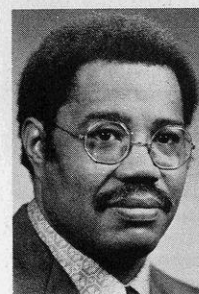
Air Force Capt. *Daniel H. Robinson '68*, after earning his wings at Sheppard AFB, Texas, has been assigned to Davis-Monthan AFB, Arizona, where he will fly the A-7 Corsair II with a unit of the Tactical Air Command.



Salvino '50



Katz '57



Williams '61



McSweeney, '69

Air Force Capt. *Thomas G. Scheller '68* is permanently assigned to Wiesbaden AB, Germany, as commander of the elite Honor Guard of the Air Forces in Europe.

Austin John McSweeney '69, a second-year grad student conducting research on humor arousal at Northern Illinois University, DeKalb, is the recipient of a \$2,500 fellowship sponsored by that school's alumni association.

USAF 2nd Lt. *Nickolas J. Wirtz '71*, a member of the Mississippi-based 37th Flying Training Squadron, recently shared in the squadron's Unit Safety Award for safe flying.

First Lt. *Charles F. Latzke '71*, now assigned to Hahn AB, Germany, has earned the USAF Commendation Medal for meritorious service while at Kelly AFB, Texas.

Gary J. Russell Ph.D. '72 has joined the staff of the Los Alamos (N. M.) Scientific Laboratory of the University of California to work with the physics division.



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Carolyn M. Smith and Daniel W. Hechel in Appleton

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1972

Mary Louise Collopy and Kevin Butler Henrikson in Shorewood

Jeanne K. Eberlein and Daniel Pray O'Connor in Portage

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Lynette J. Radloff and Fred G. Marshall in Madison

Margaret Ann Sumner and Michael Schroeder in Evansville, Wis.

Deaths

Theodore Bernard Torkelson '99, Bowman, N.D.

William Albert Cowell '04, Kewaunee

Horatio Bates Hawkins '05, Albany, Calif.

Mabel Ruth Hopkins '07, Rockford

George Washington Warner '09, Madison

Mrs. LeRoy Carlisle Williams (Mathilda E. Eggener) '11, Beverly Hills

Ovens Patterson Cuff '12, Hortonville, Wis.

Arthur Nicholas Kuhnen '13, Evanston

Mrs. Howard E. Pulling (Mildred Bell Hosler) '13, Kennebunk, Maine

Edwin Walsey Grimmer '14, Pacific Palisades, Calif.

Luther John Pollard '15, Littleton, N.H.

Walter Stanley Todd '15, Frankfort, Ky.

Nina Caroline Stark '17, Los Angeles

Jonathan Truman Dorris '18, Richmond, Ky.

Mrs. George Edward Youngberg (Helen Mae Gordon) '18, Venice, Fla.

Mrs. C. H. Rindesbacher (Norma Marjorie Huber) '20, Minocqua

Helmer Sorenson '21, Merton, Wis.

Margaret Mary O'Keefe '22, Milwaukee

Eugene Harlan Biddick '23, Cudahy

Mildred Elsie Hogan '23, Milwaukee

Edwin Budge Mead '23, Mt. Dora, Fla.

Harold Benedict Reyer '23, Burlington, Wis.

Mrs. Eugene R. Trow (Dorothy Estelle Leader) '23, Minneapolis

Mrs. Kenneth J. Conant (Mary Schneider) '24, Green Bay

Elliott Max Oscar '25, Madison

Harold Joseph Tormey '25, Olean, N.Y.

Edward Joseph Ireland '26, New Orleans

Marie Arcadia Barnes '28, Darlington

Sigrid B. Rasmussen '29, Eau Claire

Raymond Lester Wegel '29, Peekskill, N.Y.

Mrs. Arthur Bersch (Helen Elizabeth Will) '30, Brookfield, Wis.

Walter Herman Brummund '31, Appleton

Wilbur Ralph Zentner '31, Des Plaines, Ill., in Tucson

Albert Leslie Moore '32, Darlington

Herbert Jay Pinter '33, Bradenton, Fla.

Phillip Louis Krause '35, Racine

Winthrop Ashley Keniston '37, Madison

George Albert Gust '39, Verona

Mrs. Maynard Kelly (Frances Browning) '39, Madison

Frank Whitford Auer '40, Eau Claire

Joseph Stanley Clark '40, Oklahoma City

Francis John Lowey '40, Medina, Ohio

Mrs. Charles George Vaughn (Jean Elizabeth Whittlinger) '42, Dayton

Kenneth Patrick DuBois '43, Chicago

Leonard Thomas Sladek '43, Los Angeles

Ralph Bernard von Guerard '47, North Bethpage, N.Y.

Donald Vernon Nestingen '48, New York City

Charles Joseph Arendt, MD '49, Wisconsin Rapids

Charles Harry Kahn '50, Princeton, N.J.

Howard Neil Hovland '51, West Redding, Conn.

Sarah Ann Paulus '55, Rensselaer, Ind.

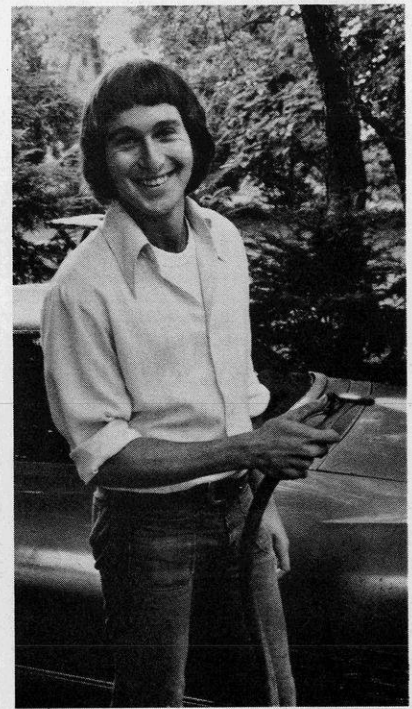
Edwin Lee Hollar '58, Albuquerque

Phillip Milton Salter '60, Marshfield

Diann Eloise Martin '72, Madison

FACULTY DEATHS

Prof. Andrew W. Hopkins '03, Madison, who retired in 1951 after 37 years as chairman of ag journalism. He was a pioneer in the development of educational radio from the beginnings of station WHA, and the farm program and homemakers programs he initiated continue today as the oldest of their kind in the nation. According to Emeritus President E. B. Fred, Hopkins "contributed to a virtual revolution in Wisconsin agriculture by bridging the gap between the University laboratory and the field."



Mike Finamore was told he had leukemia. Nine years ago.

When Mike Finamore was thirteen years old, he was told he had leukemia.

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Most people expect presents. Mike's happy just to have a birthday.

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Lisbon & Madrid

September 26 - October 4, 1973

When the tourist crush is past and the weather delightfully cool over there, we'll take you first-class by TWA Starstream jet from Milwaukee. Four nights at Madrid's Palace Hotel; three in the Hotel Ritz, Lisbon. The plan gives you breakfasts and lunches or dinners in Madrid; breakfasts in Portugal. There'll be welcoming and farewell cocktail parties just for us Badgers; deluxe motorcoach tours in both cities; a professional guide; all our usual and exciting extras.



WAA Services Corp.
650 N. Lake Street
Madison 53706

Please make _____ reservations in my name on the Badger Lisbon-Madrid Escapade. I enclose \$125 per reservation. And mail me the brochure today!

_____ Please send me the brochure only at this time.

Name _____

Address _____

City _____

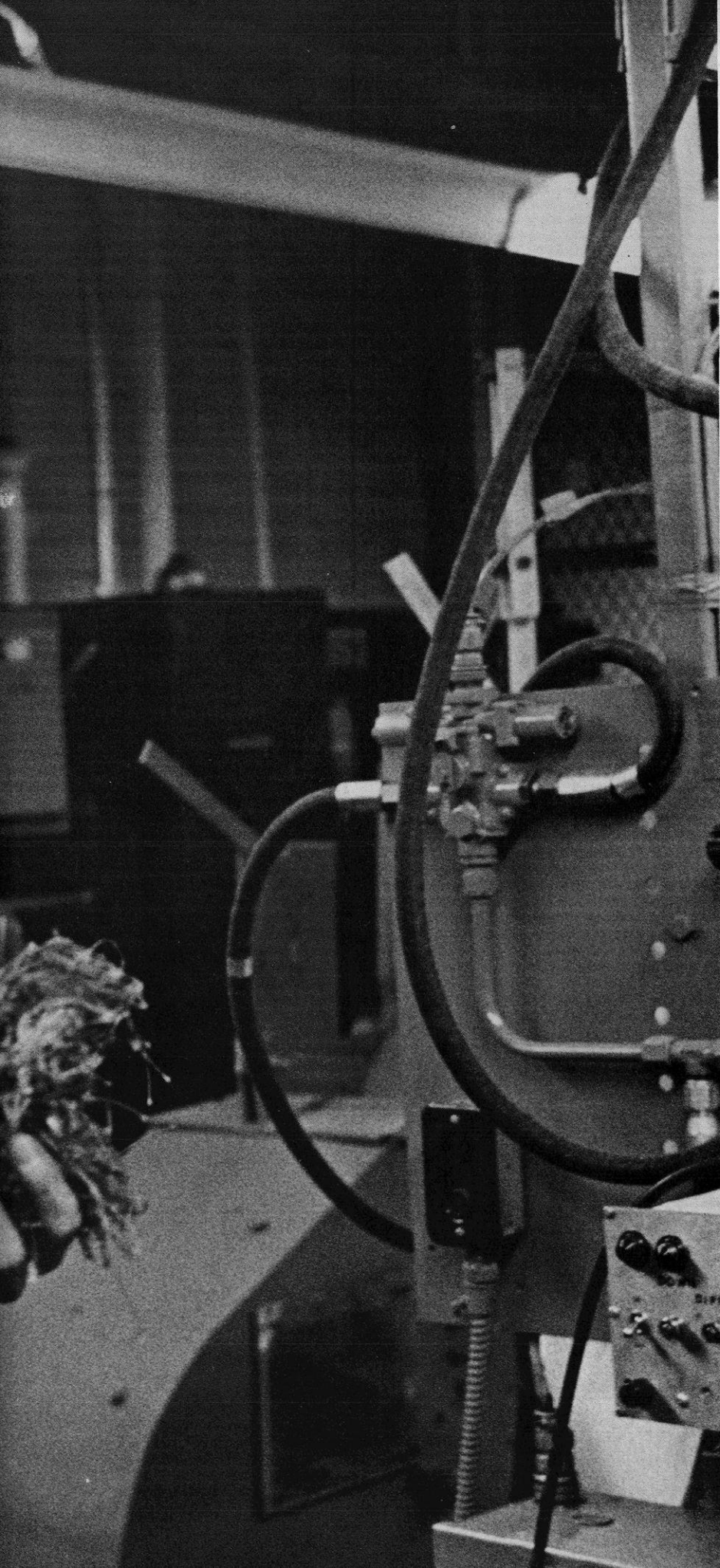
State _____ Zip _____

Make checks payable to Madrid-Lisbon Escapade.



\$499 plus 10% taxes and services, from Milwaukee, air fare and land arrangements included, two persons to double room. Single room supplement: \$75. This tour limited to members of WAA and their immediate families.





A Handful of New Miles

At the recent Expo '73 at the School of Engineering, student George Roman explains one operation of what is believed to be the only facility of its kind in the world, the Cryogenic Recycling Laboratory. Roman holds rubber and fibre obtained when the machine in the background embrittled an old tire by dipping it in liquid nitrogen at -320° F, then shattered it in a hammer-mill. The rubber and fibres can now be reused. For example, their addition in 25% concentrations with asphalt for road surfaces would completely utilize the 4.6 billion pounds of old tires which the U.S. discards every year. The laboratory operation is equally effective with waste plastics and with metals such as aluminum, copper, lead and zinc.

Photo/Dan Brody

WHY DID YOU GO TO COLLEGE?

Think about it . . . Then do something about it . . .
Join **THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN**

The only requirement for membership in AAUW is a baccalaureate degree from an accredited institution of higher education.

Through membership in AAUW you will . . . Keep abreast of "now" matters through the 5 AAUW Journal newsletters and 2 Journal magazines.

Participate in study and action on contemporary problems and issues which are the core of AAUW branch programs.

Support the cause of Alternatives for Women: the right to choose from a variety of life styles.

Enjoy such opportunities and services as:

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But perhaps the greatest benefit of AAUW membership is the friendship and stimulation of college educated women almost anywhere you live or move.

To become a Member-at-Large of AAUW, please complete the form below and return with \$6.50 annual Association dues.

Remember: As an educated woman, you have a responsibility to yourself and to your community. AAUW exists to help you fulfill that responsibility. Let us hear from you soon!

I would like to join AAUW as a Member-at-Large. Enclosed is \$6.50 annual Association dues.



My Name is: _____

My Address is: _____

I am a Graduate of _____
University/College

Date of my Graduation _____

____ Please contact me about membership in an AAUW Branch.

Return to: American Association of University Women
2401 Virginia Avenue, N.W.
Washington, D. C. 20037