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Wisconsin Alumnus

Volume 75, Number 1
October-November 1973

The Blue-Collar Blues - page 4

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On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

This past year was a most unusual and satisfying one for the officers, your Board of Directors and the staff of Wisconsin Alumni Association. We face the greatest economic challenge of a decade, and are most proud to say that even though our total budget was severely curtailed, our prize-winning program did not lose any momentum.

During the past couple of years it has become impossible for the University to continue its support by providing financial assistance in our many programming areas. So it has become necessary for us to carry forth with a reduced staff and limited resources. Because of this the officers and directors of WAA had to consider a number of areas where dollar savings can be realized without damage to our program.

With this issue of the award-winning *Wisconsin Alumnus*, we go on a six-times-yearly printing schedule instead of our former 10. To see to it that you lose little or none of the quantity of good reading you've always enjoyed, our designer has changed the type size, stretched the columns a little more without endangering good design, and is having the copy set a little more tightly. So you get as much as you always have, but we save on paper, production and mailing costs.

Further, while we will continue to offer a complimentary one-year membership to graduating Seniors from this campus, we ask that they fill out an address card and return it—in short, that they show their continued interest in the University. Previously the membership was given out broadcast to an average of 5500 new graduates a year. We think we'll cut this number by about 50% now and in doing so will capitalize on those who want to be a vital part of your Alumni Association.

In conjunction with the Association's new fiscal year which began on September 1, we have pledged our full resources to serve the entire alumni body of some 168,000. To do so, we found it advisable to end our practice of offering free programming, accounting, mailing and clerical service to the nine constituent alumni groups from the various colleges and departments on campus.

This past year was the greatest in the history of the University Foundation, and this makes us very happy because our activities play an important role in the success of the alumni-giving program.

Finally, we want to salute the members of our Association, those who continue to show such faith in the staff and our programs (which, incidentally, are emulated by many other alumni associations around the country.) We continue to be leaders in our field because we have the finest alumni. Thank you for your support. That's what gives us our ability to serve you and our University!

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Letters

Critiques

The May issue (1950s On Campus), and particularly the superb cover, awakened a flood of memories. All of us who were foreign students on the UW campus . . . owe a great debt to the citizens of Wisconsin and to the faculty and officers of the University. The experience was stimulating, the atmosphere exciting, the contacts fruitful, and the girls charming!

Scotty Fluss MS '58
Geneva, Switzerland

To be perfectly honest, WA has been very dull reading for many months. . . . Now, with your July issue covering Alumni Weekend, I feel there is a ray of hope, and perhaps we can get the magazine to be an alumni magazine. Keep trying!

Frank M. Weaver '27
San Jose, Calif.

I think you are doing an especially good job with the alumni magazine. The recent article on the problems connected with the State system and the University at Madison ("A Crucial Test in Wisconsin"; June) was very illuminating. The magazine combines such serious issues with lighter stuff and lots of photographs of interest to a wide range of alumni.

Christopher E. Fullman Ph.D. '54
East Orange, New Jersey

. . . I want to tell you how much I am enjoying the August-September issue, with excerpts from the new books by alumni and faculty. I think that was a fantastic idea! Thank you for putting out an interesting and informative magazine.

Elaine Kloepfel '60
Coralville, Iowa

Viva Roy

I compliment Arlie on his tribute to Roy Luberg in the August/September issue. Roy is deserving of every bit of praise and commendation, and I know that thousands of Wisconsin alumni are happy, as I am, to have you and the *Wisconsin Alumnus* give him this recognition.

Gordon R. Walker '26
Racine

Wisconsin Alumnus

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Cover Photo/Dan Brody

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Listening to the Blue-Collar Blues

The times, they are not a'changin' as fast as we thought.

The Oasis is the fictional name for a Madison tavern whose patrons are the subject of a study by

E. E. LeMasters, Court professor of sociology here. "I didn't start going to that tavern with the idea of writing," Prof. LeMasters says. "I was just looking for a place to shoot some pool and drink beer. But after I'd been going there for a while I found they were a fascinating group of people." Here is part of a recent paper which LeMasters delivered about the men and women of The Oasis.

At the present time in the United States women are waging a war to achieve full equality with men. How does women's liberation look at the level of the blue-collar aristocrat?

One of the hypotheses of this inquiry is that blue-collar men and women are suffering from differential social change—the women are changing faster than the men. The discussion will be limited to generic items: Males and females looking at each other as two different species.

The Men View the Women

It is difficult, if not impossible, to talk with these men about the opposite sex without feeling that the men view women with suspicion and distrust. In many ways these blue-collar men feel the same way about women as they do about Negroes.

One man said: "The trouble with American women is they don't know their place. I was in Japan after World War II and by God those women know who is boss. You tell one of them babes to jump and all they ask is, 'How high?' But an American woman will say, 'Why?'"

Another man said: "You take that woman who wants to run the school board. Hell, when I moved to this town 20 years ago there weren't any women on the school board; it was all men. Now you go up there and the whole damn room is full of women. No wonder the taxes are going up."

"Women are so damn sneaky," another man said. "You never know what they're up to."

I asked him to give an example. "Well, you take my wife—if she wants a new sweeper or stove or something like that for the house she

won't come right out and say so. Instead, she starts to drag me around the stores until I finally figure out what she's up to. Then we either buy the damn thing or we don't. Sometimes it's weeks before I even know what she's looking for."

I asked him if he thought his wife was extravagant in what she bought.

"No, she's a damn good manager, but she's so sneaky. I never know what's coming next."

I asked one of the wives at The Oasis to comment on the above statement. She was caustic. "That woman's husband is so damn tight with a dollar that she'd never get anything for the house if she let him know what she was up to. Fortunately, he is dumber than an ox and she can usually outsmart him."

You get the feeling that the women, having less power, feel that they have to outmaneuver the men to get what they want.

Some of the men at the tavern seem to resent the position women have won for themselves in American society in recent decades. One man, a plumber, put it this way: "I don't mind their being equal," he said, "but some of them want to run the whole damn show. They're just like the niggers—give them an inch and they'll take a mile."

The men complain that the women are unpredictable and moody.

"I came home the other night and the wife was crying. I figured I must have done something wrong but I couldn't think what it was.

"Anyhow, she was crying so I asked her what the trouble was."

"Nothing," she said.

"Then what in the hell are you crying for?"

"It took me 10 minutes to find out she was crying because she got a letter that her favorite uncle died.

"You know how old that old bastard was? Ninety-four! And she's crying because he finally kicked the bucket!"

One man laughed and said: "I'll bet you were scared before you found out what she was crying about."

"Hell, yes, I thought maybe she found out I had ordered that new deer rifle she doesn't think we can afford."

Another man said: "Isn't it funny how women cry over the damndest things?"

Then he added: "The last time I cried was when the Packers lost the championship." The men laughed.

I asked one of the women at The Oasis about this complaint from

the men that their wives cry too much.

"Sure, they cry," she said. "If you were married to some of these dumb bastards you would cry too."

She was warming up to the subject.

"These guys don't cry. They get drunk, or chase women, or go shoot a deer or something. But women cry. It's good for them—a hell of a lot better than getting drunk or leaping into bed with somebody."

The men seldom complain that their wives are "dumb"; it tends to be the opposite: that the women are crafty, sly, devious, or scheming.

"I never can figure out what in the hell she is up to," one man observed about his wife.

"The other night, for example, I was watching a baseball game on television and I noticed her sitting there in her nightgown brushing her hair. Usually she just goes to bed when a game is on but this night she didn't.

"Finally, about the eighth inning, I realized what was up—she was in the mood for some loving.

"I shut the goddam set off in one second flat and in two minutes we were in the sack.

"Now why in the hell didn't she come right out and tell me what she wanted?"

I asked a wife at the tavern to comment on the above incident.

"Well," she said, "women have learned that men like to think of themselves as great seducers. They don't want their wife to chase them all over the house when she wants to go to bed with them, so the women play it coy. They undress in front of their husband, or sit around in their nightgowns, as this wife did, and pretty soon the husband gets the message and makes a pass and the wife responds. This makes the guy feel that he is irresistible, which is what they like."

On the positive side the men have certain expressions for women they like: She is a "good sport," or a "good manager," or a "helluva good woman."

One never hears a man at The Oasis make a negative reference to his own mother. He might refer to his father as a "no good sonofabitch" but never his mother.

Sisters are usually referred to in a positive tone also. Any hostility the men express toward women is focused either on their wife (or former wife) or some woman activist in the community.

The Women View the Men

The most common negative reference to the men is that they are "dumb." I once asked one of the women what she meant by this.

"Well, for one thing, they do everything in the book a woman doesn't like and then they can't understand why she loses her enthusiasm for them."

I asked her to be more specific.

"Well, they drink too much; they spend too much time away from home; they often run around with other women; they spend too much money. Is that enough or do you want more?"

"Why do you think women marry these men?"

"Because they don't have any choice; the other men aren't any better."

Another common complaint by the women is that the men drink "too much."

"How often have you seen a woman drunk in here?" one of the wives asked me.

"Four or five times."

"OK. How often have you seen a man drunk in here?"

"Fifty to 75 times."

"OK. How would you like to be the little woman at home when daddy comes in with a snootful?"

"Not much."

"OK. That's what women have to put up with.

"And another thing," she added, "if a woman gets too much to drink the men think she's *disgusting*. If a man gets too much he's *funny!* I don't get it." She ordered another beer and stared into her glass, contemplating the sad state of the male-female world.

The women complain that the men are "selfish." One woman put it this way:

"These guys would go deer hunting if their mother was on her deathbed. They think first of themselves. When our kids were small we could never have a birthday party on the right day for one of them because it was the week that the pheasant season opened. Wouldn't you think that kids are more important than pheasants?"

The women also object to what they consider to be sexual promiscuity in the men. This came out when I took a graduate seminar group to the tavern one evening. In the group was a rather vivacious girl in her twenties who made quite a hit with

the men. Several of them, married as well as single, danced with the girl, bought her drinks, and plied her with quarters for the juke box.

A few evenings later one of the wives who had witnessed the above incident made a few comments.

"That was quite a student you brought over the other night. I thought some of the older men would have a stroke dancing with her. I think Herman was the only guy that didn't make a play for her."
(Herman is about 70 years old.)

It is literally true that an attractive woman can excite most of the men at the tavern just by walking in the door. If she is unattached (not married to a regular patron of The Oasis) the atmosphere will be charged with expectation. Who will make the approach first? And how?

It may be that attractive men have a similar impact on women at the tavern but if so the women conceal their reaction, at least most of them do.

During the six years of this study two or three women did appear at the tavern with an obvious sexual interest in the male customers, i.e., these women did not conceal their sexual interest, nor attempt to be coy. They were like the men in that their attraction to certain men was highly visible.

The reaction of both sexes to these women was interesting: the men regarded them as "whores" or "sluts" while the wives considered them "sick." Nobody could view them the way similar men are viewed at The Oasis, namely, as people with an insistent sexual need that has not been satisfied.

In summary, the basic attitude of men and women at The Oasis toward each other seems to be that of wary distrust. They know they need each other, but at the same time they are never sure how an alliance or truce will work out.

Differential Social Change and the Two Sexes

It is difficult to talk with the men and women who frequent The Oasis without feeling that somehow these two groups of people are not very compatible. The men are fiercely independent, determined not to be domesticated or henpecked by a "damn woman," and the women are equally determined not to be relegated to some 19th century Victorian family style that their feminine ancestors struggled to overthrow.

To phrase this in sociological lan-

guage one might say that these two sexes, at the blue-collar level, have experienced differential social change during the last few decades: the women have had a glimpse of equalitarian marriage as portrayed in the soap operas and in women's magazines and have liked what they saw, whereas the men have been horrified (or frightened) by the same glimpse.

And so the battle lines are drawn, with each couple carrying on the struggle in their own way. One wife said that she first began to feel like a *person* after her marriage when she took a job and established her own checking account. "I was damn sick and tired of being dependent on my husband for every dime I needed," she said. "When I first got my own checking account, opened with my own money, I used to go around town buying little things for the kids and myself and writing a check for every little purchase. I was like a child with its first allowance. It felt wonderful."

With some couples the struggle for equality leads to bitterness, and the marriage may be terminated. In other cases the wife concedes defeat and retires to her home and her children. And in a few, the man surrenders, knuckles under, and is seen at The Oasis no more.

This struggle, or conflict, can best be seen among the young couples who have begun rearing their families. If the man continues to spend a lot of time at the tavern when his wife is busy with pre-school children, it is apparent that he has won the struggle and has emerged victorious, his freedom and independence intact.

But if the man seldom appears at the tavern after his first or second child has arrived, then it seems likely that his wife has prevailed. If the young father reduces the amount of time he spends at the tavern, then the chances are that some sort of compromise has been reached.

This battle is often not apparent in young married couples who have not had their first child; at that point the wife is still employed outside of the home, has her own income, and retains much of the freedom and independence she had while single. The big test for these couples comes when they begin to have children, and one has the impression that some of the marriages begin to slide downhill at this point.

Margaret Mead has argued that no

human society has ever really achieved sexual equality. Efforts toward this end have characterized American society since at least the latter part of the 19th century, reaching a climax at the end of World War I when women won the right to vote.

In subsequent decades they also won the right to smoke, drink liquor, enjoy sex, go to college, work outside of the home, and divorce their husbands for a variety of reasons. Out of this social revolution has emerged the so-called "modern American woman."

In the past this struggle for emancipation on the part of women has been experienced largely at the middle- and upper-class levels in our society, but now it is also being fought out at the blue-collar level. Thus many of the skilled workers at The Oasis are only now facing demands from their wives that white-collar men had to face decades earlier.

Blue-collar aristocrats are extremely independent; in the mass society they refuse to be homogenized. Maybe it is because they know, or sense, that the computer will never replace a good bricklayer; that toilets will always have to be installed by a plumber; or that only a skilled carpenter can make your house look the way you want it to.

And yet one has the feeling that eventually these men are going to lose their fight against social change (out of deference to them we will not call it progress). They are opposed to sexual equality, racial equality, mass production of houses, and many other features of modern society. In a literal sense these men are *reactionary*. That is, they yearn for the America that began to disappear yesterday or the day before. One can see this in their attitude toward women, in their gloomy view of the welfare state, and in their hostility toward blacks demanding equality.

Perhaps this generation of blue-collar aristocrats can survive free and undomesticated in their marriages, but their sons may be in for a rude awakening a few years hence.

One thing seems clear: The parents of these men did not prepare them to live happily with modern women. One is reminded of a point made by Riesman and his associates in *The Lonely Crowd* (1961), namely, that some parents socialize their children for a world that no longer exists. This would seem to be what happened to some of these men.

The Ideal Woman

What sort of woman do these men really want? What kind can they live with happily? Our material would suggest the following answers:

1. Women who are content to live along the lines of what some social scientists have called "segregated sex roles"—in other words, in a female world that is largely isolated or blocked off from the world of men. One man put this point into these words: "I hate a goddam woman messing in my affairs, always asking 'Where are you going?' 'What time you gonna be back?' I always answer: 'Going where I have to and back soon as I can.'"

2. Women who are willing to spend time and effort on their homes and their children. "If there's anything I can't stand," a carpenter said, "it's a woman who keeps a dirty house or lets her kids run loose all day. I figure if a woman can't take care of the house and the kids she shouldn't get married."

3. A woman who keeps herself neat and clean. A wife doesn't have to be beautiful, but she must take some pride in her appearance.

4. A woman who is sexually responsive. Her willingness to have sexual relations when the man feels like it is more important than her appearance or her body. In other words, it is absolute guarantee against sexual frustration that these men are looking for, not beauty or some vague sexual ecstasy.

5. A woman who is reliable and faithful. When a blue-collar aristocrat spends a lot of time with his male buddies he likes to be sure that his children are being cared for properly and that his wife is home minding her business. Above all she must not be "running around" with some other man. This would expose the husband to ridicule and lower his status in the male peer group.

In general, it would seem that these men like traditional rather than modern women. There is one striking exception, however: almost all (over 90 percent) are willing to have their wives work outside of the home. This represents a modification of the traditional wife model that these men have learned to live with. For some of the older men this change dates back to the economic crisis of the 1930s when they were unable to support their families, and their wives had to find some sort of work. For some of the younger or middle-aged men the acceptance of

outside employment by wives and mothers dates back to World War II when labor shortages and a national crisis made it imperative that wives and mothers hold outside jobs if at all possible.

It could be said that these men have evolved a female model that is extremely functional for them: it allows them great freedom; guarantees them good care of their homes and their children; assures them of sexual satisfaction; protects them against ridicule and gossip; and at the same time gives them economic aid when they need it.

When I discussed this wife model with one of the women at The Oasis, her comment was:

"Why in the hell wouldn't they like a wife like that? It's a damn good deal for them."

One has the feeling that traditional women of the above type are becoming increasingly scarce in American society and that sooner or later the blue-collar aristocrats will have to face the fact that the slaves are in revolt.

Women's Liberation

To say that the drive to liberate women frightens the men in this study is an understatement. As one man said: "It scares the hell out of me." For centuries men have dominated western society and now they face the prospect that their world, and their power, may have to be shared with women. This prospect leaves them feeling gloomy, or angry.

"What in the hell are they complaining about?" one man asked. "My wife has an automatic washer in the kitchen, a dryer, a dishwasher, a garbage disposal, a car of her own—hell, I even bought her a portable TV so she can watch the goddam soap operas right in the kitchen. What more can she want?"

Most of the wives at The Oasis are willing to settle for the "good life" described above. They know they have it better than their mothers had it, and the male-female arrangement gives them enough room to maneuver so that they do not feel hemmed-in or stifled. As one woman said: "If my husband says 'no' to something I can always take him to bed and get a new vote."

One has the impression, however, that the younger women at the tavern are less philosophical about these issues and are more determined to have sexual equality. One of them told me that she claims the same

right to "run around" that the men have. She also says that her husband has as much responsibility for their children as she has. This woman is considered a deviant at the tavern now, but sometimes deviants represent the wave of the future.

The older women (those over 40) have very little, if any, tolerance for the militant women's liberationists. This is because the women at the tavern are "gradualists": they and their husbands do not favor social revolution in *any* form.

One wonders to what extent the attitudes of the men toward women in this study have been formed by the nature of their work. They spend all day, five days a week, in an exclusively male world. It could be argued, of course, that being deprived of the company of women all day would make these men anxious to associate with women after work, but this does not seem to be true of the men at The Oasis. These men seem to prefer the company of men.

To what extent are the two sexes truly compatible or incompatible? Man's ancestors were mammals and primates, neither of which are noted for close and continuous male-female association. Of course, man's great plasticity makes it possible for him to adapt to almost any cultural system if he has been properly socialized. But at the same time there must be some behavior systems which are more congenial to males than others. As Brim says, it is easier to make a boy out of a boy than it is to make a boy out of a girl.

Is male-female "togetherness" what men really want, or is it something they will have to accept because modern society cannot function under any other arrangement?

I don't suggest that males are superior to females, or that sexual equality is not a desirable goal. The question is whether men like to spend their free hours with their own sex or the opposite sex. The men in this study seem to prefer men.

It can be pointed out, of course, that (a) these men were never properly socialized to enjoy women as companions (except in bed), and (b) that today's women have not been properly socialized to be good companions for men (even in bed).

It may turn out, as our society changes, that the two sexes will become completely compatible, even at the blue-collar level. But this does not appear to be the case today.



Again They're Off and Singing

*The Wisconsin Singers
add another year, another
string of successes.*

It would appear that the Wisconsin Singers are fast becoming an Institution. At least, this is their eighth year of a popularity that has continued to swell after more than 500 concerts before nearly a quarter of a million people. They have recently cut their second album. Last year they were a smash at Disney-world. The City of Louisville named them "Ambassadors of Goodwill". Kenosha declared a "Wisconsin Singers Day." You've got yourself an Institution.

During this year the schedule is more of the same, with the exception of a cutback in the number of concerts to 30 because there has got to be a limit to human endurance. Again this year they are backed by WAA, and again they are expected to earn and pour back in as expenses something like \$15,000 as they travel around Wisconsin and probably the east coast (the New York Alumni Club has offered to host them for concerts out there, but getting there and back is a financial problem not yet solved.) Or, maybe they'll head west: the Denver Alumni Club wants them if the intermediate bookings can be arranged.

What *has* been arranged will take 15 of the Singers a far piece beyond Denver or New York. Early in December they head out on a USO tour of the Northeast Command, to play to servicemen in Newfoundland, Iceland and Greenland. They'll be gone through New Year's Day, and it's a trip that brought on some heavy competition among the 40 members for the limited spots. Yet, it's a tough assignment, not only measured by its heavy travel-performance schedule, but from the challenge that comes to any group entertaining

servicemen at the holiday season. "The Singers are there as people who will return home soon, and they know they've got to put on a great show every time," says Greg Schultz of our staff, who spends a great share of his waking hours looking after his troupers.

And there *is* a lot of looking after to be done, which is one reason why membership in the Singers is an attraction to potentials. There is the fun and there is the one scholastic credit, but there is also the training, and this particularly appeals to Music Education majors. In any week of the school year they are bound to get involved with critiquing, with repertoire, with choreography. Chances are they'll learn something about the details of bookings and travel, and they'll certainly take a hand in setting-up and in equipment maintenance. Thus they take experience into their first teaching jobs that they couldn't possibly get in any classroom.

There are now about 250 former Singers in the ranks of UW alumni. The money they raise qualifies for the Matching Dollar Scholarship program of the UW Foundation. This offers a kind of technical recognition of a group whose concert work has played such an important part in the more than \$40,000 in scholarships raised by local alumni clubs last year.



Can the Candy Man?

Very probably, when we get it all straight.

The gentleman on your left is Arnolf Francis Ludwig '56 and '58, from Manteno, Illinois. Arnie has been highly visible at such events as Alumni Weekend last spring, and at home football games, the Leadership Conference, and class reunions on Homecoming Weekend this fall, where Arlie Mucks and Elroy Hirsch and several others have pointed out that he is a fine, generous man with a revolutionary way of saying thank you to his University. But Arnie worries, with good reason, that the message got garbled, due to an unfortunate error in his ad campaign.

Turn, if you will friends, to the four-color ad inserted in this magazine between pages 24 and 25. Maybe you'll remember that it ran in the August-September issue. On its second side you get Arnie's story: his successful Seaway candy company down there in Manteno which makes good candy of the kind we all misname Turtles, and which small boys sell at your door to raise funds for the sixth grade softball team. Keep reading, and you will see that it was Arnie's idea to start a second firm called Grad's Gratitude Candy Company, which should take care of your schmaltz intake for the year, but is an

honest indication of his purposes. This company would sell an upgraded version of his candy—using Nestle's chocolate and Wisconsin butter—called Sweet-Talkers. And then the big one: *all the profits from the sale of Sweet-Talkers would go to the UW Athletic Department.* Not ten cents on the dollar; not one-for-you-and-one-for-me. *All the profits.* No one around here recalls when such an arrangement has been offered in the past.

Now, turn to the front side of the ad, and note the two black blobs that stand out like sideburns on Miss Universe. They are there because good, expensive people at an ad agency apparently could not believe their ears. They wrote it as "half the profits" and Arnie, for a reason he says he will never be able to figure out, "saw" it but didn't *really* see it. He ok'd it; a run of 125,000 was printed for four insertions in this magazine, inclusion in the football program at the Purdue game, and for hand-outs at various Madison outlets.

By the time he discovered the error Arnie had put about \$25,000 into this undertaking—candy ingredients, package design, advertising, printing, ad space, etc. So some nice guys like Buck Backus at the W-Club undertook the cheapest way to get the correction made, and let's forget the esthetics.

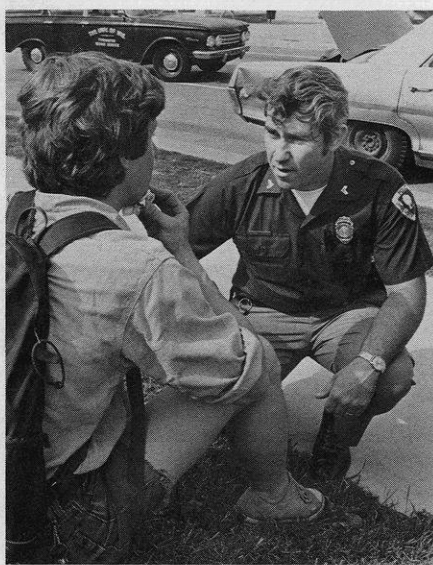
We asked Arnie in the middle of all this, why he got quite so involved. "When I came here on the football scholarship it was an era when they didn't just hand you the money, unless you were an Alan Ameche. To the rest of us, a scholarship meant you worked to help earn it. I had a meal-job at Langdon Hall for four years, and I missed a lot of Christmas vacations to stay here and check coats at the Elks Club."

Doesn't it follow then, that his attitude would be the time-honored favorite, "What was good enough for me is good enough for these kids today"? Not with Arnie, it doesn't. He wants to give back more than he

got. "I hope that if through the candy sales we can help get a grant, or five grants, or ten grants, some day some of these boys might pause and appreciate what they've been given, then do the same thing." This isn't to say that Arnie agrees fully with the way the grants are handed out: he thinks the young athletes *should* have to get out and hustle for it. "If God gives a young man some athletic ability and we start 'buying' that ability we're creating in him a false sense of superiority. This can bring about some pretty sad surprises for him when he's through school. I think we should give scholarships which provide the opportunity to get out and earn some money.

"Yet I want to give this money no matter how the Athletic Department hands it out, because of another philosophy I follow. My business is a success because a lot of us work together. I think that's how God designed life: we all have to work together. Well, I know that there are a lot of alumni who are as grateful as I am, but who can't afford to contribute large sums to the University. When they buy the candy it represents all of us working together, nobody taking anything off the top, and the whole thing going back to the University."

We wish you well, Arnie. We do indeed!



Photo/Norm Lenzburg

"The dorm patrol is something that would have been impossible a few years ago with student attitudes toward the police what they were," says Police Capt. Robert Hartwig. He adds that the foot patrol will also act as a deterrent to rape and other crimes.

Thefts, car-bike accidents, obscene phone calls, exhibitionists, and rapes are the major concerns confronting campus police, says Detective Karen O'Donahue, "and P & S puts a lot of emphasis on instructing students in self-defense and crime prevention."

A campus policeman's day may include transporting a student injured in a car-bike collision to UW Hospitals' emergency room; straightening out a parking lot crash; stopping a car with suspicious or expired plates; warning a careless driver; and finding a lost child in the Eagle Heights graduate housing area.

"Students may not love the police," Chief Hanson said, "but now they realize they can use our services and count on us for help."

—Mary Nohl

Police-Student Detente

Police-student relations on the campus have come a long way since rock-throwing protests and heated street confrontations of a few years ago. Waves and hellos have replaced the jeers of "pig" and "get off campus," and patrolmen stop on their beats to meet students and exchange views.

Police Chief Ralph E. Hanson of the campus Protection and Security Department, attributes the change to "a reorientation of student values. The rising crime rate—especially the high number of assaults and thefts—has increased student concern for their personal safety and that of their property," Hanson said. "Students have turned to the police to help eradicate these problems and get their stolen property back."

The end of the war, the 18-year-old vote, and economic pressures that impress students with the realities of fierce job competition and the need for adequate educational preparation are other factors influential in the change, Hanson maintains.

Plain-clothes officers now walk a regular beat around the dorms, Bascom Hill, and the State St. campus area in an effort to decrease thefts of bikes, stereos, and other valuables. (\$27,445 worth of property was reported stolen on campus last year.)



Photo/Den Brody

Cultural Close-Out

Early in October the campus administration got out a hurried report stressing that its budget for programs and financial aids to ethnic minorities was bigger and better than ever: up \$200,000 from last year's, to allow for anticipated expenditures of \$3,279,492. But this news didn't appear to oil any troubled waters, not since the September 17 closing of the Afro-American and Native American Culture centers.

The two lost University support as the result of a Board of Regent decision that campuses operate only multi-cultural programs, and from late summer—when the word got out

that the axe would fall—the administration has been on the receiving end of verbal blows from many sides. Heading the offense was Kwame Salter, the articulate, waspish director of the Afro-American Center (WA January '73), with support from at least a few hundred students who held orderly protests during the early days of classes, a dozen campus religious leaders, the city council, which wanted to arbitrate the case, and even the State Legislature.

Representing the University in the lonely role of spokesman was Dean of Students Paul Ginsberg, who for the most part was forced to repeat variations on his original theme that, because of the regents' ruling, "the University (cannot) continue to fund those groups that define themselves as culturally, or racially, or ethnically or sexually unique."

Ginsberg offered new assignments to Salter and five staff members of the Afro Center at equivalent salaries totaling \$60,000 through next June; promised to hire three new staff members to develop more programs for minorities; and said that \$10,000 had been set aside for added cultural programming. Only one accepted reassignment, with the remainder cut from the UW payroll after they failed to show at their new jobs.

The Afro Center is located at 1120 West Johnson Street. It was created in 1969 in the wake of campus demonstrations and demands by black students that the campus be more responsive to their needs. Last year it had a budget of \$90,000.



By early October the centers were officially closed, but only officially. The University had withdrawn financial aids, but students continued to come and go at both places, seemingly confident that University administration would not attempt a lock-out.

The controversy approached the legislature when State Senator Monroe Swan (D-Mil.) threatened to introduce a bill on the subject. He did not, but in the threat he summarized concisely much of what blacks and their supporters had said in preceding weeks. The University had been unresponsive and inconsiderate in its decision to close the centers, he said, led by "reactionary influences" from within the administration which "stifled progressive achievements." He called invalid the argument that the centers promote segregation, because "the University administration itself is segregated."

Swan decried the fact that the decision was made without adequate feedback, as did black Prof. Charles Anderson of Afro-American Studies and meteorology. While the University should not be "blackjacked" into capitulation by threats of student disruptions, Anderson said, the closing "seems to have been a unilateral action."

A member of the executive committee of the Afro Center when it started, Anderson observed that it had strayed somewhat from the original concept as a "place with a more academic slant." But, he told the Capital Times in late August, "Whether the center stays or the center goes, the needs that we had enunciated are still there. That is, the minority student is put on a campus which is geared primarily to the majority's taste and culture in all forms.

"Ok, you abolish the center. Then I would like to see what are your other programs that take care of these special needs."



Photo/Gary Schulz

Alumni Directors Meet. WAA hosted the Big Ten Alumni Directors and guests from other alumni associations at a 3-day institute late in the summer. Front row: John Bisset, U. of Wash.; Jim Vermette, U. of Ill.; Ray Willemain, Northwestern; Ross Lehman, Penn State. Second row: Bob Forman, U. of Mich.; G. H. Entsminger, U. of Mo.; Ed Haislet, U. of Minn.; Joe Meyer, U. of Iowa. Third row: Frank Jones, Indiana U.; Jack Maguire, U. of Texas; John Rosso, U. of Ark.; Robert Odaniell, So. Ill. U. Back row: Arlie Mucks; Jack Kinney, Mich. St.; Capt. W. S. Busik, U. S. Naval Academy; Wayne James, Texas Tech; R. J. Rudolph, Purdue; and Richard Mall, Ohio State.

New Name, New Scope

The campus Center for Health Sciences has changed its name to Wisconsin Clinical Cancer Center upon being designated one of eight new comprehensive cancer centers by the National Cancer Institute. It will bring the latest developments in diagnosis and therapy to patients in Wisconsin, Upper Michigan and eastern Iowa, an area of about 3.7 million people.

Harold Rusch MD is director of the center. He is former director of the McArdle Laboratory for Cancer Research on the campus.

The new designation means that the center will be eligible for at least \$1.2 million in NCI funds in each of the next two years. It has received \$709,000 in the past seven months. Each of the eight centers around the country will coordinate all facets of cancer treatment, research

and teaching, then disseminate the information to other medical facilities in its area. While patients are here for treatment, Rusch said, the center will keep in close contact with the hometown physician. This will make it easier for the patient to go home because his physician will know what has been done and what further treatment may be necessary. And it will save the patient money, he added.

The center will begin major study in the psycho-social problems of cancer, to help the patient and his family deal with the realities of the illness. It will stress rehabilitation and recovery of normal activities.

The UW has long been a leader in chemotherapy for cancer. Research in this area will be expanded at the center, as it will in clinical oncology and early detection.



Device Aids Handicapped

A team of 16 UW students who came up with a device to help handicapped persons communicate has received a National Science Foundation grant of \$84,500 to continue development of their project.

The team, consisting of engineering, journalism, psychology, special education, communication disorders, and speech therapy students, is headed by Greg C. Vanderheiden, Appleton. It was organized as the Cerebral Palsy Communication Group, with experiments conducted in the College of Engineering.

In the past two years, the students developed the Auto-Com (WA, March '73). This consists of a smooth, flat board with letters, numbers, and punctuation figures printed on it. Beneath the board is a sensing system that is activated by a magnet contained in a handpiece manipulated by the handicapped person. When the handpiece is pointed over a character, the figure is reproduced on a portable TV screen. Only minimal pointing skills are needed to communicate; the Auto-Com responds even to hesitant movements of the handpiece. The unit also may be used with a typewriter instead of the screen. Currently the device is being tested and evaluated at seven Illinois and Wisconsin schools.

During the one-year grant period, the team will work to improve the design of the device, and to produce a final model that can be manufactured and made available at modest

cost to schools, institutions, and the estimated 10,000 persons unable to speak or write in this country.

In the works is a mount so the board can be placed on the arms of a wheelchair and used as a lapboard when not in use. The students also hope to develop an Auto-Com with more portability, using small battery-operated transmitters mounted inside the board to transmit signals up to 200 feet to the output devices, the controller, and the TV screen or typewriter. For even more portability, the students are working on a model that has a miniature printer built inside the board and is battery-operated. This would produce copy like a ticker tape.

This is the second NSF award to the group. Last summer it received \$16,340 under the foundation's Student-Originated Studies Program. NSF sees the project as an educational experience for the students and an opportunity to apply technology to an educational need.

Student members of the team include:

Warren P. Brown and Mark J. Spielman, Racine; Andrew M. Volk, Corrine Bahr, and Paige G. Cousineau, Madison; Deberah Harris, Brown Deer; Claudia L. Scheibel and Robert J. Norton, Milwaukee; Cindi Lee Seuser, Delavan; Dave E. Church, Janesville; Caron Ann Harris, Miami Beach; Tom S. MacDonald, Oshkosh; Dirk C. Robinson, Burlington; Gerald A. Raitzer, Coon Valley; and Cheryl Ann Thornsen, Wonevoc.

Faculty advisers are Profs. C. Daniel Geisler, electrical engineering and neurophysiology, and Leo Jedynak, electrical engineering.

Sports Replay

Sports fans can now relive the exciting moments of the UW's 1972-73 winter sports season which included a national championship by the hockey team. Two films—the Wisconsin hockey highlights entitled "The Year of the Champion" and the Winter Sports Highlight film—are now available free to alumni clubs, service clubs, church groups and schools. The films are sponsored by the Coca-Cola Bottling Company of Madison.

The Wisconsin hockey film is 17 minutes long and is a sound-and-color recap of the Badgers' drive to the national championship. Over half the film is devoted to the exciting come-from-behind overtime victory over Cornell in the NCAA semi-final game and the championship victory over Denver. The color and sound of the excitement in the Boston Garden is captured in slow motion and instant replay used by WHA-TV in their coverage of the tournament. Other film segments were donated by WMTV in Madison. The film concludes with the celebration by over 8,000 fans in the Fieldhouse as they welcomed home the new champions of collegiate hockey.

The 1972-73 Wisconsin winter sports highlight film recaps the exciting moments of the Badgers basketball, wrestling, swimming, gymnastics and track seasons.

Featured is the play of Wisconsin's basketball twins Kim and Kerry Hughes, outstanding wrestling by Rick Lawinger and Ed Vatch as well as the appearance in Madison of 450-pound Chris Taylor of Iowa State and the Russian National team. The 16-minute sound film also highlights the exploits of Big Ten fencing champion Harry Chiu, records broken by Wisconsin swimmers, and outstanding track and field feats by Glenn Herold, the Badger distance runner, and Jim Huff, the Wisconsin high jumper.

The films can be obtained, for payment of postage only, by contacting the UW Sports News Service, Camp Randall Stadium, Madison 53706, or by calling (608) 262-1811.

Emeriti

Valuable service to the University has been recognized with conferral of emeritus status on 29 retired professors.

The emeritus professors honored by UW System regents are:

College of Agricultural and Life Sciences: Profs. O. N. Allen, Elizabeth McCoy, and Perry W. Wilson, bacteriology; C. W. Burch, veterinary science; Robert J. Muckenhirn, soil science; Stanley W. Witzel, agricultural engineering; and Aaron Bohrod, artist-in-residence;

School of Business: Profs. Charles C. Center, Harold E. Kubly, and Erwin A. Gaumnitz (also Dean Emeritus);

School of Education: Prof. Bruno Balke (also Medical School);

College of Engineering: Profs. L. Donovan Clark, metallurgy and mining; and Lloyd F. Rader, civil and environmental engineering;

Law School: Prof. Nathan P. Feinsinger;

College of Letters and Science: Profs. Kuo-Ping Chou, East Asian languages and literature; Lester L. Hawkes, journalism and mass communications; John P. Heironimus, classics; Raymond G. Herb, physics; Fredrick A. Mote, psychology; William H. McShan, zoology; Gian N. G. Orsini, comparative literature; Isaac J. Schoenberg, mathematics; John F. Stauffer, botany; and Henry S. Sterling, geography;

Library: Asst. Prof. Emily K. Brown;

Medical School: Profs. Frank F. Gollin, radiology; Gerald W. Lawton, preventive medicine and hygiene laboratory; and Peter Duehr, ophthalmology;

Wisconsin Union: Prof. Porter Butts.

Wis.-Minn. Reciprocity

A new Wisconsin-Minnesota reciprocity agreement in public higher education permits unlimited exchange of students in the two systems at resident tuition rates. Would-be Badgers, living in Minnesota, may contact the Minnesota Higher Education Coordinating Commission, Suite 550 Cedar, 400 Capitol Square, St. Paul 55101. Wisconsin residents wishing to attend Minnesota schools as Wisconsin residents can apply to the



Fund-Raising Picnic. It's an annual event, the picnic of the Philadelphia Alumni Club at the farm home of Dr. and Mrs. Karl Beyer in Gwynedd Valley. Again this year, to benefit the club's scholarship fund, about 100 Badgers wolfed down bratwurst flown from Wisconsin, hot dogs, and quantities of Milwaukee beer. The scholarship winner was a repeat: Miss Bond Koga received \$1,000 for the second year in a row.

Almost nine out of every ten chief R&D executives majored in a technical field, usually engineering, on Wisconsin Higher Educational Aids Board, 115 West Wilson Street, Madison 53702.

A greater number of qualified Wisconsin residents will also be admitted each year to the University of Minnesota veterinary school, since Wisconsin does not have a professional school of veterinary medicine. The reciprocity agreement is not limited to this field, however. The new agreement went into effect with the fall semester. It replaces the former reciprocity act which was based on a person-for-person exchange and limited to undergraduates.

Leaders in R&D

The University ranks third nationally among colleges whose alumni have become chief research and development executives of large corporations, according to a new study.

The only schools ahead of Wisconsin are Illinois and MIT, with California, Ohio State and Purdue following.

These findings are part of a new survey released by the international management consulting firm of Heidrick and Struggles, specialists in executive recruiting. More than 70 percent of the 500 largest industrial companies in America participated.

the undergraduate level. A bachelor's in chemistry is not chosen as frequently now as it was five years ago, when Heidrick and Struggles conducted a similar study. During the span, the number of R&D leaders majoring in liberal arts or business has increased slightly.

Fifty-six percent of the executives queried hold a doctorate. Chemistry still ranks as the most popular graduate study among chief research executives although its prevalence has dropped somewhat since 1968.

The level of education for all functional areas in the business world is rising, and R&D is no exception. The study found that the number of research heads holding master's or doctoral degrees today is up five percent from five years ago.

Typically, today's chief research executive is 52 years old, earning \$40-\$59,000 annually, and claims that rising environmental concerns have affected the research function "a great deal" over the last ten years.

Schools awarding most degrees to chief R&D executives of America's largest industrial companies are, in descending order, Illinois, MIT, Wisconsin, California, Ohio State, Purdue, Columbia, Cornell, University of Michigan, Penn State, University of Chicago, Iowa State and Vanderbilt.

Towards a Fair Shake

There are two students mingling in a sea of nearly 36,000 student faces on the campus who have a special mission. And they're pretty sure they'll succeed. Just a few weeks ago, Jerri A. Golden and Terri L. Rush, freshmen from Milwaukee, were novices. Now they are "professional" students.

The UW's Five-Year Program is a big factor in their turnabout. Established in 1966 to aid minority students who for financial or academic reasons could not have attended college, the program now serves nearly 500 Afro-American, Native American, white, Chicano, and Oriental students.

Program administrators plot an academic package for the students allowing them to graduate in five years, at the same time offering a complete counseling service, academic and tutorial assistance, as well as financial aid, and work-study employment.

"Nearly 70 percent of those starting the program do complete degree work here," according to Clay E. Leek, assistant director.

Director Jim Baugh explained, "Even though the Five-Year Program students have been often victimized in high schools and secondary schools that didn't care or were incapable of providing a high quality of education, we feel they've got something extra that will help them overcome this—a survival instinct."

Ms. Golden added, "We know a lot of people are watching us; some of them expect us to fail because they don't think we can handle the academic pace of the University. While we are proving something to them, we are proving to ourselves that we can survive as long as we are given a fair chance to compete."

"These students can walk on water, if they just know where the rocks are located—and it's our job to tell them just that," Baugh asserted.

Merger: The Heat Goes On

The road to merger of the UW campuses, already seen to be a rocky one, came up with a stretch of potholes this summer when the question arose of allotting certain graduate study areas to certain campuses only.

Here's how the whole situation looks to John Wyngaard, who writes for the Green Bay Press Gazette-Post Crescent Syndicate, and whose column "Wisconsin Report" appears in the Wisconsin State Journal. This one ran on October 17.

The ennuï of the politician watcher, as in the legislative press galleries, is often relieved by the richness of the ironics represented in the attitudes and contradictions of the fallible men and women and their posturing on the red carpeted floor of their stately chambers.

Two years ago Gov. Patrick Lucey put through both houses a so-called higher education merger bill. It was intended to pull together at long last the often duplicative and competitive institutions that somehow had functioned over the decades as if they served separate constituencies by constitutional command.

The new state administration explained its purpose clearly. Separation was expensive. It was inefficient. The inference of superiority in one division and something less in the other was unworthy. Young Jack Jones at Oshkosh and his sister Lucy at Madison deserved to have equal learning opportunities at the cost of the taxpayer who subsidized both generously. One system would democratize opportunity, equalize benefits, save some money, and thus should be had, the governor insisted. He won the argument.

There are delicious contradictions in the fractious political deliberation that has followed.

During the long years of debate on the integration idea, support within the establishment tended to come from the out-state universities. Their faculties coveted the more generous salary and other arrangements of the University of Wisconsin at Madison and its branches. Their regents and presidents had not yet developed the historical consciousness and pride of the Madison establishment. In moments of candor, recent administrators also realized that the days of wine and roses were ending with respect to budget dollars.

In contrast, the University of Wisconsin was always skeptical, regarding any notion of union with the provincial institutions as a risk to its own

stature and funds. Its faculty opinion especially was colored by the graduate schools which had little interest in the humbler institutions so recently risen from the status of teachers colleges.

But the forced wedding was completed. The Weaver administration of the consolidated system and its hybrid Board of Regents are now earnestly if deliberately following the logic of the merger law. But when there was offered a few weeks ago, in highly tentative form, a revision of the graduate study arrangements of the nominally unified system, there ensued an agonized groan from the smaller campuses now securely joined to the proud and aristocratic lady in Madison.

Some regents gave signs of backing away and, predictably, the politicians who accepted the logic of the integration two years ago began making angry noises.

President Weaver may have been too anxious too early, but there will be a tendency to share his puzzlement about a legislature that two years ago ordered him to proceed with integration for maximum service and economic efficiency, and is now threatening to cancel the mandate because of the pressure of their neighborhood campus lobbyists.

To permit the legislature to govern the distribution and quality and number of graduate schools in a system that is one of the largest and most costly among the smaller states of the country would be a dangerous precedent, as the political science faculty chairmen of the aggrieved and smaller schools must say when they lecture.

It is the same ambivalence exhibited by legislators on the issue of administrative rule-making, which would not exist except that legislators over the generations have learned there are some public needs that are beyond their capacity.

A tired old lobbyist explained it best when he remarked that the legislature does not always see the light, but always feels the heat.

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The Caribbean

THE CARIBBEAN
January 28 — February 9
12 days \$545

Five alumni associations of Big Ten schools reserve the *entire* M.S. Mermoz, a luxury French ship with acres of decks; a stunning roster of shipboard activities, shops and entertainment; and some of the finest cuisine and wines you've ever dreamed of. Besides your fellow Badgers you'll meet dozens of new friends, alumni of Indiana, Minnesota, Northwestern and Purdue. Aboard ship enjoy a telephone in your cabin; champagne, caviar, lobster on gala evenings; a Cinemascope theater; fresh-water pools; a complete gymnasium; kicky boutiques with duty-free fashions from France; deck games; bridge lessons from a pro; even an extensive library and a continental orchestra. And the ports we visit are all you've heard of Caribbean excitement and more! There's an afternoon in PORT-AU-PRINCE, Haiti's capital city. Another long afternoon at CARTAGENA, Colombia, an echo of colonial Spain. Then a stop at SAN BLAS, Panama, and a hop to CRISTOBAL, Panama, with time to take an excursion to the Canal or a trip through this city. We'll spend hours on the smooth beaches of SAN ANDRES ISLAND, Colombia, and stop at PUERTO CORTES, Honduras for a day, from which you may choose a side-trip to Antigua, Tikal, Copan OR a *two-day* jump to other glamour spots before you rejoin us at PLAYA DEL CARMEN, Yucatan. Our rate from Port Everglades, Florida begins at \$545, depending on choice of cabin. This is based on two-per-cabin occupancy, and includes all shipboard meals. Please enclose \$175 with each reservation.



Cozumel

COZUMEL
March 8-15
8 days / \$479

For WAA members and immediate families.

COZUMEL is a "new" island — new to tourists and virtually untouched by commercialism. It's in the Caribbean Sea, 11 miles east of Yucatan off the mainland of Mexico. For 400 years it was a sacred island of the Mayas, who made annual pilgrimages there to their shrine of the Moon Goddess. In 1519 Cozumel was the first stop for Cortez when the Spaniards began their conquest of Mexico. Here is a lovely little freeport, just 20 miles long and 8 miles wide. Its population is less than 4,000. Its capital and only town is SAN MIGUEL. There are no noisy casinos, no glitter. But there *is* pure air, and lagoons so clear you can see 200 feet straight down! And there's a temperature that almost never goes above 82° or below 72°. There are reefs that still hold the secrets of Spanish galleons, and a jungle that's an archeological wonderland. Miles of beach and sea. Plus tennis, fishing, water sports. We'll have a Mexican tour director to help in every possible way. We fly from MILWAUKEE on a Braniff 727 Jet, and in Cozumel we stay at the Caribe Hotel — small, immaculate, with old-world service. All our rooms are air-conditioned and each has its private beachfront terrace. Troubadors stroll near the beach bar and swimming pool. Our rates include breakfast and dinner. Please add \$22 in taxes to our \$479 per-person rate. Single rooms are \$75 extra. Please enclose \$150 with each reservation, and show relationship of all for whom you make reservations.

AMSTERDAM/RHINE CRUISE

April 30 — May 10
10 days / \$659

For WAA members and immediate families

This tour brings you a marvelous amount of sightseeing and fun at an easy pace, for it lets you enjoy the greatest of views as you glide comfortably down the Rhine — it parades Europe before your eyes! We leave from Milwaukee on our TWA Jet charter, flying direct to AMSTERDAM. We're here for three comfortable nights at the Amsterdam Hilton, which ranks among Europe's finest. (There'll be a special cocktail party and banquet for our group on arrival.) We go by deluxe motorcoach to ROTTERDAM to board a Holland River Line ship for our relaxing 3-day RHINE RIVER CRUISE. (There'll be a party for us when we board ship, too!) Especially designed for such travel, these vessels provide every conceivable comfort. Panoramic windows afford unforgettable views of the romantic castles, the vineyards and lively cities and towns which line our route. The air-conditioned ship provides us three full meals a day, plus snacks. We visit COLOGNE, OBERWESEL, MANHEIM, then debark at STRASBOURG for a deluxe motorcoach ride to LUCERNE, for three nights at the beautiful Palace Hotel with its awesome view of the Alps. By motorcoach to ZURICH for a direct flight back to MILWAUKEE on our TWA charter jet. Add 10% tax to the basic rate of \$659 which is, again, based on two-room occupancy. Single room occupancy at hotel and on cruise is \$100 extra. Please deposit \$200 with each reservation, and show relationship for all reservations.

The Rhine

The Mediterranean

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July 9-30
21 days / \$1599

We'll visit DUBROVNIK, Yugoslavia; ROME, FLORENCE and VENICE; and take a 7-day MEDITERRANEAN CRUISE aboard a Greek Line ship. We'll visit the Greek ports of ITEA, with an excursion to DELPHI; PIRAEUS, with an excursion to ATHENS; and KATAKOLON, with an excursion to OLYMPIA; and ISTANBUL, Turkey. Very soon we'll have complete information on hotels, airlines and pleasant surprises, so ask for the brochure on this one. Even our price of \$1,599 from New York is approximate. We *do* know that the single room option is \$225, and that a \$200 deposit is required with each reservation. And, oh yes, we know that all meals are included on the cruise, and two-a-day in the luxury hotels we'll pick for you.



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		Mediterranean	\$1599	—	+\$225	\$200	
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		UW/Colo. Football	\$235	10%	+\$25	\$50	

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UW-Colo. Football

The Orient

ORIENT ESCAPE

August 29 – September 12

14 days/\$999

For WAA members and immediate families

This may be the "tour of the Orient for those who think they've *seen* the Orient." We don't believe that a 14-day tour should be too busy. Better, we think, to whisk you to the major cities, the centers of all that *is* the Orient, and let you set your pace there! So we'll jet from MILWAUKEE on our Northwest Orient Airlines 707 charter and go to TOKYO. We're there for seven days and six nights at the deluxe Hotel Okura. During our Tokyo stay our days are beautifully balanced between escorted, motorized tours of the landmarks and time to be on our own. To stroll through lovely parks and revisit favorite shops. We'll enjoy gourmet dining in some of the city's outstanding restaurants, including the Chinzanso Garden and the Ten-ichi. Then we fly to HONG KONG for seven days and six nights at the Hilton Hotel. Again, that balance of guided tours and free time. Gourmet meals again, too. A big farewell party sends us back to Milwaukee, relaxed and knowledgeable about two of the world's most exotic cities. Our \$999 price is based on double room occupancy, and there is a 10% addition for taxes and service. For a single room, please add \$130. Those fabulous restaurants are part of the package. Our tour will be rounded out completely in a few weeks; we'll send the complete details if you so indicate on your coupon. If making reservations now, please include a \$200 deposit on each, and indicate relationship of all for whom you make reservations.

COLORADO FOOTBALL WEEKEND

September 27-29/\$235

Wis.-Colo. U. Football Game, Denver

For WAA members and immediate families

Who knows: maybe 1974 is the "next year" we've all been waiting for, so get ready to follow the Badgers and have a great weekend! We fly MADISON to DENVER on Friday via United Airlines 727 Jet. We stay for two nights at the Brown Palace Hotel. There will be a Friday night welcoming cocktail party. Saturday we have a special pre-game luncheon at the Harvest House in Boulder. Badger corsages for the ladies and transportation to and from the game. After-game celebrating or keening on your own, then a good night's sleep and a jet flight back to Madison. Our \$235 includes air fare, hotel room, cocktail party and luncheon, flowers *and game tickets*, and is based on two-per-room occupancy. We must add 10% for taxes and, if you prefer a single room, add an extra \$25. A downpayment of \$50 is needed on each reservation. Please indicate relationship of all for whom you make reservations.



More . . .

Enrollment in the UW System hit a record 135,224 this fall, with 35,931 on this campus.

. . . Is Enough Already?

But it doesn't necessarily follow that bigger is better, says a Madison group called Capital Community Citizens. In a new study, *More Is Less*, edited by Elizabeth Wells Bardwell '41, the CCC says that with a population of 200,000—twice what it was in 1948 when *Life* called it the ideal place to live—Madison has slipped. Among other things: narrow traffic corridors and too many cars contributed to the times last year when the carbon monoxide count here exceeded L.A.'s; in the '60s, per capita cost of local government increased by 116%; and street maintenance per capita costs have more than doubled. The study accuses government agencies of laboring under an "edifice complex" which included building toward an expected campus enrollment of 44,000, a goal which has already resulted in vacant dorms. But it isn't too late to do something, says *More Is Less*, if campus enrollment is limited to 25,000, industrial and commercial sprawl is stopped, and the city surrounded by a greenbelt and equipped with a rapid transit system.

Holdout

Yes, Dad, there is one thing that didn't cost you more when you got the kids enrolled here this fall. According to the two major book outlets on campus—Brown's and the University Book Store—textbook prices stayed temporarily where they have been. This is not to say that where they have been isn't high enough. Brown's manager, Richard Rust, estimates that the average student pays about \$105 a year for books, with freshmen "lucky if they can get by under \$150." Resale gets some of that outlay back, and increasing numbers of students buy used books, or borrow, or go to the library. Not a bad idea when they're faced with the likes of

a German professor who requires a set of paperbacks retailing at \$66.60.

Leaf Rakers' Getaway

From the Water Chemistry department comes this flash that can save you work and do the environment a good turn: leaves that are raked in the fall and piled on curbs or in gutters are a hazard. (Ashes from burned leaves are worse.) Winter rains and melting snows carry leaf phosphorus off hard surfaces and into lakes and streams where it over-fertilizes nuisance algae blooms and aquatic plants. The better idea, says chemist Wm. Cowen, is to let fallen leaves lay on the lawn, and to sweep them off sidewalks, curbs and gutters or any run-off area. Dump them on the lawn or garden. The soil can use the nutrition.

They Drive by Night

After the possibilities of legal and insurance snarls shut it down last spring, the campus Women's Transit Authority is back in operation. It's a nighttime free cab service for women. Pickup stops are made at general locations in the early evening and in answer to calls during the late hours: All riders are dropped off at their destinations. Drivers are women volunteers, the two cars are borrowed from the UW fleet, and the Department of Protection and Security contributes gas and driver education.

Mid-Year Commencement

For a while it appeared that a battered budget might cancel mid-year commencement, but it looks now as though they can hold it if no one goes hog-wild on decorating and other extras. A committee will keep the costs to about \$3,000, or roughly half of the usual tab. Ceremonies are scheduled for Sunday, December 16, at 3:45 in the Field House. Bring your own bunting.

It's In The Book

If you're settling in the Chicago area you'll want to be a Badger, and if you're just visiting there you might be lonesome. In either case, you should know that the UW Alumni Club is listed in the phone book, generously if slightly inaccurately. It's there twice, as the University of Wisconsin Club of Chicago and as Wisconsin University Club of Chicago.

Fresh Weather

WHA-TV can now give just about the most current weather coverage of any station in the country, and it will get even better. The key is a weather sensing system based on radar, a satellite and a campus computer. Another satellite goes up early next year. The new satellite will circle the equator and send back constant photos of the weather over the entire hemisphere. These will be received by a special antenna on campus and deciphered by the computer. Viewers will get weather predictions in just 20 minutes from sky to Sony! It's the only such system in the country apart from that of the U. S. Weather Service.

Son of Badger

The 1971 *Badger Yearbook* was a two-volume production filled with superb socially-aware photos by students, and silly photos of students (the Alpha Phis decked out as nuns), but with a shortage of the old standby, graduation pictures. And since graduating seniors are a major market for the book, lack of that market killed it off. Last year, however, Senior Class officers decided that there should be a photo record, despite the absence of money and editors. So they came to the Alumni Association for help. Thus it was that, late this summer, a hard-cover yearbook came off the presses, containing pictures of about one-third of the graduating seniors, all those who cared to participate.

continued on next page

Campus Confidential

Greater attention is being paid to protecting the privacy of UW students. The Registrar's office wants to know who's asking for what, and sharply delineates the categories of information available. There's (a) the strictly confidential: disciplinary measures; information the student gives to counselors or Student Health Services; (b) restricted material: personal and grade information given to prospective employers, etc.; (c) a grey area of semi-classified stuff that can be provided various University departments for logical reasons; and (d) public information. This last is what you let Ma Bell put in your local phone book and it goes into the student directory: name, address and phone number. Marital status and hometown addresses used to be a part of the directory, but they're missing this year, as much to cut printing costs as to allow privacy.

The Lamp Is Low

It's better than ever to light one little candle, at least around here. Following the economy drive, lights are going out in campus buildings. Corridor lighting is being reduced, and some circuits are to be closed down altogether. No study or reading lights will black out, they say.

"You Pays Your Money . . ."

A worker who is happy with the job is going to produce better than the guy on the line next to him, right? Probably wrong, it now turns out. Prof. Donald Schwab of the School of Business has done a study of pay systems, and found that workers who are paid by the hour are happiest, but those on an incentive system work harder, and hardest of all—even if miserable—if it's an individual incentive.

Royal Family

This year's Homecoming Queen is Lynette Gerland of Rice Lake. This is a habit with those Gerland girls. Gwen '70 (now Mrs. Tim Dix '70), was Homecoming Queen in 1968. She also made it as a queen of the Engineering, Science and Industry Exposition on campus, and as a Dream Girl for an infantry division in Vietnam.

Superstar

While Karl Armstrong, the man who confessed to the bombing of Sterling Hall, was being tried here in October, the Badger Herald reported that he "has been elevated to an almost Christ-like status by his supporters." And non-supporters, too. The paper said that one day while a group was marching up State Street chanting "Free Karl," someone yelled back "Give us Barrabbas!"

Pay It Yourself?

Two national groups want the student to pay a greater share of the cost of his public higher education. The Carnegie Commission thinks he ought to go for a third; the Council on Economic Development would suggest he pay as much as a half. UW Pres. John Weaver and Senior VP Don Percy see "fatal flaws" in the whole idea. Weaver calls it a serious challenge to the "very basic concept of public higher education." Percy says the plan seems to be designed to save private schools; that it's based on parental income which, he observes, isn't a workable factor in this day of 18-year-old adults and, finally and most fatally, that the idea would only work if the federal government delivers on its promise to contribute large amounts of financial aid. "That," flatly says fiscal expert Percy, "never happens."

"Doctor Father"? "Father Doctor"?

Over in the Med School, there's a gentleman who can take care of his patients, body and soul, you might say. Professor John Mangos, who finished his pediatrics residency here in '64, was ordained last summer as a priest in the Greek Orthodox Church. He is one of only 10 laymen on the continent to be ordained without seminary training.

Groupies

People who like to study these things see significance in the kinds of student groups who register each fall. This year there are no debate or forensic clubs in the 200 organizations on campus. Roger Howard, associate dean of students, figures that this is because they couldn't come up with any "relevancy", the big reason for being these days. This year there are lots of skill groups: yoga, ballet, transcendental meditation, sky diving. And writers and athletes.

The religious groups have stabilized. And there are the film groups, those sticklers for relevance who sit through upwards of 50 old movies a week on campus.

Boys and Girls Together

Those bastions of male/female chauvinism, the Red Gym and Lathrop Hall, are buckling under the onslaught of togetherness. Both places, along with the Observatory Drive gym, will have their shower and locker rooms divided to permit use by whichever sex isn't used to being there.

Lagniappe

Television of the Watergate hearings has helped to "de-mythicise" the office of the presidency, says Prof. Edwin Black, chairman of the department of communication arts. Politicians—especially presidents—have used the medium to build an idealized image of their jobs, Black says, but "now we are beginning to see that the people who operate from the center of power are really a very sorry lot who decidedly have feet of clay." • By late August the office of student financial aids had accepted a record 11,500 applications for help with the bills. • Prof. Helen Lyman of the library school has just written a book to help other librarians work with the more than 20 million adult Americans who can't read well enough to understand the label on a medicine bottle or fill out a job application. • Natural foods have been added to the regular menu at the Union. • There'll be four teams suiting-up for the College of Engineering this year, but they won't need hip pads. They're competing against teams from 67 other colleges to see who are the best fire fighters. It's part of a national project, "Students Against Fires" with the big Put-Out scheduled for next August in Marinette. • In mid-October, after a month-long charette—that's "a final intensive effort to finish an . . . architectural design project"—public hearings indicated a preference for turning State Street into a mall. It would be closed to all traffic from Park to Lake streets and to all but buses from Lake Street to Capitol Square.



One young person's views, reported direct to you.

The Greeks Around Us

By Jackson R. Horton Jr.

Mr. Horton, of Washington, D. C., is a senior in Economics; a member of Theta Chi, and president of the campus Inter-Fraternity Council.

The influence of Greeks on the Madison campus has declined measurably over the past years. Many non-Greek alumni and some members of the University community, I'm sure, look upon this decline as the demise of an archaic and generally useless campus institution. My intent is not to present a commercial for a still-thriving Greek system, but to give my interpretation of what happened, and to comment on many of the criticisms that have long been directed toward Madison Greeks.

The Greek slump at Madison must be viewed in the context of a national fraternity decline that was felt primarily at large state universities.

(At smaller private schools fraternities continue to be the only game in town.) The trend-setters were Madison and the University of California at Berkeley, where campus turmoil of the late Sixties was initially focused.

Radical changes in American higher education, coupled with a deep-rooted dissatisfaction with traditional institutions and mores, made campuses like Madison the focal point of student unrest. The Greek system, by definition a most traditional institution, was the first of many social and campus structures to feel the effects of the upheaval. Memberships fell drastically, chapters folded, and there was doubt that the system would survive as students attempted to assert their independence in readily accessible apartments.

The brunt of the blame, however, must fall on fraternities themselves. The many years of security and power made fraternities largely complacent to the point that their internal institutions had stagnated, thus preventing crucial change. Fraternity men acquired the universal image of beer-guzzling, girl-chasing elitists, primarily interested in spending fathers' vast sums of money. Needless to say the image was hardly "relevant" in 1967. The image, of course, was damaging enough. Then fraternities came under harsher criticism, some of it justified, concerning racism.

It will always be a national disgrace that as late as the Fifties and early Sixties many large fraternities had restrictive clauses in their charters and constitutions. A number of Madison affiliates, however, have consistently come into conflict with their nationals over this matter, to the point where one chapter lost its charter because it refused to concede to the prejudice of its national. I think it's important to remember that on most social and political issues fraternity men reflect the prevailing campus attitude. Therefore any general condemnation or praise on this issue would be most inappropriate. Chapter memberships are remarkably representative of the ethnic and religious composition of the campus. The issue of black or minority membership is still an admittedly sensitive one, but one that today is being confronted openly and responsibly. The question in some re-

spects is moot, due to the outstanding success of predominately black fraternities. Contacts between these fraternities and other Madison chapters are largely limited to athletic events, though there are signs that a stronger working relationship may develop when these chapters acquire houses.

The most damning criticism of fraternities has been the harassment of pledges prior to initiation during well-publicized Hell Weeks. Most fraternities have recognized the practice for what it is: not only barbaric but counter-productive. The goal of any pledge education program is to train a young man to assume leadership of a fifty-man house with a \$60,000 budget. The physical and mental harassment by a chapter of its future leaders is obviously contrary to this goal, besides being completely out of touch with the sentiments of college men in the 1970s. Madison fraternities were among the first to break with this long standing practice, something that is to their everlasting credit and which other universities would do well to imitate.

The progressive nature of the Madison fraternity system is in large part due to the unusual degree of inter-house cooperation fostered by mature and capable chapter leadership. This, in part, reflects the altered composition of fraternities—noticeably changed from the previous image. Fraternity pledges at Madison seem to be of a refreshing breed, men who have a sincere desire for involvement not only in their house, but the community. They're looking for more out of college than a degree, and this new sense of purpose is seen not only on Langdon Street, but by the public. Madison fraternities are deeply involved in programs which benefit the elderly, retarded children, fatherless boys, the Kidney Foundation,

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The Legend of a Coin

The excerpt in our August–September issue from the book Blacks on John Brown resulted in our receipt of the vignette below, written by Mrs. Helen Kessenich of Spring Green. The child mentioned, Sylvia Emeline Newell, grew up to marry Thomas Hill, in Spring Green, in 1870. Of their six children, two survive: Pearl Hill Bossard '19, and Irma Hill Gray, whose husband is Harry L. Gray '07. A brother was the late Carl N. Hill, who graduated from the Law School in '08.

A Spanish milled dollar minted in 1787 and once owned by John Brown, the Abolitionist, has been given to the Daughters of the American Revolution, New York City, after many generations with a Spring Green family. This unusual coin, nicked by tiny teeth marks, has a hole drilled through it, for in 1854 a little girl, Sylvia Emeline Newell, wore it on a ribbon around her neck and used it as a teething ring.

In 1845 Sylvia Emeline's father, Eleazer Newell, who was the grandson of Captain Daniel Newell born in 1755 of Puritan descent, was running two general country stores; one in the primitive village of Jay, Essex County, New York, the birthplace of Sylvia Emeline; the other in Keene Valley.

The original settlements of North Elba, Keene Valley and Jay were adjacent to the west slopes of the Adirondack Mountains. The woods behind them were impassable with a thick growth of small underbrush, witch hazel and alders. Here and there a lonely settler was living.

From these regions the backwoodsmen came to trade furs for several months' supplies at Eleazer Newell's stores. They loved to gather about the old pot-bellied stoves in these hamlet places to visit awhile on 'settin' chairs.'

They weren't friendly to strangers, for there was a hard core of reserve around these mountaineers which was difficult to penetrate. Eleazer was quite easily accepted by these people, for he had been more fortunate than

most of them in acquiring sufficient education to teach in rural schools. They often depended on him for legal counsel, and he was notary public as well.

One day a stranger came to the store at Jay—a man, tall and gaunt. Eleazer saw at once—though the stranger, too, was tight-lipped and reserved as were the other fur traders—that he was not a native of those parts.

He was John Brown, who had come to North Elba to train the unskilled runaway slaves and black families how to live on land which Gerrit Smith, the philanthropist, had given them. In April 1849, he had moved his wife and daughters from Springfield, Massachusetts, where he had been in the wool business, to North Elba by way of Lake Champlain.

It was a cold blustery day, and the women were crowded uncomfortably in the oxcart as Brown strode along beside them. When they approached the Adirondacks, where the fresh colors of spring were beginning to appear, and heard the thundering roar of rapidly flowing streams, they were overwhelmed with the beauty of this country which they had never seen before.

Brown wasn't given to speaking his mind to others, especially to the backwoodsmen from Keene Valley and Jay, who were scarcely aware of the rising tension between the North and the South over slavery. Nor did he gain support for his cause with the white settlers from North Elba who resented the Negroes whom Gerrit Smith was attempting to establish in that territory.

But Eleazer *did* understand, and he sympathized with the plight of the black people. As they became better acquainted, Brown found consolation in him. This stern-faced, reserved man was more deeply religious and more completely dedicated to a God-given principle than anyone Eleazer had ever known. He respected him for his unflinching courage in vindicating the wrongs suffered by the Negro, wrongs which he so fiercely resented. The two became good friends.

Eleazer loved the scenic surroundings of the mist-veiled mountains, but in his heart he hungered for more than this. His loneliness was expressed in a letter written from Keene Valley, June 30, 1852, to his fiancée, Cecelia Newell, a distant rela-

tive who was then teaching in Canada: "Dear Cecelia, here I am among the mountains at work with all my might. I have a store here and at Jay, and I am doomed to stay here for a spell. It is a rather rough place in every way; society not as good as it might be; but in this life we cannot always expect to enjoy sunshine. Love, yours, Eleazer."

They were married in December, 1852, and Eleazer brought his bride to Jay by buckboard, the horses plunging along the snow-clogged mountain roads.

On November 23, 1853, their first child, Sylvia Emeline was born, and the following year on September 19th, Cecelia wrote from Jay to Eleazer who was then at their store in Keene Valley: "Dear Husband: We are not sick, although Sylvia Emeline is not well. She has been quite troublesome today, and I think she is cutting teeth again. Sister Julia wanted me to write to you to get her a fur collar and cuffs. She says she wants good ones but not the highest priced ones. It is very lonesome to have you away, and I shall be glad when the week is at an end. Julia stays with me, but no one can fill your place in my affections. So good-night from your wife, Cecelia."

A few weeks later when Eleazer had returned from Keene Valley to Jay, John Brown came to see him.

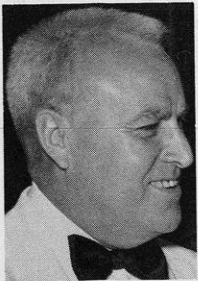
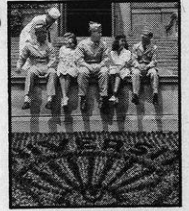
"Eleazer," he said, "I have worked from mornin' 'til night this past summer, and the crops haven't turned out good. The soil is thin and rocky, and my Negroes can't learn to live up here in the North. They put no stock in this kinda farming. Maybe there's some other way I can help 'em."

Seeing the heavy burden of despair Brown was carrying in his heart, Eleazer went to their living quarters in the rear, and brought out Sylvia Emeline and placed her in Brown's arms. Happily he held her, admiring the pretty baby girl with the blue gray eyes and chestnut brown ringlets. Reaching into his pocket, he brought out a Spanish milled dollar.

"Here, Eleazer, take this and have someone drill a hole in it," he said. "Let the baby wear it on a ribbon around her neck, and use it as a teething ring."

"Thank you, John, thank you kindly!" Eleazer said. "We will always keep it as a teething ring."

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Weston '33



Mann '42



Lowenstein '54



Conrad '63

Barry J. Anson '17, research professor of otolaryngology and maxillofacial surgery, College of Medicine, University of Iowa, has co-authored a second edition of "Surgical Anatomy of the Temporal Bone and Ear."

John Slezak '23, retired chairman of the board of the Kable Printing Company, Mt. Morris, Ill., has been given the highest award of the Department of Defense, the Distinguished Public Service Medal, for "exceptional and distinguished civilian service" to the department as chairman of its reserve forces policy board from 1957 until the present.

Roger J. Soulen '27 is back home in West Hartford, Conn., after two months' volunteer service with the International Executive Service Corps. He and his wife went to Athens to advise a Greek machinery firm on sales and merchandising.

30/49

In May, *Ralph J. Kraut '30*, chairman of the board of Giddings & Lewis, Inc., Fond du Lac, was elected to honorary membership in the Society of Manufacturing Engineers.

Quintin S. Lander '30, Fairfax County, Va., has completed his second retirement cycle by leaving his post for the past 14 years as director of guidance at the J. E. B. Stuart High School. In 1959 he retired as chief of the Attache Division of the army after 30 years' service. He will continue his interest in youth as a college administrator.

William W. Cary '32, Milwaukee, retired June 20 as secretary of the board of trustees (public relations) at Northwestern Mutual Life Insurance Co., after 40 years with the firm.

W. B. Clement '32 has been elected treasurer of the newly formed Liberty Lobby Research, Education and Legal Defense Fund, Inc. He lives in Punta Gorda, Florida.

Roy E. Weston '33, West Chester, Pa., was the 1973 recipient of the National Society of Professional Engineers' Award for meritorious service to the profession. He was cited for "pioneer accomplishments in the fields of industrial wastewater and air pollution control . . . long before pollution and ecology became household words."

Kenneth M. Brown '38, director of treating services with UOP Process Division of Universal Oil Products Co., Des Plaines, Ill., earned the award of merit and a fellowship in the American Society for Testing and Materials.

Robert H. Anderson '39, formerly with Harvard's Graduate School of Education, is the new professor and dean of the College of Education at Texas Tech University, Lubbock.

John H. Stephens '41 has been assigned by Universal Oil Products Co. as manager of the engineering department of its subsidiary, Nikki Universal Co., Tokyo.

JoAnn Goldberger Mann '42, past president of the UW Women's Physical Education Alumnae Association, has been elected president of the Girl Scouts of Milwaukee Area. Mrs. Mann is a phy ed teacher at St. John Cathedral School there.

The new president of the Academy of Motion Picture Arts and Sciences is *Walter Mirisch '42*. He is president and executive producer for Mirisch Productions, whose "In the Heat of the Night" won the Academy Award in 1967.

Janet Zurheide Peter '46, Wauwatosa, using the pen name Erica Carle, is selling a book she has written called "The Hate Factory" which, she says, "provides answers to those who have been unable to understand why many young people seem to be satisfied with lower moral standards than was formerly the case."

Harry P. Stoll '46, who has been with Oscar Mayer's Los Angeles plant, is now corporate credit manager in the Madison office.

Gerald L. Baum MD '47 is now a full professor of medicine at Case Western Reserve University, Cleveland.

Charles W. Tomlinson '47 has left the Olin Corporation to become vice president of operations for Polymer Industries, Stamford, Conn.

Robert F. Kelly '48, professor of meat science at Virginia Polytechnic Institute and University, Blacksburg, has won the 26th annual Distinguished Teaching Award of the American Meat Science Association.

C. B. Ashenfelter '49, formerly an administrative assistant with Milwaukee's Johnson Service Company, manufacturers of automatic temperature controls, will now administer its Canadian operations

00/27

The Oregon State Library, Salem, has acquired "Where Rolls the Oregon, and Other Poems", a volume of 40 poems by the late *Walter E. Bates, Sr. '00*, describing the beauties of that state.

The story in the Portland (Ore.) *Journal* begins: "A \$350,000 chapel at Marylhurst College stands as a monument to a retired teacher who never earned more than \$5,100 a year at her profession." It relates how *Julianne Roller '08* was able to endow that sum through "a combination of frugality, conservatism, recklessness . . . and a kindly stock market," beginning with meager savings her widowed mother accumulated by running a boarding house. The chapel was dedicated in 1969, and last year, during a campus festival, they dedicated the new three-manual organ which, Miss Roller writes, "I hadn't planned to buy, but no one else volunteered." She had to miss Alumni Weekend this year due to minor injuries she sustained while driving her car.

The Madison branch of the AAUW recently honored *Helen T. Parsons '16*, by giving this year's \$1,400 fellowship fund contribution in her name to the national AAUW American Fellowship. Dr. Parsons, Madison, has been a teacher and researcher in nutrition and has received several national awards.

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

Alumni News continued

in the personnel and data processing departments. He will continue to live in Franksville, Wis.

50/64

James E. Bie '50, La Jolla, Calif., has been elected vice president of NVR Securities Corp., a San Diego based brokerage house.

Derry W. Wagner '50, with B. C. Ziegler and Company, West Bend, since graduation, has been elected a vice president of the firm. He is also manager of the Ziegler insurance department, a general agency.

Paul A. Brunkow '51 lives in Redwood City, Calif., where he is the newly appointed program director, western division, for the National Association of Manufacturers.

George Fried '51 has been elected chairman of the design engineering division of the American Society of Mechanical Engineers. He and his wife, *Joyce (Resnick '50)* and their two sons live in Stamford, Conn.

Thora Vervoren '53, chief pharmacist at Milwaukee's Columbia Hospital, has been appointed to the state pharmacy examining board.

Richard D. Karfunkle '54, most recently with the brokerage firm of Laird, Bissell & Meeds, Inc., New York City, has been elected vice president and chief economist of Abraham & Co., Inc., Wilmington, Delaware.

Leah Hiller Lowenstein MD '54 is the first female Chief of Service in the 109-year history of Boston City Hospital. She and her biochemist husband and three sons live in Wellesley.

Lowell H. Tornow '55 is the new Wausau regional manager for Employers Insurance of Wausau. He has been with the firm since graduation.

Irene Forman Bernstein '57 is dean of girls and teacher of French in New York City's newest high school, Beach Channel, located in Rockaway.

Richard A. Comfort '58, Brooklyn Heights, N.Y., is a new vice president with Charter New York Corporation, which he joined in 1969 after 11 years with the Irving Trust Company.

Thomas '63 and *Judith (Niemann '61) Draves* have moved from Decatur, Georgia to Charlotte, N. C., where he is now assistant manager for the Richway Stores, after nine years with J. C. Penney—Treasure Island.

Ronald B. Williams '61 has been promoted to executive coordinator with the grocery, confectionary and John Sexton & Co. division of Beatrice Foods Co. He lives in Downers Grove, Ill.

Abraham Bass '62, an assistant professor of journalism at Northern Illinois University, was reappointed editor of the monthly NIU Faculty Bulletin.

Donna Rasch Cowan '62 has been named assistant professor of home ec at Albright College, Reading, Pa., where she is working on her Ph.D.

James E. Heineke '62, Madison, recently made the NALU's Million Dollar Round Table. He is with Connecticut Mutual Insurance Company.

Northstar Industries, a consulting firm in acquisitions and mergers, has opened a West Coast office in Sherman Oaks, Calif., with *Mike Bantuveris '63* as its vice president and managing director.

what do you remember
about your

HILLEL FOUNDATION

This is the 50th anniversary of the Hillel movement; the 49th of the foundation at the UW. Hillel wants to hear from you—where you are, what you're doing, what you recall about your student days here. Send anecdotes, reminiscences, photos, memorabilia to:

Rabbi Allan B. Lettovsky
B'nai B'rith Hillel Foundation
611 Langdon St., Madison 53703

Guy Conrad '63 now heads a PR-advertising agency in South Hingham, Mass., after six years with Kenyon & Eckhardt, Boston.

Charles B. Apple '64, Longmeadow, Mass., is now section manager for engineering services with the Roller Chain Division of Rexnord, Inc., Springfield, Mass.

65/72

Gary A. Zimmerman Ph.D. '65 is the new science and engineering dean at Seattle University.

Michael '66 and *Jeanne (Quick '67) Green*, Chicago, announce the birth of their second child, Barrie JoAnna. Mr. Green is an attorney and vice president of Michael Oil Co.

Roger and Danna (Miller '66) Levy, Wilmington, Del., announce the birth of their third daughter, Erica Susan, in January.

Mr. and Mrs. *David V. Rudd '66*, Maple Grove, Minn. have a new daughter, Kristine Elizabeth. After earning his MBA at the University of Minnesota, David is an assistant product manager in the consumer food group of General Mills, Minneapolis.

Wayne D. LaChapelle '67, Detroit, is now second vice president and loan officer of Manufacturers National Bank there.

David R. Friedman '68 is now a consultant with the Wisconsin Association of School Boards, Inc., here in Madison.

Stephen J. Lobeck '68 moves with Oscar Mayer from Columbus, Ohio to Nashville, where he becomes the district sales manager.

The Civil Aeronautics Board has appointed *Paul W. Wallig '68* as its representative in the new Bureau of Enforcement field office, Kennedy International Airport, New York.

USAF 1st Lt. and Mrs. *Phillip E. Jung (Judy Griffith) '69* announce the birth of a daughter, Megan Elizabeth, in June. The family is in the process of moving to McGuire AFB, New Jersey, where Jung has been reassigned from Thailand.

John Tietz '69 has rejoined the planning firm of Brauer & Associates, Minneapolis, as studio director and client coordinator following completion of a masters degree at the Harvard Graduate School of Design. He was awarded the Jacob Weidenman Prize for foreign travel and study, and received an honor award from the American Society of Landscape Architects for work at Harvard.

USAF 1st Lt. *John W. Fraser '70*, enters the Air Force Institute of Technology, Dayton, Ohio, to study toward a masters degree in physics.

Douglas Kadison '70 has joined the Blau Mortgage Company, Newark, N.J. as a mortgage analyst.

David J. Spatola '70 and his bride, the former Elizabeth Ann McCartney, are leaving North Dakota, where he has been a program administrator at the state university, for Cedar Rapids, Iowa, where he is the new executive director of the Cedar Rapids/Marion Fine Arts Council.

Second Lt. *James A. McMurry '71* has been awarded his wings at Moody AFB, Ga., and moves to Reese AFB, Texas, for special aircrew training.

Joseph A. Gadzik '72 was commissioned a second lieutenant in the Air Force upon graduation from the School of Military Sciences for Officers at Lackland AFB, Texas. He goes now to Laughlin AFB, Texas, for pilot training.

Jordan A. Gmach '72 has joined the Babcock & Wilcox Company, Barberton, Ohio, and will be assigned to the power generation group.

Virginia Ruth '72, Berkeley, Calif., is completing graduate studies in philosophy on that campus of U of C, and is a TA in the department this fall. Her sister, *Alice '68* lives in Shreveport, La., while her husband, USAF Capt. Gary Houldsworth is on temporary duty in Guam. They have a 1-year-old son, Ian Michael. *Carole '69* lives in British Columbia and, her mother reports, has ridden some of the continent's major rivers in a rubber raft.

Greg R. Torgeson '72, Madison, has been promoted by Oscar Mayer to supervisor of center sales statistics.



Light Man

Gilbert V. Hemsley may laugh off the title of "Rembrandt of Lighting Artists," given him by Newsweek, but the title is no laughing matter to producers here and abroad who vie for his services. Last summer, away from his post as associate professor here, he was production manager and lighting designer for the Stuttgart Ballet at the Kennedy Center in Washington, D. C. That assignment over, he went to the Guthrie Theatre in Minneapolis to light the summer plays.

In the past academic year, he and his Wisconsin students lighted the Boston Opera production of "Daughter of the Regiment" with Beverly Sills; Michael Langham's Broadway presentation of "Cyrano"; "Madame Butterfly" for the Houston Opera; the Bernstein "Mass" at the Mark Taper Forum in Los Angeles; and the Stuttgart Ballet in New York and Chicago. And all without missing a single class on the Madison campus.

Asked recently why he chooses to continue as associate professor of communication arts when he could be production manager and resident lighting designer at the Kennedy Center, he said: "I love to teach, and I've found that teaching improves my lighting."

Chairman Edwin Black of communication arts offers further reasons:

"He's put down roots for the first time in his life. He feels at home here. And he's so much in demand he can lay down his own conditions of employment.

"When he lighted the Stuttgart Ballet in Chicago, he took along a horde of his students to swarm around

back-stage and learn by doing. Depending on distance from the campus, he takes along two to a dozen, wherever he works, their expenses paid by his clients. It is impossible to imagine more valuable training for them, especially as they never miss a class here."

Yale-educated Hemsley was resident lighting designer and production manager for the McCarter Theatre at Princeton for five years. Then he took off in all directions: to Dallas to light the opera; to Montreal to work for the ballet; to Broadway for the APS-Phoenix Repertory Company; and to theatres in Tokyo, London, Athens, Paris, Copenhagen, and Weisbaden.

He has lighted Rudolf Nureyev's appearances in America with the Australian Ballet for Sol Hurok and many productions of the American Ballet Theatre, from "Swan Lake" to "Gaité Parisienne." He has created the lighting for all productions of Bernstein's "Mass," from the very first one at the opening of the Kennedy Center, and for concert artists from Renata Tebaldi and Van Cliburn to Odetta and the Serendipity Singers. He designed the lighting for the new shell of the Hollywood Bowl; for one of the most spectacular shows at the Casino in Beirut, Lebanon; and for "Royal Hunt of the Sun" at the Greek Theatre, Los Angeles. He has changed pace to create interior lighting for cafes and exterior lighting for large private estates.

The first lighting designer to be admitted to associate membership by the United Scenic Artists of America, Hemsley is a member of Actor's Equity, the American Guild of Musical Artists, and the U. S. Institute of Theatre Technology.

—Hazel McGrath

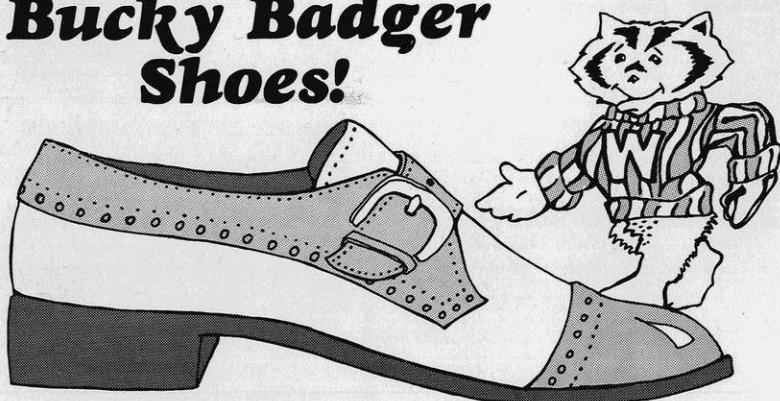
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Management and Circulation**

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Get your official

Bucky Badger Shoes!



... as worn by Elroy Hirsch, John Jardine, Pres. John Weaver, Arlie Mucks

Outstanding new style. Two-tone, full leather uppers in Wisconsin Red and White.

Straight tip oxford, with gored strap and buckle.

Features new high heel found on latest fashion shoes.

Fine welt construction. Made by a quality manufacturer.

WIDTHS:

A width—sizes 8 to 13
B—C—D—E and EEE widths in sizes 6 to 13

- Excellent fitting—long wear and comfort assured.
- Price—\$27.50 per pair.
- This includes all charges. Shoes will be forwarded directly to you.

To: **Bucky Badger**, Box No. 1371, Fond du Lac, Wis. 54935

I am enclosing my check for \$_____.

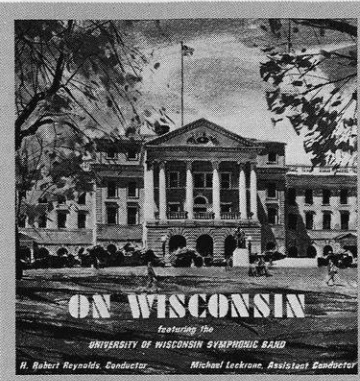
Please send me _____ pr. Size _____ Width _____

Name _____

Street _____

City _____ State _____ Zip _____

Allow 60 days for delivery.



Own This Record!

The UW Symphonic Band

Now in stereo, the UW Symphonic Band brings you delightful variety and remarkable artistry.

Sixty-three brilliant young musicians, under the direction of Prof. H. Robert Reynolds offer familiar Wisconsin tunes and marches *and* favored selections from their concert performances!

Hear "Wisconsin Signature"; "Varsity"; "If You Want to be a Badger"; "On Wisconsin" (this in both marching and concert form!); "Wisconsin Forward Forever"; and "Badger Variations" arranged by Michael Leckrone, UW's assistant director of bands; and composer-arranger Jerry Bilik.

And hear: Copland's "Fanfare for the Common Man", Vaughan Williams's "Toccata Marziale", and "Fiesta del Pacifica" by Roger Nixon!

A full and varied concert in your own home!

Order now! **\$5**

UW Bands
455 N. Park St.
Madison 53706

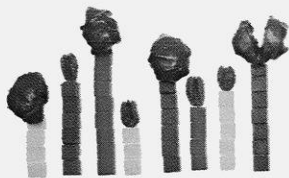
Here is my check for \$_____ for _____ stereo records by the UW Symphonic Band at \$5 each!

Name _____

Address _____

City _____

State _____ Zip _____



Here's a sweet new way you can help fatten UW athletic scholarship funds

Many grads have helped the UW and its students in significant ways. Others of you, unable to make sizeable contributions, have wished there was a way you could help. Well, Arnie Ludwig, class of 1956, has come up with an exciting idea in which all can participate. Pecan Sweet Talkers.™

All the profits for scholarships

Arnie, a successful candy manufacturer, started another company to merchandise Pecan Sweet Talkers, a quality candy, expressly for this purpose. For every box sold, he'll give all of the profits to the University of Wisconsin Foundation, earmarked for the Athletic Scholarship Fund. Arnie's reason? To repay the UW for his education and help student athletes.

More than your money's worth

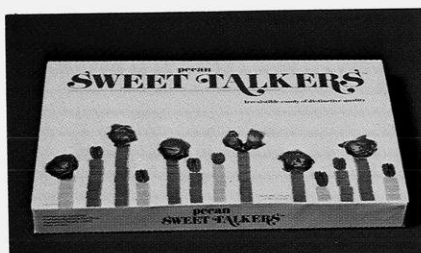
Here's your opportunity to help deserving young men reach their athletic and academic goals. Not through a cash contribution. You're getting an irresistible quality candy for your money. Plus the satisfaction of knowing you've helped.

One taste will convince you

Each 18 oz. box of Sweet Talkers contains a delicious blend of choice pecans buried in buttery caramel, made from pure Wisconsin dairy products, and covered with rich milk chocolate. An outstanding buy at just \$3.50.

Volume sales a must

Here's the crunch! To make this a really significant project, thousands of cases of candy must



For the intriguing story behind Pecan Sweet Talkers, turn the page.

be sold. Education becomes more costly every year. It takes a lot of money to give these student athletes, who might not be able to afford it, the opportunity to realize their ambitions. Can we count on you to help?

Ideal for gift giving

Sweet Talkers are always a gift in good taste. For relatives and friends on special occasions. Stock up for Christmas, Chanuka, or Valentine's day. For anniversary, birthday and thank-you remembrances.

Versatile in business

And Sweet Talkers are a welcome business gift. For employees, customers and business associates. For your sales force or dealer organization.

Other exciting uses

Some grads have suggested that Sweet Talkers be used by local Alumni Clubs for fund raising. Others are compiling lists of business acquaintances and friends who might be interested in purchasing candy. The promotion of Sweet Talkers is limited only by your imagination. And ours!

We will assist you

We're prepared to help you in

any way possible. With a sales folder telling the dramatic story behind Pecan Sweet Talkers. And with attractive quantity discount plans.

Join other UW alumni and supporters

Play an important role in a continuing project that will provide financial assistance to Wisconsin athletes for years to come. Mail this coupon today. Team up with Arnie Ludwig to give a helping hand to talented and eager young athletes.



Grad's Gratitude Candy Company

171 North Main St.
Manteno, Illinois 60950

Dear Arnie:

You bet I'm interested in supporting this program.

Enclosed is my check for \$ _____ for _____ boxes of Pecan Sweet Talkers™ at \$3.50 per box.

Please send quantity discount prices.

Please send information about fund raising for our Alumni Club.

Enclosed is a list of business associates who may want to give the candy as gifts.

Attached are other ideas for promoting Pecan Sweet Talkers.

My name _____

Address _____

City _____ State _____ Zip _____

Postage paid on orders of 12 or more boxes. For less than 12, add \$1.00 per box for postage.

A twenty year promise made good



Arnie Ludwig, sophomore guard on 1953 Badger football team.

Because of his outstanding football skills in high school, Arnie Ludwig was offered scholarships by a number of major Universities. At that time, his loyalties were with his home state, so he enrolled at Ohio State.

But an invitation from a Wisconsin booster to visit Madison changed Arnie's mind. He was so taken with the campus, the city and the people he met that he accepted a full scholarship at Wisconsin.

In 1952, the year Wisconsin went to the Rose Bowl, he was co-captain of the freshman squad. Then, as a 175-pound sophomore, he was a guard on the varsity team that put together a 6-2-1 record. But, in the 1954 Alumni-Varsity spring game, he suffered a leg injury that ended his football career.

However, this wasn't the end of

his education. The University allowed Arnie to continue his studies in the Food and Dairy Science Department, still under a full scholarship. Arnie recalls, "Right then I vowed that someday I'd repay the University, with interest, for all it had done for me."

Combining the knowledge acquired at the UW with his own diligence and business acumen, Arnie has been a success. In 1959 he organized the Seaway Candy Company in Toledo, a distributing firm for "fund raising" candies. This led to his building his own manufacturing plant in Manteno, Illinois, and to the founding of the Ludwig Candy Company in 1969. He currently has 37 representatives distributing his product line in 27 states.

And though twenty years have passed, Arnie still remembers

his vow. Now he's ready to carry it through.

That's why he's started the Grad's Gratitude Candy Company, making Pecan Sweet Talkers™ exclusively. Only the finest Wisconsin dairy products will go into the making of the candy. "I want the quality of the Sweet Talkers to reflect the quality of a fine University," he said.

That's the story thus far. And no one is going to work harder to provide a happy ending than Arnie Ludwig himself. With the support of other alumni and friends looking for ways to show their gratitude to the University of Wisconsin, this could be the "sweetest profit story ever told."

Grad's Gratitude Candy Company

The Legend of a Coin

continued from page 20

Five years later after the great disaster at Harpers Ferry, John Brown was hanged on December 2, 1859.

Though Eleazer could not justify the means Brown had used to bring about his cherished hope of shattering forever the shackles of slavery, he grieved for his old friend who at the time seemed to have given up his life in vain. He sympathized with the faithful Mary Ann Brown, who, on a cold rainy day in December, brought her husband's body for burial in the lofty Adirondacks.

Eleazer and Cecelia cherished the land where they had their first home—the birthplace of their first-born—but Eleazer had long wanted to move on westward to new and



The Singers in Stereo!

"Wisconsin Singers Show!"

A brand new album by Wisconsin's favorite singing sensations! You'll hear such show-stoppers as their "Love Medley" and the unbelievable "Auctioneer Song"; with "Hey Jude," "Oliver Medley" and many more. Order now for Christmas giving!

\$5

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

Rush me _____ copies of the new stereo "Wisconsin Singers Show!" album, at \$5 each!

Here is my check for \$_____.

Name _____

Address _____

City _____

State _____ Zip _____

more fertile regions. One day he closed out his business in Keene Valley and Jay, and they left their beloved Adirondack country never to return.

After a time they settled in the pioneer village of Loganville, Sauk County, Wisconsin, where Eleazer established a general country store. He was very helpful to the pioneer settlers, many of whom were from Germany and unfamiliar with our language and laws.

The death of two infant sons, followed by the passing of his beloved, Cecelia, in 1860, caused him to move to Spring Green, where he again

established and maintained a general store until his death in 1874.

Sylvia Emeline, the little one whom John Brown once held in his arms, married and became the mother of a family who cherish her memory as she cherished the Spanish milled dollar which her father entrusted to her care.

In 1967, her daughters decided to give the Spanish milled dollar to The Washington Heights chapter of the Daughters of the American Revolution, in New York City, of which their mother had been a member. □

Bucky Badger Tie



A superior quality all silk repp tie, alternating stripes of red and white with Bucky Badger embroidered on the bottom . . . 8.50 in a gift box. Add 50¢ for postage and handling. In Wisconsin add 4% sales tax.



MacNeil and Moore

604 State Street
Madison, Wi. 53703

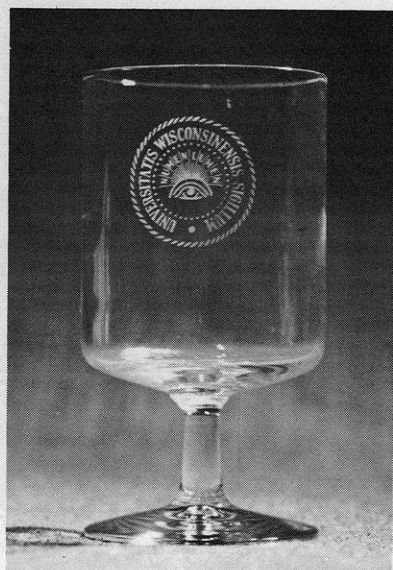
Master Charge American Express BankAmericard

Deaths

William Harley Barber '01, Ripon
 Howard David Piper '02, Evanston
 Roy Cummings Muir '05, Washington, D.C.
 Mrs. Charles Harry Stone (Edna Belle Bryden) '05, Madison
 Bernard William Flinn '11, Rockford
 Earl Vinton Hills '11, Ferron, Utah
 Howard Thompson Lewis '11, Belmont, Maine
 Harvey George Smith '11, Kenosha
 Merrill Wilson DeMerit Sr. '14, Signal Mountain, Tenn.
 Clinton Kenney Textor '14, Columbus, Ohio
 Arthur Wilson Crump '15, Burlingame, Calif.

Jonathan Garst '15, Berkeley, Calif.
 Bert Whitman Hocking '15, Rockford
 Morris C. Smead (Morris Smead Cohn) '15, Council Bluffs, Ia.
 Edwin Lee Andrew '16, Bridgeport, Conn.
 Robert Lexow Grant '16, Evanston
 Elsa Katherine Kessenich '16, Madison
 Goldie Jackson Reeves '16, Palo Alto
 Mrs. Thomas Lyman Bewick (Paula Zedler) '17, Madison
 Mrs. Merwin Guy Edwards (Lucia Byrne Fox) '17, Pasadena
 Mrs. Joseph E. Barnett (Marguerite B. Schubert) '19, Boscobel
 Andrew Oliver Dahlen '19, Stoughton
 Selma Irene Fjelstad '19, Madison
 Mrs. Robert Lee Mosier (Loretta Bugher Conklin) '19, Winchester, Ind.
 Ada Elizabeth Crandall '20, Milton

Charles Curtis King '20, Tulsa, Okla.
 Norman Theodore Meineke '20, Madison
 Farrand Dames Shuttleworth '20, Oregon, Wis.
 Bertha Hamilton '21, Harlowton, Mont.
 Mrs. Nels Alvin Silverness (Isabelle E. Quarberg) '21, Horicon
 Charles Earl Walsh '21, Fall River, Wis.
 Robert Philip Falck '24, Greenleaf, Wis.
 Michael Joseph Fenisyn '24, Milwaukee
 Maxwell Haines Herriott '24, Milwaukee
 Elizabeth Pearl Ramsey '24, Akron
 Mrs. Harold C. Hildebrandt (Rhoda Elizabeth Koch) '25, Wauwatosa
 August Carl Hohn '25, Two Rivers
 Russell Hopper Allan '26, Quogue, N.Y.
 John Ryan Egan '26, Sarasota, Fla.
 Allen Homer Reese '26, Elmhurst, Ill.
 Walter Carl Deininger '27, Jackson, Tenn.



The University Goblet

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

Set of six . . . \$12.95

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

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

Name _____
 Address _____
 City _____
 State _____ Zip _____



Now it's in Needlepoint

If you're caught up in the needlepoint craze, here's one design that Silvia Sidney hasn't beaten you to. If you haven't learned it yet, what better way to start than with this UW seal on a silk-screened, bound canvas. Size is 15" square—ideal for framing or pillow-topping. Included is all the fine Persian type yarn you'll need in red and white, the proper needles, and directions. Complete \$25

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

Please send me _____ UW Seal needlepoint kits, at \$25 each, post-paid. (Indiana residents add \$1 state tax). Here is my check for \$_____.

Name _____
 Address _____
 City _____
 State _____ Zip _____



Fredrick R. Aubey '68, Rockford, who, in a five-hour operation on July 7, received the first heart transplant performed at University Hospitals and the third in the state. He had been considered "progressing well" and was released on September 12, but died at home in his sleep on the night of September 14. Survivors include his wife Judith (Berigan '65) and three sons.

Mildred Amanda Engelbrecht '27, Elgin, Ill.

Anthony Charles Hahn '28, Watertown
 Louis E. Hawkins '28, Stillwater, Okla.
 Ruth Barbara Jeffris '28, Janesville
 Louis Adam Wollaeger '28, Southern Pines, N.C.

Erwin Henry Eggert '29, Sun City, Fla.
 Samuel Joseph Hiller '29, Whitefish Bay
 Melvin Carhart Terry '30, Houston
 Melvin John Wilke '31, Cudahy
 Raymond Arthur Nedden '32, Tavares, Fla.

David Wedgwood '33, Santa Monica, Calif.

Christian Edward Clausen '34, Kansas City, Mo.

Carl F. Huffman '34, East Lansing
 Tim Rush Allen '35, Oshkosh
 Harold Rodney Dodge '35, Gainesville, Fla.

William Thomas Flarity '35, Wausau
 Maurice Golland '35, Los Angeles
 Arthur William Ginskey '37, La Crosse
 Rexford Samuel Mitchell '37, La Crosse
 Kenneth James Qualman '37, Brookfield, Wis.

Marshall John Bergstrom '40, Madison
 Herbert William Borer '40, Naperville, Ill.
 Robert Eugene Tibbitts '40, Madison
 Gerald Thomas Hudson '41, Fayetteville, Ark.
 Wilbur Theodore Schroeder '41, Geneva, N. Y.
 David Reis Markham '42, Ottumwa, Ia.
 Harold Bell Renfro '42, Dallas
 Edgar Philetus Sawyer II '42, Reno
 Richard Phillip Millenbah '44, Albuquerque
 Mrs. Edward Harold Kass (*Fae Ann Golden*) '45, Lexington, Mass.
 Franze Edward Lund '45, Richmond, Va.
 Mrs. James William Stevens (*Jane Rakestraw*) '47, Madison
 Mrs. Edward Allen Terrill (*Ellen Smith Cargill*) '47, Madison
 Leonard Arthur Granberg '48, Crystal Falls, Mich.
 Carl Lynn Ross '49, Goreville, Ill.
 Mrs. Ted Curry (*Nancy "Happy" Olmsted*) '50, McHenry, Ill.
 Oscar Jack Adler '52, De Pere
 Douglas Lee Kinson '52, Madison
 Mrs. Verdon N. White (*Julia Emily Zernzach*) '54, Princeton, Ill.
 Biagino Mark Marone '59, Madison
 Robert B. Tremain '60, West Salem, Wis.
 Mrs. Leo Walter Zipperer (*Sandra Ann Lachowicz*) '60, Sturgeon Bay
 John Robert Andersen '63, Brookings, S.D.
 Mrs. Fred Baer (*Anna Louise Mary Wrase*) '65, Cudahy
 Robert Lewis Ratcliffe Jr. '65, Coral Gables
 Thomas Michael Hodan '71, Wauwatosa

FACULTY DEATHS

Alma Bridgman, 83, of Waupaca, who retired from the Department of Economics in 1958 after 35 years as an instructor and executive secretary. A member of Phi Beta Kappa, she formerly served as treasurer of the campus chapter.

Emeritus Prof. Delmar W. Nelson '20, Madison, on the College of Engineering faculty from 1923-1967. His special field was heating, air conditioning, and refrigeration. For 12 years Prof. Nelson served as a member of the State Registration Board for Architects and Engineers. He was 77 years old. Memorials to Friends of the Arboretum, or to the College of Engineering Student Loan Fund.

Hans H. Reese MD, 81, Madison, internationally known neurologist and psychiatrist. He founded the psychiatry and neurology departments in the medical school in 1925; served as chairman of the Department of Neuropsychiatry from 1940 to 1958; retired as emeritus in 1962. Dr. Reese was world-famed as an authority on unusual disorders of the nervous system, and had done extensive research into multiple sclerosis and muscular dystrophy. Memorials to the Medical School.

The Greeks Around Us *continued from page 19*

muscular dystrophy, the American Cancer Society. The Alpha Gams have had 100% of their members give blood for the last 24 semesters! This is what fraternities have come to represent to men who, in increasing numbers, are finding a home in an environment once overtly hostile to everything with Greek letters.

The strength of the system is its diversity and its ability to accommodate men of equally varied backgrounds, philosophies, and interests. It's only necessary that they be willing to make a contribution and a sincere commitment to friendship.

It's obviously difficult for me to be totally objective. I share with thousands of others who have attended

the University the conviction that my fraternity experience has been the most meaningful and rewarding part of my student life. The people I've met and the experience I've gained have made it so worthwhile. This is the central point which I think fades any other pros or cons into insignificance, because it requires no explanation and certainly no defense. The system remains admittedly imperfect. However, judging from the men around me and the many who pledged this fall, it is evident that we have more to offer than ever.

I have every confidence that in an increasingly favorable environment we will continue to improve and become a productive and respected member in an ever-expanding University community. □

Are We Closing the Book

Without You?

When the book closes on the University of Wisconsin Foundation's 1973 campaign, we'll be hoping to see some powerful words on its pages — your name. If we receive your gift postmarked no later than December 31, your name will make this year's honor roll. Those powerful words will strengthen your alma mater in 1974 — from the first day on!

university of wisconsin foundation
 702 LANGDON STREET • MADISON, WISCONSIN 53706

NOTICE:
 Changes in shipping procedures, effective early in 1974, make it impossible for us to offer the Wisconsin Chair them by December 31 of this year. Don't miss this final opportunity to own this chair!



The University Chair

Northern hardwoods hand-painted in black with soft gold trim. Then comes the UW seal! Marvelous in almost any room, and a wonderful gift idea.

Captain's Chair \$57.75. Captain's Chair with cherrywood arms \$60. Boston Rocker \$60. **Delivery by Christmas not guaranteed.**

WAA Services Corp.
 650 North Lake Street
 Madison 53706

Here is my check for \$ _____ for _____ Captain's Chair(s) @ \$57.75; _____ With cherrywood arms @ \$60; _____ Boston Rocker(s) @ \$47.75.

Please allow approximately 8-10 weeks for delivery express collect from Gardner, Mass. If chair is a gift which you want shipped prepaid, we will bill you for the shipping charges later.

Name _____

Address _____

City _____ State _____ Zip _____

You are invited to submit names of UW-Madison alumni for consideration as recipients of Wisconsin Alumni Association's 1974

Distinguished Service Awards.

Winners are chosen by our Recognition & Awards Committee. Criteria are professional achievement and credit to this University through Alumni Association citizenship. Awards are presented on Alumni Weekend.

Nominations must be in our offices by January 1, 1974. Please give reasons for nominations. (Attach additional sheets if necessary.)

Signed: _____

Distinguished Service Awards
 650 N. Lake St.
 Madison 53706

Directory of Local Alumni Clubs

IN WISCONSIN

Antigo

George F. Shinnars
315 East 9th Avenue

Ashland

Gerald K. Huhn
Route 2, Box 285

Baraboo

Myron LaRowe
134 S. Oak Street
Reedsburg

Beaver Dam

James Olson
124 Winn Terrace

Beloit

George J. Hess
1650 East Ridge Road

Burlington

Richard L. Peterson
508 Rose Ann Drive

Darlington

Kenneth Schellpfeffer
Box 7, Belmont

Eau Claire

David G. Anderson
Route 3, Black Oak Road

Fond du Lac

Frederick M. Fleury
744 Bruce Street

Fort Atkinson

Carlton Zentner
713 Cloute Street

Fox River Valley

Veldor Kopitzke
1350 Bonnie Drive
Menasha

Gogebic Range

Richard R. Rohde
1005 East Margaret Street
Ironwood, Mich.

Green Bay

Perry Ziegler
560 W. Roselawn Blvd.

Green Lake Region

Robert N. Evensen
411 Thorne Street
Ripon

Hartford

Dale A. Hembrook
Route 1, Box 230
Rubicon

Janesville

Kenneth D. Kitelinger
2110 N. Lexington Drive

Jefferson

Paul J. Frohmader
528 S. Dewey Avenue

Kenosha

Robert V. Baker
7761 6th Avenue

La Crosse

Michael F. Davy
615 North 23rd Street

Madison

Dale R. Thompson
6225 S. Highlands Avenue

Manitowoc

Tom Schomisch
3323 Edgewood Road

Marinette

LeRoy J. Lintereur
1428 Mary Street

Marshfield

Lyman F. Boson
1300 Shawano Drive

Merrill

Martin J. Burkhardt
203 Cottage Street

Milwaukee

Gary D. Strelow
18460 Benington Drive
Brookfield

Monroe

William Gyure
1115 21st Avenue

Platteville

William H. Paulson
Route 1, Lancaster

Racine

Thomas J. Bunker
804 Lathrop Avenue

Rhineland

Charles K. Heath
RFD 1, Box 106
Minocqua

Rice Lake

Daniel B. Merriam
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The Look of a Season

The photo at right was taken during the Ohio State game, but, like that of the couple in the stands, it could have come from almost any Saturday during this football season, more notable for its moments of stunned irritation than for anything approaching confidence. As gloom settles over the Badger bench, Bill Richerson, an assistant coach, looks pained and angry; Head Coach John Jardine (with phones) stares defiantly forward; and a ball-shagger slaps his head in stunned disbelief.

It was a season with a sadistic schedule, one which gradually made a proud team forget how good it could be. Yet, next year—the put-up-or-shut-up fifth year of Elroy Hirsch's five-year plan—will see the return of a number of lettermen, including tailback Bill Marek, who broke a school record with 226 yards rushing against Wyoming. If pride lasts, and if recruiting pays off, the look of '74 just *could* be 70,000 smiles a week.

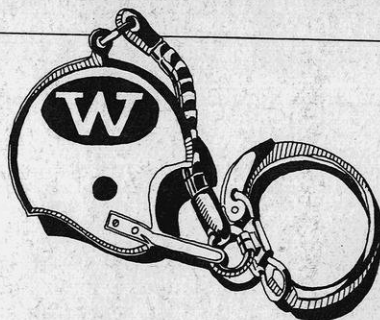
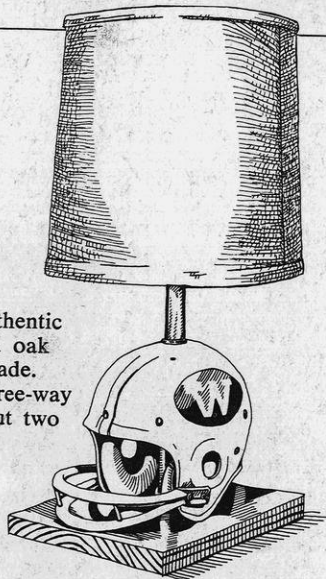


Photos/Del Desens



Badger Bazaar

UW Helmet Lamp. Authentic Badger helmet on solid oak base. Natural burlap shade. Stands 30" high, has three-way switch. Delivery in about two weeks. \$39.95.



Helmet Pin or Key Ring. His or hers, this badge of Badger loyalty. Red-and-white enamel on gold finish. About 1" diameter. Each \$2 (plus 25¢ handling on orders of nine or less.)

UW Plaque. Deep-etched red, white, gold on amazingly realistic "walnut". Size: 14" x 17" x 1½", and very handsome. \$17.95.



Wisconsin Glasses. Raise your spirits in these 12½-oz. hi-ball or 15-oz. double-Old Fashioned glasses. They're sparkling clear, heavy, with chip-proof rims. Designs are guaranteed for the life of the glass. Set of eight (one size per set) \$6.

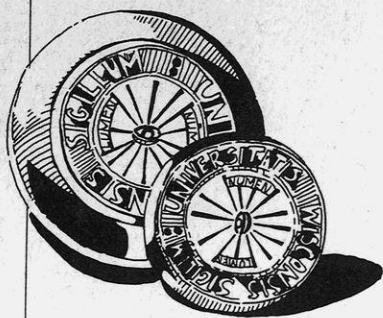
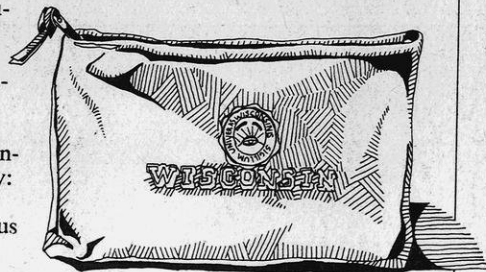


Bucky Jewelry. Bucky himself in heavy 22-kt. gold plate. Key ring \$3.25; Tie tac or tie bar \$3; Cuff links \$5; Charm bracelet \$4.

Poncho. High-visibility white top-quality vinyl. Heavy-duty side snaps, snug face opening. Bucky in red-and-black across the back. Width: 54"; length 36" from shoulder. One size fits most adults. \$6.



Portfolio. Soft, luxurious Naugahyde in cardinal red with UW seal and "Wisconsin" in white. Fully lined; rolled seams; spongeable inside and out. Roomy: 17" x 11½". Sturdy zipper with generous pull tab. \$10.



Blazer Buttons. University seal hand-detailed in fine enamel on 18-kt. gold plate. Single breasted (seven buttons) \$12.50.

The Big Sport. It's a rug, a wall hanging, a bath mat, a chair cover. Natural background, with red and black. Size is approximately 24" x 45", and it's machine washable. \$3.95 at our office; \$4.95 by mail.

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