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Wisconsin Alumnus

Angell
September, 1972

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ON WISCONSIN

As I write this, the excitement of orientation—registration week has descended on our beautiful campus. Suddenly the place is alive once again with bright, eager, happy faces—which get younger every year! It's a very refreshing experience to see the young people as they push their way through crowded sidewalks, stand in long lines, fight the traffic congestions (Langdon street has looked like Homecoming all week) and experience the same happy confusion we all remember from registration week.

This year the Madison campus welcomes some 34,000 students, of which 5,200 are members of the Class of 1976, and 2,113 of these are sons and daughters of Wisconsin alumni. We're proud of this latter figure. It represents the largest enrollment of "alumni children" in history, and it means that those who had the opportunity to attend this fine institution have great faith in its capabilities to provide their sons and daughters with the highest quality education and a wealth of wonderful experiences.

More than ever this year, we alumni who are also Wisconsin taxpayers must have a direct concern with the continuance of that quality throughout the merged University System. This is a legislative year and, for the first time, a *total* System budget will go to our lawmakers. The 27 campuses in the System—we're the third largest in the nation—will be asking for a biennial budget of \$1 billion. Yes, I said \$1 billion. And state alumni will have to take a special interest in what the legislature does with this budget. It will be our job to work closely with the alumni of the 13 degree-granting campuses and our elected representatives to insure the lasting excellence of higher education in this state. It is absolutely essential that the Madison campus continue to be the "crown jewel"—as President Weaver has called it—if the integrity of the entire System is to be maintained. (More about this on page four, where Regent Mary Markham Williams gives us a very interesting report.)

Our football fortunes look better this year, as you'll see from Jim Mott's forecast on pages 8–9. Ticket sales are at an all-time high. We hope we'll see thousands of you at the games and at our traditional open houses on game mornings in the handsome new Union South. We also hope to see you at various other WAA-sponsored events throughout the year—at concerts by the famous University Singers, who are now completely sponsored by your Association and who have as their new conductor Kurt Chalgren, who brought *The Kids From Wisconsin* to national popularity. We have our WAA Club Leadership Conference this month; our Fall Women's Day early in October; some wonderful tours throughout the year; Founders Days; and what looks like one of the biggest Homecoming weekends ever. All in all, it looks like a great year to be involved as a Wisconsin alumnus!

Arlie M. Mucks, Jr.
Executive Director

Letters

Good Medicine

"The Overmedicated Society" by Joseph R. Robinson, Ph.D., is thought-provoking, and the editor of *Wisconsin Alumnus* is to be congratulated for making the subject the lead feature of the June issue. An aspect that deserves re-emphasis is the difficulty of correcting a situation in which billions of dollars are involved.

Since 1966 I have used every means at my disposal to warn about the danger of aspirin in bleeding states. While it is a safe drug for the large majority of individuals, it is a dangerous medicine for those with certain hemorrhagic disorders. Only now my efforts are beginning to show signs of bearing fruit.

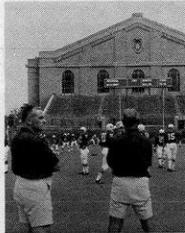
Armand J. Quick, M.D., '18
Milwaukee

... We have a continuing project of displays of materials in the field of drug abuse. Your article extends the field and surely is of related interest as well as independent concern. Thanks to you.

Dorothy B. Hansen
Librarian
Loring Air Force Base, Maine

wisconsin alumnus

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4 Words from a Regent

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Photo by Gary Schulz

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"THE TIME HAS COME," THE REGENT SAID, "TO TALK OF MANY THINGS".

□ *Who really runs the universities in the UW system?*

Fortunately, the administrators mostly run the universities. I say "fortunately" because Wisconsin has unusually capable administrators, everyone from President John Weaver on down, including chancellors and deans. They are well-prepared, dedicated, and fair, and generally have the support and cooperation of their faculties. I don't mean that the Board of Regents is excess baggage. I *do* mean that a Board of Regents made up of citizen laymen does not serve an *operational* or *administrative* function. It makes policy, asks questions, makes suggestions, approves procedures, sets priorities, and—most importantly—chooses the administrators and continually evaluates them.

Now, there have been occasions when governors and/or legislators have gotten into the act—trying to run the schools. In my opinion this has not resulted in good decision-making. Legislators tend to represent their constituents, trying to keep a two-year teachers college going, or bring a two-year Center campus to their area. Governors tend to have a political objective in mind, and I think that partisan politics should be kept out of educational policy-making. Our present budget-making process, allowing for the governor's review and recommendation and the legislative limit-setting, is an appropriate and healthy one.

□ *Well, how is merger going?*

We are making good progress. The chairman of the Board of Regents, Roy Kopp, is performing with diplomacy and tact, and the members of the board are moving ahead on some difficult decision-making. The implementation committee is doing an excellent job, so that if and when complete merger does occur there will be sound, thoughtful theory as well as practical experience forming a solid foundation for it.

President Weaver, Executive Vice President Leonard Haas and the vice presidents appear to work well together, and are giving the central administration effective leadership.

But merger will not solve the problems of higher education in Wisconsin. Nor should you expect it to save the state money. (Remember, if you want economy, never let an economic question get into politics.) The only saving is that there'll be no funding for the CCHE.*

The operating budget *does* reflect some shifting of funds from central administration to individual campus units, and the bringing together of two separate administrative groups into one organization.

What you should expect merger of the two university systems to accomplish is: better use of the state's educational resources; decrease in duplication of efforts and in competition for dollars; increased service to Wisconsin's students; and a firmer arrangement to face the possible need for consolidation.

□ *Why did you support merger of the universities when the other Republican regents did not?*

I have thought merger was a good plan since working on the Governor's Commission for Education headed by William Kellett. I *could* support two systems, but the universities should be divided according to their function. For example, with the professional and graduate comprehensive universities like Milwaukee and Madison in one, and the primarily undergraduate schools in the other.

I did not believe nor do I believe now that merger should be a political issue. A politician thinks of the next election, a statesman of the next generation, and I think education should, too. We should be concerned

* The Coordinating Council For Higher Education, a state agency which was disbanded at the time of the merger.

constantly about whether education is organized in such a way as to be of most value to the students and consequently to the taxpayers. One test of success of a merged system should be its responsiveness to student needs.

I, also, believe that Wisconsin needs a state board of education—a board composed of volunteer citizens to be advisors to the governor and legislature on all matters dealing with education. Such a board could set priorities in state spending. For example: Do we need more money poured now into vocational and technical opportunities? Should the state be giving more aid to elementary and secondary schools? What can we do with education out of classrooms to improve rehabilitation and teach people skills in order to break the poverty cycle?

At the present time our state's approach to education is fragmented and compartmented. A state board of education could provide an objective, non-political overview of Wisconsin's largest business. By the way, such a board was a recommendation of the Governor's Commission on Education.

□ *Why do some universities have empty dorms? Can't you plan?*

Four factors: 1) Raising the cost of out-of-state tuition has affected Whitewater's, River Falls', Platteville's, and Superior's enrollments. Also Milwaukee's and Madison's. In 1965, 1966, and 1967 parents were complaining that their children had to stay in dorm lounges or in crummy off-campus housing because dorm space was so limited. When the supply caught up with the demand, there was a marked decline in numbers of out-of-state students.

2) At the same time, Green Bay and Parkside were becoming four-year schools. Those universities certainly cut into the potential enrollment of Oshkosh and Whitewater.

3) The over-all enrollment is leveling off. Students are choosing other alternatives. The draft is not forcing boys into school. The job market is such that young people are asking, "Why should I hurry to graduate?" More students are choosing vocational or technical schools.

4) Students' life styles have changed. Some of them want to live "poor", and the dorms appear too middle-class and comfortable to them. They like the independence of making their own individual homes rather than the conformity of the dorms. Now more students are choosing dorm life again, but the state won't be building *more* dorms for a long time to come.

□ *You sound as if you opposed raising out-of-state tuition. What do you think about quotas for out-of-state students?*

No, I was in favor of raising the out-of-state tuition. It is not out of line with the costs of education nor

sin asset. It should be used by the nation's people. The federal government may have to take some steps toward underwriting post-high school education for all citizens.

□ *You mentioned "students' life styles." Aren't students living pretty much the same as we did?*

No, I don't think they are. They are much less concerned about what people think of them. They look at individuality as a virtue. Therefore, tradition and familiar patterns do not have the same meaning as they do for us. Many of them see only the faults in society and none of the strengths. (However, many of them are more unselfish with their time and energy than we were. For example: Fifty-thousand hours of volunteer work were given by 1,400 University of Wisconsin-Madison students to a variety of Madison area service projects.)

Most of the students realize that they will never again live in small

alarmed over the superficial, and keep looking for signs of thoughtfulness and commitment.

Some sociologists predict the disappearance of the family unit in the 1980s. I don't agree. Marriage and the family—perhaps in many different forms and types—will survive and may be stronger for having been probed and tested.

You undoubtedly sense that I don't see the universities acting in place of the parents—good old *in loco parentis*. I think parents should talk to their kids about the schools, about the rules, about change, and about their values on both sides. If the communication channels are kept open, it could be very educational. Maybe college education *has* been over-sold.

□ *What about all of the university graduates without jobs?*

We should not expect liberal arts education to be job-oriented. It should be related to educating the

Mary Markham Williams '50 (Mrs. Robert R.), of Stevens Point was appointed to the Board of Regents of State Universities in 1965 for a five-year term, and reappointed for another five in 1970. After the merger, she was appointed a member of the new System Board of Regents for a term ending in 1977. Here are excerpts from a lively talk she gave this summer in which she answered some of the most frequent queries she hears from Wisconsin citizens and parents. We think she answers a lot of *your* questions, too.

the out-of-state tuitions nationally. However, it would have been preferable if we could have raised it gradually in the state universities, thereby not driving students from neighboring states away so abruptly. Of course, that is hindsight.

But I do *not* believe in *quotas* for out-of-state students. Limitation of enrollment by restrictive quotas is artificial, discriminatory, and very difficult to administer. Their tuition should continue to be based on the cost of education. *This* is effective in keeping the numbers down.

This whole question will undergo further examination due to the changes in residency brought on by young people reaching majority age at 18. Very shortly we may find that there is no such animal as an out-of-state student.

Also, bear in mind that the University of Wisconsin-Madison is a national resource as well as a Wisconsin

towns or in rural settings unless they make a specific effort to do so. They want the universities to reflect the real world, not to protect nor sequester them. If students are not listening to their parents and following their advice, how can we expect *universities* to make them do things? Therefore, our universities have to provide for the participation by students on all levels. We have to be willing to listen and to act on constructive suggestions. We have to evaluate rules according to educational principles and be able to justify the ones we continue.

□ *What does the revolution in the behavior of the young portend?*

As a parent of four, I wish I knew. Or maybe I'm happier *not* knowing! I think we have to show by our example that we have objectives and ideals and are willing to work for them. I think we should not become

whole individual, not necessarily giving him a skill or competency. We will go through a period of adjustment in which many more students will choose technical education. Colleges and universities will, also, look at their course offerings to adjust to the job requirements currently and in the future.

Someone has said: "Education is not given for the purpose of earning a living. Education is *learning* what to do with a living after you earn it."

□ *Why do we spend so much on education in Wisconsin?*

Because we provide more higher educational opportunities for our citizens than *any other state* except New York and California. The people of Wisconsin have taken pride in the University of Wisconsin-Madison and therefore, in the University System. It has been a part of our tradition to believe in education.

But if the legislature tells the universities to economize, there may be some difficult pruning to do. For example: Should we continue all of the Center campuses? How much more professional education—such as another Law School—can we afford? Should we develop more graduate opportunities? Where do we find the money to develop the open school? How do we finance the increases needed in Extension offerings?

Some consolidation is undoubtedly going to be imposed to get such economizing, but it will not be universally popular with the legislators, with citizens, or within the university system structure. Remember, Wisconsin's faculties and administrators have lower salaries than many among comparable institutions. We are fortunate to have maintained such excellent faculties.

One reason the University of Wisconsin—Madison opposed merger was the worry that money would be diverted to other purposes and cause a decline in the quality of that school. I hope we can avoid that expediency because I *do* believe the University of Wisconsin—Madison's quality should be supported and, indeed, cherished.

But economy and increased efficiency will be *primary* concerns for all of the universities and the Board of Regents in the foreseeable future.

□ *What would be an ideal Board of Regents?*

Well, in the first place, human beings are never ideal. Now then. A board should be composed of a variety of people to bring together divergent opinions and viewpoints. Young and old, liberal and conservative, rich and poor. I believe the board should serve a communications function with the public; and issues should be discussed long enough so that differing viewpoints and attitudes are expressed.

Opposing political views should also be aired, and I think the gov-

ernor should be required to appoint members from different political parties. More women, *of course*, and individuals from the various racial or cultural groups in Wisconsin should be appointed. I believe that such a wide representation is necessary because public higher education is not elitist. All of our citizens pay taxes for it, in some cases the not-so-well-off helping to pay for the well-to-do to go to school.

□ *Why do you permit ROTC on campus? Don't you feel that that is unnecessary support for the Defense Department?*

I believe in citizens playing a major role in the Army. If we have an all-professional Army, devoid of those good old Liberal Arts graduates we will tend to have narrow, insulated, rigid officers in the Army. I think we need the leavening of the ROTC graduates, and they will be particularly necessary in a Volunteer Army. Perhaps, a better alternative for educating officers will come up, but we should maintain *citizen* control of the military.

□ *Would you send an 18-year-old daughter to UW—Madison or to a smaller school like Oshkosh or Stevens Point?*

In the first place neither Oshkosh nor Stevens Point at 12,000 and 9,000 enrollments are really small schools. They are eight and ten times the size of Lawrence or Ripon. In the second place I don't think any of the college campuses in the state are really isolated or unsophisticated. College-age young people are mobile—or perhaps you've noticed that?

Madison and Milwaukee are urban areas, so they are different environments in that respect from all of the other campuses.

It depends on your child—her motivation, her ability, and her objectives. If she is easily distracted and has not developed reliable study habits, I would attempt to steer her to a smaller school. The former State

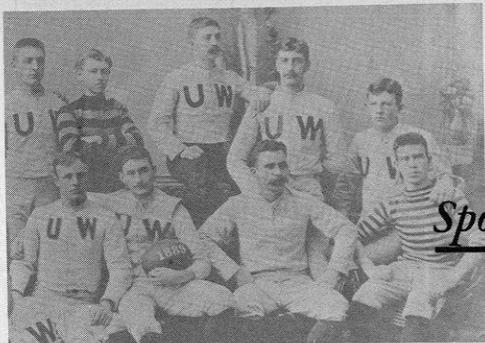
Universities prided themselves on being teaching universities, as opposed to research-oriented schools. But many students do like the presence of the Graduate and professional schools, and the excitement of the competition in a huge, comprehensive university.

The variety and the individuality of the universities in the University of Wisconsin System must be maintained. It would be a mistake for all of the schools to pattern themselves after Madison. The state could not afford it, but more importantly, the schools should offer students alternatives. I hope that faculty and administrators will be resourceful and imaginative in planning their future missions.

□ *Why do you allow the Black Panthers, the Chicago Seven, Angela Davis and others who openly preach revolution to speak on the campuses?*

The sifting and winnowing process by which the truth will be known is a proven one for Wisconsin campuses. It would be a step backward to limit the amount of free speech. We are all better off for the exposure we have had to radicals and to activists along the way—such as the Communists who spoke on the campuses in the 1930s.

However, I am perturbed by the young people who heckle and jeer, making it impossible for Ed Muskie or George Wallace to appear on a campus. We are living in a time of advocacy, and some are saying that any means may be used to achieve an end. It was shocking to hear that Carroll College disinvented Secretary of the Army Robert Froehle, due to threats by anti-military activists. It is becoming more difficult for any school to assure a speaker a courteous audience. But it is imperative that that audience *be* assured! Carroll College can no longer call itself a First Amendment campus, and that tragic event must not be repeated at state schools. ●



Sports

Tim Klosek Dies In Car Accident

Tim Klosek, 21, a senior from Whiting, Ind., was killed in Madison on the morning of July 4th. He died after being struck by a car on the South Beltline while changing a tire on his own car.

Klosek was expected to be Wisconsin's number one wide receiver this season. He had been number two on the team in pass receiving in 1971 behind Albert Hannah.

He had stayed in Madison this summer primarily to work with Rudy Steiner, the Badgers' probable starting quarterback. The two worked out every evening at the stadium on timing and pass patterns.

The 6'1" 190-pound Klosek, who wore number 40 on his jersey, won letters in high school football, basketball, baseball and track. He was an Indiana all-state selection in football and won the MVP award in the state's 1969 high school All-Star game.

Wisconsin fans will remember the key role he played in last season's 31-28 victory over Michigan State

when he caught a 75-yard touchdown pass and finished the day with 135 yards in receiving—the most by any Badger receiver for a single game during the season.

Coach Jardine called Klosek's death a "tragic loss." "He was great on and off the field," the coach said.

"I hope everyone will say a prayer for him and for his mother, who I know is deeply saddened right now."

George Chryst Named To Wisconsin Football Staff

Madison Edgewood high school football coach and athletic director George Chryst has accepted a position on the Wisconsin football staff.

The 35-year-old Chryst has been at Edgewood the past nine years, serving as head basketball coach for eight years (1963-64 to 1970-71) with an overall record of 138-47; and after three years as the assistant football coach became its head coach in 1966, to compile a six-season mark of 43-10. He's been Edgewood's Athletic director the past six years as well, having succeeded Earl Wilke in both positions.

George is a Madison native. He graduated from Edgewood in 1955 with an outstanding prep record in which he earned All-City honors in both football and basketball. He holds a BS degree in physical education from Wisconsin in 1960 and a master's in Educational Administration in 1968. During his undergraduate career, George won major "W" awards as a member of Wisconsin's 1957 (6-3) and 1958 (7-1-1) football teams as a guard, center and line-backer.

George is married to the former Patricia Putnam of Madison and they are the parents of five children.

Chryst was honored as city coach of the year in basketball in 1965 and in football in 1971.

Athletic Board Members Announced

Appointments to the Athletic Board for 1972-73 were announced in July by Chancellor Edwin Young.

Prof. Frederick W. Haberman, communication arts, a veteran member of the board, was chosen chairman.

Named to one-year terms were the following:

Student Representatives—Keith D. Nosbusch, Milwaukee, for the student

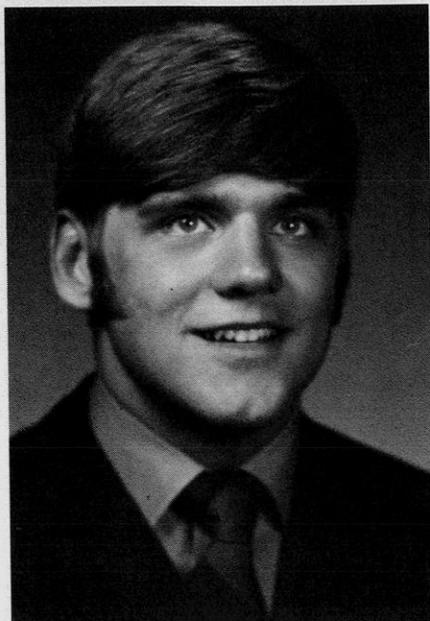
1972 Football Schedule

Sept 16—Northern Illinois (Band)
 Sept 23—Syracuse
 Sept 30—At Louisiana State (night)
 Oct 7—Northwestern (Parents')
 Oct 14—At Indiana
 Oct 21—At Michigan State
 Oct 28—Ohio State
 Nov 4—Iowa (Homecoming)
 Nov 11—At Purdue
 Nov 18—At Illinois
 Nov 25—Minnesota ("W" Club)

athletic board; and Tim Higgins, Appleton, representing the Wisconsin Student Association.

Faculty—Prof. E. David Cronon, director of the Institute for Research in the Humanities; William Kiehofer, Medical School; James E. Jones, Jr., law; Donald R. Peterson, agronomy; and Frank J. Remington, law, ex-officio, and George H. Young, law, alternate.

Alumni Association—Nate Manis '38, Fond du Lac, and Hugh Holmes '42, Wood Dale, Ill.; and WAA President Fred Rehm '43, Milwaukee, and Francis Hoffman '43, Madison, alternates.



Tim Klosek

IT'S FAVORABLE WITH FERGUSON

BY JIM MOTT

Director, UW Sports News Service

A solid running attack and an improved defensive alignment are two main reasons why Coach John Jardine and his staff look forward to the 1972 football season and foresee a winning campaign for the Badgers—a feat that has not been accomplished by a Wisconsin football team since 1963.

A total of 22 lettermen form the nucleus, and one of the most exciting runners in Wisconsin gridiron history—Rufus “Roadrunner” Ferguson—returns for his final campaign, ensuring thrills galore to thousands of football fans.

The irrepressible Ferguson, a 5-6, 190-pound dynamo, romped through and around opposing lines of defense for an all-time-school-record 1,222 yards in 1971 and crossed opponents' goal lines on 13 occasions for 80 points.

Ferguson is flamboyant on and off the field, and the senior from Miami (Perine), Florida ranks as a solid All-American and Heisman Trophy candidate. His success running the football will determine Wisconsin's offensive potential as well as the individual honors that will come his way with each passing Saturday. His brilliant performances all season in 1971 gained him national prominence as the 18th-ranked rusher with an average of 111.1 yards per game and 4.9 yards per carry. He's the top Big Ten running back returning from last season's play.

The “Roadrunner” was named to the All-Big Ten football team unanimously and the conference's All-Academic team as well, merited by his 3.1 overall grade point average as a business major. His two-year total of 1,810 yards and his 1971 scoring output of 13 TD's and 80 points rank as school records.

The supporting cast assembled by Jardine includes a balance between the offensive and defensive platoons with Co-Captains Keith Nosbusch and Dave Lokanc providing the leadership.

Nosbusch, who prepped at Pius XI high school in Wauwatosa, is a versatile player, and performed exceptionally well at tackle offensively last year after playing guard as a sophomore in 1970. He's rated an excellent blocker.

Lokanc, from Chicago, where he attended Marist high school, stepped in as regular middle linebacker on the defense last year and paced all of the Badger defenders with 79 solo and 83 assisted tackles.

Offensive lettermen returning this year include quarterback Rudy Steiner, Iron Mountain, Michigan; fullback Gary Lund, Chicago; Tom Lonnborg, Milwaukee (Nicolet) with 16 receptions for 213 yards and a pair of scores; guard Bob Braun, Union Grove; and centers Mike Webster, Rhinelander and Mike Passini, Middleton. All of the above except Webster are seniors this season.

Steiner, in limited action last year, completed 32 of 70 passes for 449 yards and fired three scoring passes. Lund, an exceptional blocker, gained 115 yards on 18 carries and caught three passes for 43 yards. He had a twelve-yard scoring run against Ohio State. Lonnborg, taking over from Larry Mialik in mid-season when the latter suffered a broken arm at Ohio State, was the Badger's third leading pass catcher with 16 for 213 yards and a pair of tallies against Illinois.

Wisconsin was an exciting offensive team in 1971 and the Badgers ranked 19th nationally on total offense—their highest showing since the 1962 conference champions and Rose Bowl participants ranked tenth nationally—and several of the key performers offensively have departed.

They include quarterback Neil Graff (97 of 186 pass attempts completed for 1,300 yards and five touchdowns); fullback Allan “A-Train” Thompson (643 yards on 124 attempts and six scores on the ground and 12 passes caught for 76 yards and two tallies); wide receiver Albert Hannah (39 catches for 608 yards and 2 touchdowns); tight end Larry Mialik (15 receptions for 165 yards and one tally); and split end Terry Whittaker (13 catches for 165 yards).

Also missing from the Badger cast is ace punt and kickoff returner Greg “Grape Juice” Johnson who returned 14 punts for 160 yards and one tally and 19 kickoffs, a total of 540 yards. He ranked fourth nationally, and Wisconsin, teamwise was 12th in kickoff returns in 1971.

Whereas Wisconsin's offense tallied 374.7 yards per game in 1971—213 yards rushing and 161 yards passing, it was a porous defense that yielded 378 yards per game—240 rushing and 138 yards passing—that contributed to the overall record of 4-6-1.

Defensive lettermen returning include Bob Storck, Madison (East), Tom Koch, New Berlin, Mike Seifert, Kiel, Mike Mayer, Chicago (Marist), and Jim Schymanski, Wausau along the front four; Ed Bosold, Madison (East); Todd Nordwig, Clintonville; John Hoffman, Two Rivers; Brian Harney, Fond du Lac; and Dave Schrader, Sterling, Ill., among the linebackers; and Ron Buss, Madison (East); Chris Davis, Wauwatosa (East); and Jim Wesley, Milwaukee (Riverside) in the deep secondary.

Non-letterwinners from the 1971 campaign who made impressive spring showings include guard Dennis Manic, Elgin, Ill., and flanker Art Sanger, Madison (West) on the offensive platoon and tackle Mark Levenhagen, Wauwatosa (Pius XI), and

Twenty-two returning lettermen form a strong nucleus for an improved defense and better running attack centering around Rufus, bless him.

backs Don Baron, Rhinelander; and Randy Safranek, Milwaukee on the defensive platoon.

There's talent from last year's freshman football team that promises to push the veterans for starting positions including running backs Mark Simon, Tucson; and Dan Orvick, Madison (East); quarterbacks Jon Oberdorfer, Racine—he underwent knee surgery in the spring—and Dave Dykstra, Redlands, California; defensive backs Jeff Mack, Chicago (Farragut); Alvin Peabody, Columbus, Ga.; and Mark Cullen, Janesville; ends Rick Koeck, Fond du Lac; Jack Novak, Kewaunee, and Rich Degitis, Chicago (Marist); interior linemen Mike Vesperman, Platteville; Guy LoCascio, Green Bay (Premonstre); Bob Johnson, Madison (West); Gary Dickert, Manitowoc; and Art Zeimetz, Chicago (Marist); and line-backers Mark Zakula, Chicago (Marist); Rich Jakious, Aurora, Ill., and Gary Little, Hanover, Mass.

A total of 408,885 fans saw Wisconsin's football team play in Camp Randall Stadium in 1971. Sellout crowds of 78,535 and 78,451 watched the Badgers battle LSU and Purdue, respectively. We ranked third in the nation with an average attendance of 68,148 fans per game.

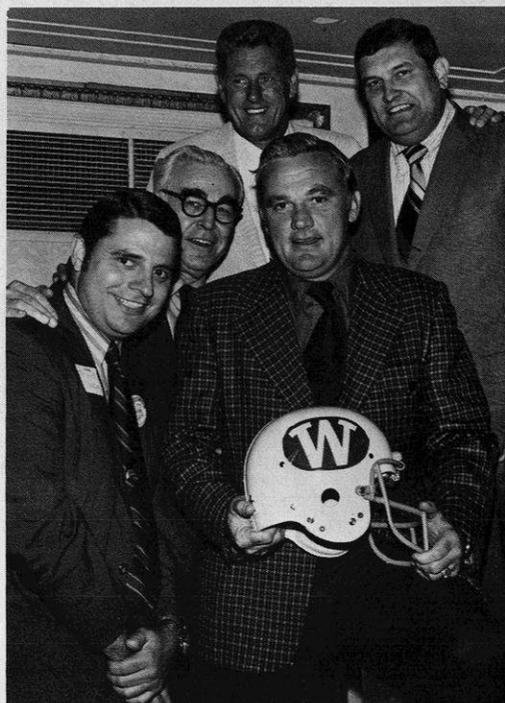
1972 promises more of the same!



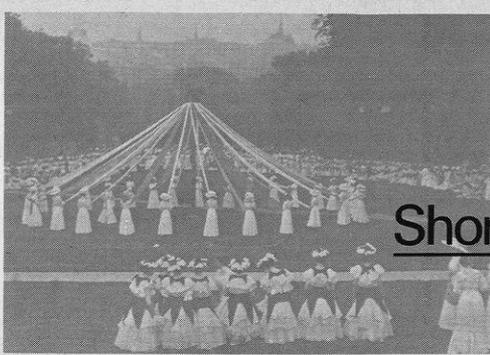
Photo/Gary Schulz

The power behind the power. Front row: Dick Selcer, defensive secondary, first season; Lew Stueck, defense coordination, third season; Dick Teteak, defensive line, third season; Norman Dow, offensive line, third season; Jim Martin, receivers, third season. Rear: George Chryst, JV offense, first season; Chuck McBride, offensive line, third season; Larry VanDusen, offense coordinator and backs, second season; Head Coach Jardine; Bill Richerson, special assistant, JV defensive; LaVern Van Dyke, JV head coach, twenty-fourth season.

Suppliers. The Chicago area traditionally spawns a hefty supply of Badger athletes who get that way via recruitment efforts of members of the city's UW Alumni Club. Here, the club's new president David Spengler '60 and old stalwart Bill Nathenson '34, come together at the Big Ten's Kickoff luncheon in August with Jardine, Athletic Director Hirsch, and, at right, Big Ten Director Wayne Duke.



Photo/EPS Studios



Short Course

STRANGE BOOKFELLOWS

A new three-credit senior lit course last semester grouped the writings of Plato, Aristophanes, Zeno, Hawthorne, Poe and Ray Bradbury. *Ray Bradbury*?? Yup, and for a good reason, too. The course was listed as "a colloquium in fantasy and science fiction", offered by Prof. Fannie LeMoine, chairman of the classics department, because—another good reason—"my seniors last year requested it." Among other unusual combinations on the books were Shelley and H. G. Wells, Bacon and Jules Verne, Vonnegut and C. S. Lewis.

CLOSE TO THE MADDING CROWD

A recent study by the UW Survey Research Laboratory indicates that most people don't really want to get *that* far away from it all. The trend continues away from the central city, but 70 percent of those queried say they want to stay within 30 miles of a town of at least 50,000 population.

RISING TEMPERATURES

Over at University Hospitals, under a new food service program, all food is chilled after it's cooked. And isn't that always the way, you say? Well, but here they now reheat it, practically outside the patient's door, in a microwave oven. This is said to guarantee top quality hot food. It also cuts costs by eliminating warm-up kitchens and steam tables. Hospital authorities from around the country are watching.

FALLING MERCURY

Mercury can now be removed from industrial pollution by a cheap, simple, highly effective method developed here by chemical engineer Thomas Chapman and his assistant, Reinaldo Caban. It's a liquid system which removes the product from gases, water, or sludge. Prof. Chapman says the process could

save a chlorine plant about \$150,000 annually. He predicts extensive future use by the mining industry, but sees no promise for recovering mercury already deposited in lake and river sediment.

WE TAKE GREAT PLEASURE

Students honored around June graduation time included these recipients of Wisconsin Alumni Association's annual junior-senior awards for top scholarship, scholastic ability and financial industry: juniors Marcy Albin, Highland Park, Ill.; Debra Bauman, Wausau; Marcia Burnham, Janesville; William Callow, Waukesha; David Relles, Madison and Rufus Ferguson, Miami. Seniors are Janis Clingan, Madison; Sharon Danes, New Holstein; Mazie Jenkins, Milwaukee; Roger Sunde, Madison; Armin Taus and Howard Tolkan, both of Milwaukee. Juniors receive \$150; seniors get life memberships in the Association. Of 3,038 who graduated in June, 1,438 received honors, and two compiled perfect 4.0 records. They were James Zabel of Monroe and David Redlick, Beachwood, Ohio. Steven Kravit of Milwaukee, got the Herfurth Award for initiative and efficiency. Runners-up for this big one were: Steven Goldberg, Monona; Raymond Kacvinsky, Washburn; George Lee, Wauwatosa; Michael McMillen, Eau Claire; Taus, Tolkan, and Sunde. Sunde also received the Outstanding Senior award of the College of Agricultural and Life Sciences for which he was given a plaque and a cash award from the Henry Steenbock Commencement Foundation. Phi Beta Kappa elected 115 seniors and 18 juniors to membership.

BIG DEALER

The dairy store in Babcock Hall, on the Ag campus, is the state's largest seller of ice cream cones. It averages 1,000 a day, from about 100 different flavors, 26 of which are available in any given month. Vanilla is the favorite here as everywhere, but while chocolate places second nationally, here it's chocolate chip. That's because they don't use just your ordinary chips, but three different kinds: small 'crackle' chips, larger chocolate chips, and coated toffee. Noblesse oblige.

DON'T TOUCH THAT DIAL

State radio stations pay an average of \$100 for each home Badger football game they originate. This brings the undernourished Athletic Department only about \$1,800 a season. So a few weeks back Elroy Hirsch asked for bids for exclusive originating rights and accepted one at \$35,000 for the season from the 16-station Wisconsin Network. *He* accepted it, but apparently nobody else did. So much static came in from the other stations, some of the regents and even a state senator (who asked the Attorney General to investigate) that Elroy acquiesced and the Wisconsin Network let him out of the contract. Now the stations will pay on a formula based on their top per-minute sales rates, which means they'll be way up there around \$200 per game.

IF YOU'RE ASKED

The UW holds the record for the youngest men ever to coach a Big Ten basketball championship team. The age is 28, and the two men were Dr. Walter Meanwell and Harold 'Bud' Foster. Meanwell did it in 1912; Foster in '35. Each was in his first year on the job at the time.

PRESENT LAUGHTER

You can take sides on this if you want to. Gerald Cupchik, a Canadian psychologist here to finish his Ph.D. in summer school, announced the results of a two-year study which convinces him that women tend to be more easily influenced to laugh than men are by the presence of canned laughter. That's because, he says, women are usually more subjective; men more analytical. Before you could say male chauvinist he was accused by a female Madison psychologist of "really stereotyping; making mistakes about lots and lots of men and lots and lots of women." Whereupon Cupchik said he wasn't either, and that "it just so happens more men think analytically and more women think subjectively. That's how the cookie crumbles." Wasn't there a TV pilot like that? With a laugh track?

SUPPORT YOUR LOCAL MUSEUM

It's a pity that natural history museums have lost so much popularity, says campus zoologist Jack Hailman, but his reasons are scientific, not sentimental. Those old pressed plants and stuffed animals continue to teach, he says. He cites a recent comparison here of live American sparrows with stuffed specimens from the 1880s, noting that they show evolutionary processes in a matter of decades rather than the centuries we normally assume. Then there were the bird eggs, gathered and preserved in pre-DDT days, which aided a UW wildlife ecologist in proving that DDT was weakening eggshells. Hailman fears that museums, especially on college campuses, may go the way of the woolly mammoth because "you can put three classrooms or two molecular biologists in that space."

IN CHICAGO NEARLY EVERYONE READS . . .

There are 40 sets of parents in the Chicago area who have suddenly become readers of the Wisconsin State Journal. It happened because they sent that many boys up here for the football squad this year, which prompted those good guys in the Chicago UW Alumni Club to provide them with free home subscriptions during the season. It started August 19 when practice did and will run to . . . well, let's see, we go to the Rose Bowl on New Year's . . .

BIG IS BEAUTIFUL

Until a child reaches the age of about seven he is apt to judge a person's age solely on size, says Prof. William Looft of the educational psychology department. He showed various-sized drawings of human figures—babies, youth, middle-aged—to 81 children between the ages of three and nine. The younger children invariably picked the larger figure as the oldest. Looft says a seven-year-old was the youngest respondent to identify correctly the oldest person in each pair of drawings. Out of nine nine-year-olds in the group, two responded perfectly; and several made only one mistake. The professor says that in a corresponding experiment involving Malaysian children, fatness was included in their age assumptions because in their society only older, wealthier persons can afford to overeat.

SEE JACK WRITE

Maybe it's because Freshman Composition went off the required list, or because, as faculty members are wont to point out, too many of today's college kids are no great shakes at writing, except on walls.

But anyway, the new Writing Laboratory of the English department is a very popular place. It is unaffiliated with any course, so students come to it, freshman and master's candidate alike from all majors. Some are there voluntarily, others at an instructor's suggestion, still others from the J-school which consigns them there until they can pass a standard writing test. The lab offers help in spelling, sentence construction, arrangement of ideas and the like, although it will not help with the actual writing of any paper, says its director, Prof. Joyce Steward. Last year she had six on her staff; this fall there are ten. A good sign, sort of.

HIGH CLASS DIVE

Late last spring a group of scuba divers from around the midwest staged an underwater trash pick-up in Lake Mendota, off the Union terrace. Among the four tons of junk they brought up were a water heater, a four-cylinder engine, and a 600-pound anchor. And not for ecology alone. The debris was auctioned off by Chi Omega sorority and Theta Delta Chi fraternity, earning \$1,000 for the Kidney Foundation. Moreover, 500 on-lookers filled out donor cards for kidneys and other vital parts.

TROUBLED WATERS

But it isn't only a case of bedraggled bottom that is bothering Lake Mendota. To no one's surprise, campus water chemist C. F. Lee confirms that its general health has slipped badly in the last century, due to erosion and pollution. He predicts that in another thousand years it will be completely filled with sediment. The cause is the way the land lies around Madison: major storms carry off chunks of it as soil, dirt and leaf debris and dump them into the Lake. ●



Student Standpoint

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

Term Paper Mills vs. Term Paper Rituals

By Cary Segall

Rest easy UW educators. Roll the presses Monarch. Open your files Sigma Chi. For Robert Warren has single-handedly crushed the American dream. The small capitalist Horatio Alger story has died in Madison, Wisconsin. Term paper mills have been successfully vanquished.

The mills enjoyed only a short Wisconsin heyday. But the overwhelming demand for papers while they were in operation makes two points readily obvious: Monarch study notes was not quick enough to capitalize on a promising new market; and the fraternity system at Wisconsin is dying. A third point, the oft-times irrelevancy of term paper assignments and inferiority of a UW education, is equally obvious. But UW educators and our esteemed attorney general seem oblivious to the facts. The facts were made clear to me in Los Angeles, where I financed a recent journey by writing for the Paper Mill, a Los Angeles based company. I also talked with other L.A. companies concerning the possibility of establishing a branch operation in Madison, thereby learning other details of their operations.

The basic operation consists of accumulating a large file of varied papers to sell repeatedly at only the cost of running a duplicating ma-

chine. Original papers are written on a break-even basis, with the intention of building up the basic file. One company used a computer retrieval system to catalogue and locate papers from the file.

An enterprising concern must begin operations with a large collection of papers. One L.A. concern gathered a large collection by paying various teaching assistants and professors to duplicate actual papers received from their students and then had other professors grade the file to insure B and A grades. The proprietors of that firm estimated an initial expense of ten thousand dollars for their file. They received responses from across the country to their nationwide advertising for papers.

TA's and professors made money on the start-up costs. They continued to be successful later. One UW graduate who had enrolled at UCLA dropped out of school to make term paper writing a full-time specialty. He collaborated with a UCLA law student. Most L.A. writers had similar backgrounds.

The situation was the same at Madison. Competent graduates and other writers earned a return for their abilities, the originators garnered a large return on their investment, and students, unhappy with a term paper assignment, had an out. Everyone was happy, but the operations caved in.

Why? "A novel legal theory of unfair trade practice," according to Warren's office.

Why unfair? Perhaps because the little man was making money at the expense of the esteem of a powerful university. After all, large study note companies paraphrase novels profitably, and few actually believe that their "notes" serve merely as study aids. Yet Monarch never suffered a

UW suit. And surprisingly enough, UW fraternity files were never raided by Warren or his men. Seems that there was no money to be made there.

Perhaps unfair because they perpetrated a fraud on the university. Above all, the university is in business to hand out degrees and guarantee a professional education with a multitude of mundane requirements. Education takes a back-seat to the certified professional. Stop the production of term papers in order to certify a piece of paper. Hang education.

Professor Charles Sherman blamed the students: "But in the 60s students began generating pressures for independent study at all levels, and thus the term papers became the modus operandi. So if anyone is to blame, it's not the multi-university, it's the students."

The above quote, from the May, 1972 *Alumnus*, represents blatant idiocy on the part of a UW professor. Unfortunately, probably many of his associates feel the same way. They are quite willing to patronize their undergraduate students and compromise their educational responsibility.

For it is generally the undergraduates who purchase term papers; papers assigned by the professor in lieu of exams in a particular course. Ostensibly the professor assigns the papers to stimulate independent student thought, inspire individual research, and give the industrious student an alternative to the rigors of an exam.

But who bears the rigors of an exam? Recently I attempted to find a method by which I could obtain credit for an introductory animal biology course by studying the material on my own and finding an in-

structor to certify my knowledge of the material. One department official patiently explained to me that he spends up to 15 hours simply preparing a single exam. How could I expect him or his associates to go out of their respective ways to certify what I may know? The exam is the thing, not the education my son.

The rigors of an exam fall to a professor. He is only too happy to spew out term paper suggestions to his students.

The example cited above was from a natural science department. They are not usual term paper practitioners. The social sciences, English, and history are.

Term paper assignments in these disciplines are accepted rituals of each semester. The rituals follow accepted procedures and rarely vary from course to course.

Early in the semester the professor states the number of papers expected in the course. Several weeks before the due date for a paper he will hand out a suggested list of topics. The student can pick one, or, if creative, can explore a tangent of his own choosing. The topics generally resemble a Wisconsin pasture. There is some limited variety; similar to the difference between a pasture of Holsteins, or a pasture of Guernseys underfoot.

The great majority of students will make an early start on their respective papers. They will ponder it in their head. Two weeks later they will ponder it again, and two nights before the due-date they may ponder it enough to begin. At the final available moment creative research begins and ends. A term paper thrown to-

gether in an all-night session, or maybe two, is born.

It has created little thought, stimulated little research, and rather than stimulate, has dulled the mind and intellectual apparatus. It has been an experience in drudgery. The student truly interested in education-translation learning, does not need to extrapolate a drawn-out report in flowery language to impress those easily impressed, but merely has to read and investigate for his own enlightenment. But, once again, the grade is the thing.

The paper is graded in a perfunctory manner by a generally disinterested TA. It is returned with marginal comments of marginal quality. The paper is then glanced at and filed away for future use or the use of one's friends.

The above account is a reasonably accurate description of the process of writing papers among both interested and disinterested undergraduates. It explains the demand for term paper mills, and justifies their existence to combat a university system which wastes a student's time and subjects him to inferior educational opportunity at various institutions ranked among the top in the country. The demand for term papers will continue as long as the university does not face up to its responsibility to provide individualized, responsive education for its undergraduates

Mr. Segall is a UW junior from Green Bay, majoring in Wild Life Ecology.

Badger Bookshelf

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



BELA LUGOSI'S WHITE CHRISTMAS

by Paul West (English faculty, 1965)

Harper & Row, 140 pps., \$6.95

This final book in the Jagers trilogy lets Alley escape from a mental institution to discover that the wall is low between the two worlds. Earthy, lyrical, completely delightful.

GEORGE S. KAUFFMAN: AN INTIMATE MEMOIR

by Howard Teichmann '38

Atheneum, 371 pps., \$10

If you lean to show biz personalities, chances are you've already read the rave reviews that have put this one on the best seller lists across the country. It's worth those raves, but it's flawed somewhat by segmentation of the Kauffman personality.

DEAR SCOTT/DEAR MAX

by John Kuehl and Jackson Bryer Ph.D. '65

Scribners, 279 pps., \$7.95

A twenty-two-year exchange of letters between F. Scott Fitzgerald and his patient editor at Scribners, Maxwell Perkins. Our reviewer found it a brilliant job of selection, permitting Fitzgerald to speak for himself and thereby tell us much. But he cautions that non-Fitzgeraldians might grow a bit weary of this boy-man before it's over.

RACE AND RACE HISTORY and OTHER ESSAYS BY ALFRED ROSENBERG

Edited and introduced by Robert Pois MA '62, Ph.D. '65
Harper & Row, 196 pps., \$7.95

Rosenberg, who was hanged by the Nuremberg Court in 1946, was the chief ideologist for the Nazi Party. His climb to power was based heavily on his writings—clever, demagogic, awesome in their distortion of arts, sociology, political history. Pois has gathered and edited some of the most telling.

SUFFER AND BE STILL

Women in the Victorian Age

Edited by Martha Vicinus Ph.D. '69

Indiana University Press, 206 pps., \$7.95

Ten excellent essays of doubtless historical value, but worthy of general interest as well, showing that woman-kind never had it so bad as did those Victorians.

COMPARATIVE GUIDE TO AMERICAN COLLEGES

by James Cass and Max Birnbaum '38

Harper & Row, 748 pps. Paperback \$5.95

Three supplements: **Comparative Guide(s) To: Programs in Biological Sciences and Chemistry; Engineering Programs; Earth Sciences, Physics and Astronomy.** (Paperbacks; \$4.95 each)

In its four years the annual CGAC has come to be almost as important in choosing a college or university as the checkbook is in staying there. Here's the updated fifth edition—again loaded with statistics on everything from entrance requirements, tuition and dorm regulations to driving restrictions and boy-girl ratios. This year, too, there are the three specialized guides.

AFRICA & THE WEST

Intellectual Responses to European Culture

Edited by Philip D. Curtin

UW Press, 244 pps.; \$12.50

Over the years Prof. Curtin, of the history department, has added to his stature as an authority on Africa through his own incisive writings and his discerning selection of the best works of other experts in the field. He's chosen to do the latter again in this book, offering seven essays, three of which were delivered at the 1969 Conference on African Intellectual Reactions to Western Culture, and the others prepared later by conference participants.

AMERICANS AT HOME

by Harold L. Peterson MA '47

Scribners, 328 pps., \$14.95

Here's a treasure which is much more than what it calls itself, "a source book of American domestic interiors from the Colonists to the Late Victorians." It's also an enticing array of 200 illustrations and sprightly bursts of history, folkways, military lore. A supplement covers the tavern—the second home. If you're interested in interior design this book is important, but you don't have to know a swag from a Turkey rug to enjoy it thoroughly.

CRAFTSMEN OF WISCONSIN

by Bertha Kitchell Whyte '12

Western, 215 pps., \$15

A big book filled with lovely color plates of satiny old violins, rosmalled dower chests, stained glass and monkey pod bowls. Mrs. Whyte tells us where each artisan lives and who his children married, but offers nothing about the creative urges behind his art.

ENTERTAINING YOUR CHILD

by Lucille E. Hein '37

Harper & Row, 254 pps., \$6.95

How to keep the pre-schooler out of trouble and mother's hair till Sesame Street comes on.

CHARLES SUMNER SLICHTER *The Golden Vector*
by Mark M. Ingraham

UW Press, 296 pps., \$10

A loving tribute to his friend and teacher by the emeritus dean.

RANDOLPH ROGERS

American Sculptor in Rome

by Millard F. Rogers, Jr.

U of Mass. Press, 161 pps., \$17.50

He's no relation to his subject, but Millard Rogers, now director of the Elvehjem Art Center, has been fascinated by the romantic style of this sculptor ever since he came across one of his works, *Nydia*, in a museum's dark corner. Here he gives his scholarly reasons why, with many photographs.

NOTED

Edwin H. Cady Ph.D. '43 has written **THE LIGHT OF COMMON DAY**, dealing with realism in American fiction (Indiana U. Press, 215 pps., \$7.50). *Irving J. Sloan '46* has edited a chronological fact book, **BLACKS IN AMERICA—1492—1970** (Oceana, 142 pps., No price info). **THE CHANGE AGENT** by *Lyle E. Schaller '48* deals with the strategy of innovative leadership (Abingdon, 208 pps., paper \$2.95). Also from Abingdon comes **RURAL MINISTRY AND THE CHANGING COMMUNITY** by *Rockwell C. Smith Ph.D. '42* (208 pps., \$4.75). *Gay Wilson Allen Ph.D. '34* has gathered a group of essays and chapters from the writings of William James for **A WILLIAM JAMES READER** (Houghton Mifflin Riverside edition, 229 pps., paper \$3.50). And *Eliseo Vivas '28* offers a stinging indictment of the guru of the Left, with **CONTRA MARCUSE** (Arlington House, 230 pps., \$8.95). ●



Moving Up

At age 26, Jeff Smoller '68 is state director of an agency that encompasses 119 counties in three states, 36 of which are in Wisconsin. And what's more, the agency isn't the kind that rests on its laurels and its federal funding (\$8 million per year, that is).

Since Smoller joined the Upper Great Lakes Regional Commission, it has risen from a department of another state agency to an operation which reports directly to the governor. Its bailiwick is the development of the northern part of Wisconsin as it relates to Minnesota and Michigan . . . "development in the best sense of the word," says Smoller.

He gets involved in processing and evaluating public investment requests, recommending funding priorities on project requests to the governor, settling regional planning disputes, working with other state agencies having interests in northern Wisconsin, monitoring multi-jurisdictional and special-purpose agencies dealing in that area, serving as a state clearing-house for congressional inquiries, advising state legislators, and participating in multi-agency discussions on rural development.

The safeguarding of natural resources is a priority item in his life. "You get discouraged with the misuse of the environment until you see what a program like this can do. Then you know there's hope and that you have to keep trying," he says. The breaking down of arbitrary barriers is the major challenge of the commission. "Those dotted lines on maps have done much to keep us from making progress and have caused a loss to the environment and in human resources," he says. The Upper Great Lakes Regional Commission was one of five such boundary-crossing organizations provided under legislation to give

expertise and political clout to areas that were underdeveloped and in which several states shared common problems. Its goals are similar to the Appalachian Regional Commission. It has been particularly effective in the area of preservation of natural resources, especially in preventing aging inland lakes from dying. (The commission recently awarded a \$232,350 grant to the UW Extension to continue its inland lake preservation project.)

Smoller came to his present position after eight years of journalistic experience with the *Milwaukee Journal* and the *Capital Times* and with radio and television news



Jeff Smoller '68

programs. "The journalism background was most valuable, I feel, in that it required me to evaluate situations quickly, ascertain the most important of facts and then relate them in a clear and concise manner," he says.

When he came out of service in the spring of 1970 he re-enrolled in graduate school at the UW where he is finishing his master's degree and will soon launch into a Ph.D. in environmental studies. This, plus his job with the commission, fits with his main goal in life which is "to help make things better than they were before for the benefit of both man and his environment." Smoller, who spends most of his recreational hours working on his course work, *does* admit to some hobbies such as gardening, landscaping and hiking. However, he has rarely held only one job at a time.

HE FURTHERS DEVELOPMENTS

He has worked through graduate school, and as an undergrad in agricultural journalism he was involved in various voluntary activities for the Little International Livestock and Horse Show (ending up as general chairman), Saddle and Sirloin, Agricultural Extension and Education Club, Blue Shield 4-H and Babcock House.

Straying off the Ag campus a bit, Smoller also worked for the *Daily Cardinal* as both day and night editor and then went home to Babcock House and helped in the morning delivery of the paper. He won the William Randolph Hearst Writing Award for investigative

reporting for his *Cardinal* series on University-city relations. It was on the *Cardinal* that he met his wife, Ellen (Laskin '67) who recently changed *her* major occupation to motherhood with Carol Jean, born March 14. While he was in service, Ellen worked for the afternoon paper in Augusta, Ga. Jeff worked on the morning paper every day before and after reporting to the post as well as on weekends. So, Ellen seems to have had early warning of his work habits.

What will Jeff Smoller do with his free time when he finishes his degrees? One possibility might be the 164-acre farm in Iowa County that he had the foresight to buy when he was a junior in college.

—J.J.S.

The Pendulum Swings

OLD AND NEW AND OLD AND NEW

women's day with the arts--1972

TUESDAY, OCTOBER 3

Alumni House • Wisconsin Center • Lowell Hall • Humanities Building

Registration and coffee, 8:15-9:15 a.m.

MORNING PROGRAM—Wisconsin Center

Sessions at 9:30 and 10:40. You may attend two sessions

A. "Theater Production Is an Adventure in Artistic Cooperation"

Designers and scenic artists must interweave their talents with the director's interpretation of the play. If done successfully the audience feels it. If not, the best play suffers. Examples of both cases by Ronald E. Mitchell, professor of dramatic literature and director of many of the University Players' productions; Marna J. King, resident artist in wardrobe design; and John D. Ezell, chairman of Theater and Drama and resident scene designer.

B. "Is It Good or Is It Great?"

What is good theater design? Fred A. Buerki, long-time faculty member, now theater consultant will tell you. Then, from Grace P. Chatterton, Extension specialist in Arts and Community Programs, a discussion of the opportunities for Wisconsin residents to attend professional performances of opera, dance, theater, and art exhibits in the U.S. and Canada.

C. "Grand Opera on a Small Scale"

Professor Karlos Moser, popular conductor and UW opera producer, will present a performance of your grand opera favorites.

D. "All You Ever Wanted to Know About Prints . . ."

Prof. Dean J. Meeker, head of the UW Art Department print division, will explain the print process and prove that print-making is art.

LUNCHEON—Noon

Lowell Hall • Wisconsin Center

AFTERNOON PROGRAM—Mills Hall, Humanities Building

1:10-1:20—Greetings: Mrs. Edwin Young, wife of UW-Madison chancellor; Mrs. Wardell H. Pike, general chairman, Women's Day With The Arts; Arlie M. Mucks, executive director, Wisconsin Alumni Association.

1:20—"The Dynamics of Percussion" with Margaret Rupp Cooper, harpist, and James H. Latimer, professor of music, with the UW Percussion Ensemble.

2:30—Choice of guided tour of:

- 1) Displays of contemporary furniture and Expressionist prints, Elvehjem Art Center
- 2) Preview slide show and tour of exhibit of Art Deco (Moderne) fashions of the 20's and 30's—Wisconsin Historical Library

Fee **\$6** includes morning coffee; luncheon

Seating is limited. Register today!

Women's Day With The Arts, Wisconsin Center
702 Langdon St., Madison, Wis. 53706

Here is my check payable to the Wisconsin Alumni Association, in the amount of \$_____ for _____ reservations at \$6 each.

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____

Afternoon tour preference:

- _____ Elvehjem Art Center
- _____ Historical Library

Circle choice of two morning sessions: A B C D

Guests' names _____

A B C D

A B C D

Annual Dues

\$10—Single • \$12—Husband—Wife

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WAA + Professional Group*	
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Husband—Wife	\$175
(\$35 annually for five years)	
WAA + Professional Group*	
Individual	\$170
(\$34 annually for five years)	
Husband—Wife	\$190
(\$38 annually for five years)	

Classes of '23-'32

Individual	\$ 75
Husband—Wife	\$100
Professional Group*	add \$ 20

Classes of '94-'22

Individual	\$ 30
Husband—Wife	\$ 40
Professional Group*	add \$ 10

* THESE PROFESSIONAL GROUPS are constituents of Wisconsin Alumni Association, providing you with regular mailings about your special interests and classmates, plus information on reunions, etc.: Agriculture, Home Ec, Journalism, Music, Nursing, Pharmacy, Social Work, Women's Phy. Ed.

Here is my check for \$.....
payment in full ---; annual payment ---:
-- Husband—Wife; -- Individual life membership in Wisconsin Alumni Association.
The check also includes (---our) (---my) membership in this Professional Group:

NAME

UW DEGREE, YEAR

WIFE'S MAIDEN

NAME YR.
(For husband—wife membership)

ADDRESS

CITY

STATE ZIP

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

LOCAL ALUMNI CLUB PRESIDENTS

Here are the people to call or write for information on joining your fellow Badgers in the UW Alumni Club in your area.

In Wisconsin

Jefferson (414) 674-3660
Dell L. Olson '66
Jefferson Senior High
700 N. Milwaukee, 53549

Antigo (715) 623-3743
Richard M. Olk '62
700 5th Avenue, 54409

Appleton (414) 734-1474
Ryan Downs '67
116 W. Wisconsin Ave., 54911

Ashland (715) 682-4004
Gerald K. Huhn '68
212 7th Avenue West, 54806

Baraboo (608) 524-4374
Myron E. LaRowe '62
222 N. Walnut, Reedsburg 53959

Beaver Dam (414) 885-3386
James J. Yanikowski '53
112½ S. Spring Street, 53916

Beloit (608) 365-3311
George J. Hess '46
Beloit Corp.
1 St. Lawrence Ave., 53511

Berlin (414) 361-2424
Edward J. Yankowski '46
199 Broadway, 54923

Burlington (414) 763-7177
John W. Boray '66
174 S. Pine St., 53105

Darlington (608) 776-2190
Norman W. Schnagl
Fed. Land Bank Ofc.
530 Washington St., 53530

Eau Claire (715) 723-7120
Mrs. Robert Crane '48
822 W. Grand, Chippewa Falls 54729

Elkhorn (414) 723-5360
Paul E. Kremer, Jr. '68
17 W. Walworth St., 53121

Fond du Lac (414) 921-3060
Steven W. Weinke '61
104 S. Main St., 54935

Fort Atkinson (414) 563-6388
William D. Ardell '67
1233 Janesville 53538

Gogebic-Iron Range (906) 932-0200
Richard R. Rohde '45
Luther L. Wright H.S., 49938

Green Bay (414) 336-1065
Mrs. Robert J. Schaupp '54
940 Urbandale Ave., De Pere 54115

Hartford (414) 673-3494
Anthony O. Schmidt '64
666 Evergreen Dr., 53027

Janesville (608) 754-4418
Richard C. Stockwell '69
3636 East Milwaukee, 53545

Kenosha (414) 657-5111
Robert H. Haubrich '50
1420 63rd, 53140

La Crosse (608) 782-2164
John K. Flanagan '51
507 Hoeschler Bldg., 54601

Madison (608) 256-0261
Robert E. Westervelt '50
106 East Doty St., 53703

Manitowoc (414) 684-4433
Roy F. Valitchka x'33
Manitowoc Herald Times, 54220

Marinette (715) 735-3371
William O. Bennett '48
Marinette Court House, 54143

Marshfield (715) 384-3184
Lyman F. Boson '57
P. O. Box 544, 54449

Merrill (715) 536-4556
Martin J. Burkhardt '30
203 Cottage Street, 54452

Milwaukee (414) 224-3381
Steven C. Underwood '64
362 Federal Bldg.
517 E. Wisconsin Ave., 53203

Monroe (608) 938-4796
Howard F. Voegeli '52
Route 2, Monticello 53570

Platteville (608) 822-6092
Roger Kreul '59
Rt. 2, Fennimore 53809

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Neal J. Seiser '56
S. C. Johnson Co.
1525 Howe St., 53403

Rhineland
Charles D. Heath '65
Rt. 1, Box 252-C
Marinette 54143

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Daniel B. Merriam '51
P. O. Box 173
Ladysmith 54848

Sheboygan (414) 458-4601
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Waukesha (414) 542-9161
Harlow P. Bielefeldt, Jr. '56
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Wausau (715) 842-2222
James A. Jarvis '52
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Thomas J. Brigham '67
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Arthur Gilmaster '51
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Firestone Country Club, 44319

Atlanta (404) 588-8371
David Hiser '64
1578 Tanager Circle
Decatur 30032

Aurora (312) 892-8731
Mrs. Paul Fisher '43
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Thomas Damm '59
40 Reed Street
Lexington 02173

Buffalo (716) 688-6214
Donald J. Webb '64
95 Presidents Walk
Williamsville 14221

Chicago (312) 828-4355
David J. Spengler '60
231 S. LaSalle, 60690

Cincinnati (513) 562-7907
Alan R. Dahl '60
6000 Winton Road, 45227

Cleveland (216) 228-5080
Robert K. Schuster '55
17874 Lake Ave., Lakewood 44107

Dallas-Fort Worth (214) 357-4581
Mr. and Mrs. Bill Malloy x'47
3550 Forest Lane, Dallas 75234

Denver (303) 892-2617
Mrs. Fred Putz '54
226 Spring St., Box 36
Morrison 80465

Detroit (313) 356-1801
Gordon Howard '61
28180 Lahser Rd., Southfield 48075

Houston (713) 222-2364
L. Glen Kratochvil '51
3460 One Shell Plaza, 77002

Indianapolis (317) 849-9228
Eugene L. Callum '57
7836 Wawasee Drive, 46250

Kalamazoo (616) 327-4759
Dr. Allan Rudzik '62
6902 Hickory Point, Portage 49081

Kansas City, Missouri (816) 444-9068
Phillip Brown '58
408 E. 79th St., 64131

Los Angeles (213) 683-1080
Ken Krueger '66
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642 W. Sixth St., 90017

Louisville (502) 895-1707
Sidney G. Stevens '34
3715 Edmond La., 40207

Miami (305) 685-6561
Steve C. Wrucke '63
13030 N.W. 7th Ave., 33168

New York (212) PL 2-0400 x312
Jeanne Oates '66
John Blair & Co.
717 Fifth Avenue, 10023

Orange Cnty., Cal. (714) 772-4310
Dr. Richard B. Theisen '50
710 S. Brookhurst
Anaheim 92804

Philadelphia (609) 894-8211
Dr. Albert F. Preuss '49
Ionic Chemical Co.
Birmingham, N. J. 08011

Portland (503) 228-9161
Willis H. Gill '64
1700 S.W. 4th, 97207

Rochester, Minn. (507) 286-6357
Jack Mischnick '65
Hwy 52, North, 55901

Rochester, N. Y. (716) 546-4500
Gene L. Habeck '54
Xerox Corp. x4983
Xerox Square, 14644

Rockford (815) 962-3703
M. Bradley Wood '28
2620 Buckingham Dr., 61103

Rock Island, Ill. (309) 794-5694
Frank D. Jones '25
US Army Weapons Command, 61201

Sacramento (916) 483-0236
James W. Boehler '49
2721 LaFayette Dr., 95821

St. Louis (314) 966-4246
Owen T. Armstrong '47
1635 Dearborn Dr., Warson Wds., 63122

San Antonio (512) 684-1410
Dr. Duane C. Kraemer '55
P. O. Box 28147, 78284

San Diego (714) 277-8900 x2363
Richard J. Parsons '50
General Dynamics-Convair
P. O. Box 1128, 92112

San Fernando Valley (213) 340-6644
Robin Smith, M.D. '40
22148 Sherman Way
Canoga Park 91303

San Francisco (415) 362-7440
Ken Kessler '65
2200 Sacramento #901, 94115

Seattle (206) 824-0368
John Weber '49
23009 17th Ave., South Des Moines, 98188

South Bend (219) 234-8427
Donald Behnke '56
343 N. Coquillard Dr., 46617

Tucson (602) 327-5531
Dr. Otto A. Backus '27
116 N. Tucson Blvd., 85711

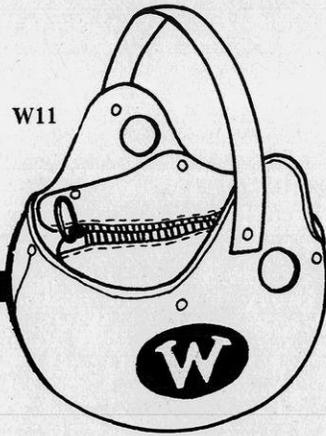
Twin Cities, Minn. (612) 645-0651
F. Frederick Stender '49
Haskon, Inc.
2285 University Ave., St. Paul 55114

Washington, D. C. (301) 229-0536
Roderick H. Riley '30
7021 Richard Drive
Bethesda, Maryland 20034

Waukegan, Ill. (312) 566-8153
Donald Furstenberg '49
427 N. Lomond, Mundelein 60060

Wilmington, Delaware (302) 478-7299
Alden J. Pahnke '47
1119 Crestover Rd.
Graylyn Crest, 19803

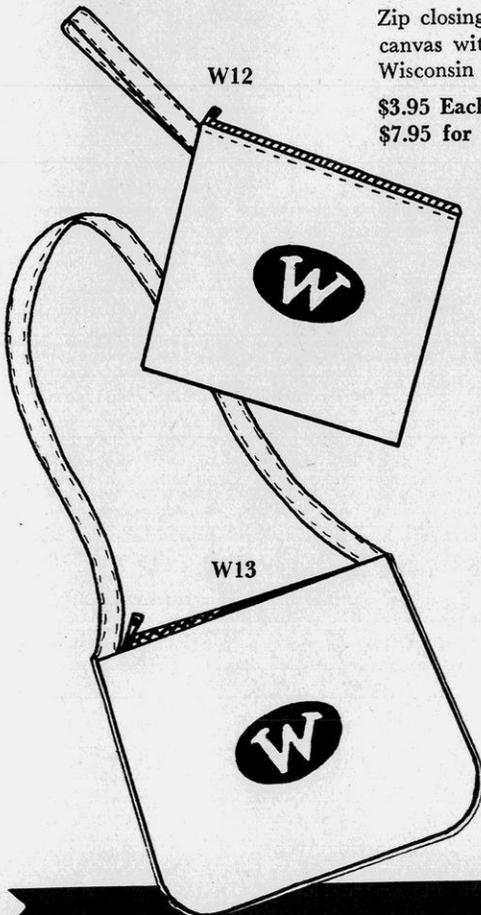
W11



W11 HELMET HANDBAG
 Lightweight molded plastic with lined, zip-top handbag in the helmet. White with red. Wisconsin decor.
 \$10.95 plus \$1.50 postage

W12 BRACELET OR BELT HANDBAG
 Flat, zip-closure that's great to keep your valuables safe while cheering your team to victory. Red canvas, unlined. Hand-screened Wisconsin motif.

\$3.50 Each plus 50c postage
 \$6.95 for 2 plus 50c postage



W12

W13

W13 SHOULDER-STRAP HANDBAG
 Zip closing, fully lined. Red canvas with hand-screened Wisconsin motif.

\$3.95 Each plus 50c postage
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SUPPORT THE BADGERS.

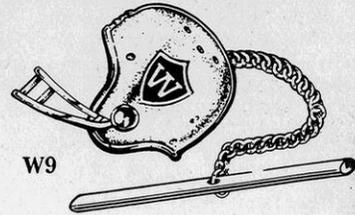
Proceeds from merchandise purchased will go to the UNIVERSITY OF WISCONSIN ALUMNI ASSOCIATION.

W1
 W2



W1 FOOTBALL JERSEY for Men/Women
 Short striped sleeves, crew neck. Soft, machine washable flat knit of 100% cotton. Back has 72 motif. S(34-36), M(38-40), L(42-44), XL(46).

W2 FOOTBALL JERSEY for Boys/Girls
 Same style in children's sizes: S(6-8), M(10-12), L(14-16).
 \$4.95 Each plus 50c postage
 \$9.95 for 2 plus 50c postage



W9

W9 WISCONSIN TIE-TACK
 Sterling silver with red enameled "W" on crest. Helmet design is half-modeled to give a three-dimensional effect. In gift box.
 \$9.95 plus 50c postage

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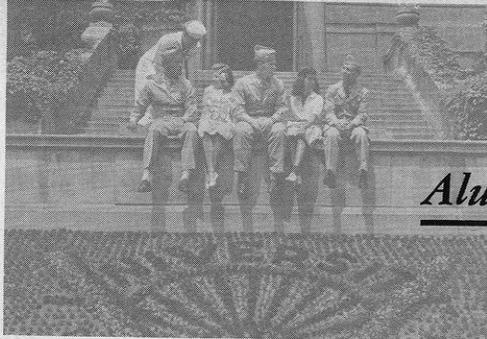
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Address.....

City..... State..... Zip.....

Code	#Quan.	Item	Size	Cost	Postage	Total
W1		Football Jersey, Men/Women		\$4.95	.50	
W2		Football Jersey, Boys/Girls		4.95	.50	
W9		Tie Tack		9.95	.50	
W11		Helmet Handbag		10.95	1.50	
W12		Bracelet or Belt Handbag		3.50	.50	
W13		Shoulder-Strap Handbag		3.95	.50	
TOTAL including Postage & Handling \$						

Mail To: ALUMNI OFFER, P. O. Box 35572, Dallas, Tx 75235



Alumni News

This section is limited to news of members of the Wisconsin Alumni Association.

08/30

Industrialist-author *Herman Blum* '08, Philadelphia, was given a legislative citation by the House of Representatives of the Commonwealth of Pennsylvania in honor of his service to Dropsie College for Hebrew and Cognate Learning, Philadelphia, and the Commonwealth of Pennsylvania.

William Joseph Bell '29, free-lance Washington lobbyist made friends "by the carload" at the Democratic convention in Miami Beach, according to a feature story in the *Washington Evening Star*. He rented a car and posted a "VIP Courtesy Car" sign on it and made continuous trips from the convention hall to the hotels. "I do something nice for everyone I can. That's how you get ahead in this business," Bell explains.

Alfred O. Gray '39, professor of journalism and chairman of that department at Whitworth College, Spokane, Wash., was recently honored for his teaching by the Whitworth College Alumni Association.

New national accounts manager (pump control) for the Square D Company is *John B. Schifflin* '33, who will be headquartered in Asheville, N. C., where he has been sales manager since 1961.

H. A. Dettwiller '35, research advisor for biological sciences at the Eli Lilly Co. laboratories in Greenfield, Ind., has retired after 32 years with the company. He was closely involved in the development and production of vaccines to combat polio, Asian flu and typhus.

Honored for his contributions in the fields of Philippine history and biography is *Carlos Quirino* '31 who was presented with one of ten Cultural Heritage Awards by President Ferdinand Marcos recently. He also received one of the coveted awards in 1964. He and his wife live in Manila.

41/50

Chairman of the law department at Los Angeles City College and senior member of a Los Angeles law firm, *Jordan L. Paust* '41, received the "Outstanding Educators of America Award for 1972."

Warren Jollymore '46 has been appointed director of public relations of the Chevrolet Motor Division of General Motors Corp.

Director of the Institute of Environmental Research at Kansas State University, *Preston E. McNall, Jr.* received a distinguished service award from the American Society of Heating, Refrigerating, and Air-Conditioning Engineers.

Thomas J. Burns '48, professor of accounting at Ohio State University, is co-author of a new text book on financial accounting entitled "The Accounting Primer."

Byron J. Crosse '49, Kalamazoo, Mich., general agent for the Northwestern Mutual Life Insurance Co., was elected a Michigan delegate to the Republican National Convention in Miami.

Samuel G. Katsekis '49, Milwaukee, is currently an engineer in the Building Inspection Department of that city. He received his second B.S. degree (civil engineering) from Marquette University in June.

John A. Bolz '50, regional sales manager for Oscar Mayer & Co., has been promoted to assistant to the executive vice president to help direct the company's growing subsidiary activities.

New president of the Wisconsin Society of Professional Engineers is *Edward O. Busby* '50, dean of engineering at UW-Platteville.

Army doctor *Roland H. Shamburek* '50, graduated recently from the Army War College, Carlisle Barracks, Pa.

Kenneth L. Stahl '50 has been named engineering manager of the remote control receiving system of Avco Electronic Division's Evendale (Ohio) operation.

51/60

S. Lawrence Kaner MD '53 has been named city health officer of Two Rivers, Wis. He has been in private practice in that city since 1957.

Lt. Col. *Charles W. Burns* '54 recently completed the regular course at the Army Command and General Staff College in Ft. Leavenworth, Kan.

Professor and head of the Department of Agronomy at the University of Arizona, *Martin A. Massengale* '54, is president elect of the American Society of Agronomists.

Army Col. *Robert B. Clarke* '54 graduated recently from the Army War College, Carlisle Barracks, Pa.

William G. Merrill '54, an animal scientist at the New York State College of Agriculture and Life Sciences, Cornell University, has been appointed associate director of Cooperative Extension. He and his family live in Ithaca, N.Y.

Sarah Roberts Davis '55, who has her own interior design firm in San Francisco's Jackson Square, is currently a member of the Board of Directors of the National Home Fashions League Educational Foundation.

Public Relations counselor, *Herbert H. Rozoff* '55, has been elected to the Board of Directors of the Easter Seal Society of Metropolitan Chicago, Inc.

Lt. Col. *Robert R. Mills, Jr.* '56, Major *Geoffrey F. Blume* '57, and Major *Fred O. Brand* '58 recently completed the regular course at the Army Command and General Staff College, Ft. Leavenworth, Kan. Col. Mills was appointed the new director of the U. S. Army Explosive Excavation Research Laboratory in Livermore, Calif.

William V. March '57 has been promoted to vice president of finance by the Rossmoor Corp., Laguna Hills, Calif.

Eric Hagerup '58, who heads the corporate trust department of the First Wisconsin Trust Co., Milwaukee, has been named a vice president of that company.

Richard P. Elander '60 has joined Smith Kline and French Laboratories' Upper Merion facility as assistant director, Microbiology, Research U.S., Pharmaceutical Products. He was formerly with Wyeth's Antibiotic Laboratories in West Chester, Pa.

Major *Jon A. Freese* '60 received his third award of the Bronze Star Medal at the U.S. Army Transportation Engineering Agency in Newport News, Va. He was awarded the honor for meritorious service in Vietnam.

Mr. and Mrs. *Fred J. Pumper* '60 are the parents of a son born June 17. They have two other children. He is assistant professor in agricultural education at Western Illinois University and the first president of its chapter of Phi Kappa Phi.

Recently graduated from the program for management development at Harvard University Graduate School of Business Administration is *James A. Schlueter* '60, director of transportation for Consolidated Freightways, Menlo Park, Calif.

L. J. Schoenwetter '60 has been promoted to the position of assistant treasurer for Europe for Minnesota Mining and Manufacturing Co., St. Paul.

Newly appointed administrative assistant to the city manager of the City of Oakwood, Dayton, Ohio is *Thayer D. Thompson* '60.

61/70

Major *Richard M. Sheridan*, Major *Peter A. Kind*, and Major *Herman D. Brown, Jr.*, all of the class of '61, have completed the regular course at the U.S. Army Command and General Staff College, Ft. Leavenworth, Kan.

William R. Timmler, Jr. '61 has been appointed vice president of sales and marketing for the Lima Electric Co., Inc., Lima, Ohio.

Jay Forrester '61 has been named vice president of facility engineering, construction and maintenance for the Bohack Corp., a New York City based grocery chain. He and his wife, *Julie H. Tjoflat* '60, and their two children live in Stamford, Conn.

Assistant professor of political science at Wright State University, Dayton, Ohio. *Byron S. J. Weng* '61, has accepted a 12-month teaching assignment at the United College of the Chinese University of Hong Kong.

Major *Stanley C. Hanson* '62 has been awarded the Distinguished Flying Cross and four awards of the Air Medal for aerial achievement in Southeast Asia.

Marcelo Peinado '62 has joined the faculty of Elbert Covell College as associate professor of economics at University of the Pacific, Stockton, Calif.

After three years as a resident at the University of Minn., *Keith B. Sperling* MD '62 will join the Kenny Rehabilitation Institute in Minneapolis.

Lamar W. Bridges '63, formerly assistant professor of journalism at Bowling Green University, has been initiated in Kappa Tau Alpha, national journalism scholarship society at Southern Illinois University, Carbondale, where he is a doctoral student.

Capt. *Charles P. Doyle* '63 has received the Air Force Commendation Medal at Wright-Patterson AFB, Ohio. He serves with a unit of the Air Force Logistics Command.

Promoted to assistant vice president of loan division "J" of the First National Bank of Chicago is *Alan R. Giever* '63. He and his wife and two children live in River Forest.

Richard B. Cochran Jr. '64, who has been appointed as salesman in Bethlehem Steel Corp.'s Baltimore sales district, will specialize in railroad products. He and his wife live in Bronxville, N.Y.

Mr. and Mrs. *Fred D. Hollenbeck* '67 (*Ellen Nordvig* '64) announce the birth of a daughter on May 17. They live in Mauston.

Mr. and Mrs. *Lewis Bosworth Irvine* '67 (*Katharine Logan* '65), who live in Manchester, Mo., have announced the birth of their second child, Elizabeth, on June 7. He is employed by Mallinckrodt Chemical Works.

Air Force Capt. *Thomas G. Robey* '67 is assistant chief of the housing division in the directorate of engineering and services at Lindsey Air Station, Germany.

Robert F. Herbert, Jr. '67, specialist-four in the Army, was honor graduate of the dental assistant basic course at the Army Medical Field Service School, Brooke Army Medical Center, Ft. Sam Houston, Tex.

An F-4 pilot, Capt. *Gary P. Casper* '67, is assigned to a unit of the Tactical Air Command at George AFB, Calif.

Lt. Col. *Merle W. Schotanus* '67 has completed a 10-week course at the National War College, Ft. Lesley J. McNair, Washington, D. C.

Recipient of the Bronze Star for meritorious service while a commander at Nakhon Phanom Royal Thai AFB, Thailand, is Air Force Major *Russell A. Hankins* '67. He is now stationed at Wright-Patterson AFB, Ohio.

After graduation from Harvard Law School, *Craig W. Friedrich* '68 is now affiliated with the New York City law firm of Weil, Gotshal and Manges as a member of the tax department.

An article by *David Joranson* '68 is included in a new book published by Pilgrim Press entitled "Confronting Drug Abuse." His article is based on one originally published by *Wisconsin Alumnus* magazine in March, 1971 called "America's Drug Policies: Killer or Cure?"

Air Force Capt. *Robert L. Everson* '68, who is stationed at Mather AFB, Calif., has received the Distinguished Flying Cross as an RF-4 navigator on a mission during which he photographed areas that revealed evidence of enemy activity. He holds 16 awards of the Air Medal.

Lt. Col. *Donald E. Gelke* '68 has graduated from the Army War College, Carlisle Barracks, Pa.

Air Force Capt. *Douglas M. England* '68 was initiated into Alpha Omega Alpha honorary medical fraternity at Chicago Medical School where he is working toward an MD degree under Air Force sponsorship.

Capt. *Floyd F. Hauth* '68, commander of Detachment 15 of the 24th Weather Squadron at Vance AFB, Okla., is a member of the unit which has received the Military Airlift Command Achievement Award.

Newly assigned to a unit of the Air Force Systems Command which manages research and development of aerospace systems at L. G. Hanscom Field, Mass., is Capt. *Allen R. Tobin* '68.

On the commandant's list of the upper 20 percent of the class at the Army Command and General Staff College, Ft. Leavenworth, Kan., is Army Major *Charles R. Hansell* '68.

Capt. *Jack L. Tills* '68 has received his M.S. degree at the Air Force Institute of Technology at Wright-Patterson AFB, Ohio.

1972 HOMECOMING 1972

November 3-4 Wis. vs Iowa

There's something for everyone, every year. Here are the highlights of scheduled events. If you're not involved with any of these groups, come back anyway—everyone else does! Start with WAA's coffee-open houses at Alumni House and Union South, 10 a.m.—noon.

CLASS OF 1952

Sat., Nov. 4:

Brunch. 10:30 a.m.—Noon. Alumni House Lounge
Special buses to Camp Randall: 12:15 p.m.
Cocktails. 4:30–6:30 p.m. Alumni House Lounge

CLASS OF 1957

Sat., Nov. 4:

Brunch. 10:30–Noon. Blue Lounge, Wisconsin Center
Special buses to Camp Randall: 12:15 p.m.
Cocktails. 4:30–6:30. Blue Lounge, Wisconsin Center

CLASS OF 1962

Sat., Nov. 4:

Cocktails. 4:30–6:30. Lakeshore Room, Alumni House

AG ALUMNI

Fri., Nov. 3:

Dedication, tours of Animal Science Building. 1 p.m.
Annual business meeting of WALSA. 3:30 p.m.
Cocktails and Dinner-Dance. Lowell Hall, 610 Langdon. 7:00 p.m.

Sat., Nov. 4:

Meat and Animal Science breakfast. 8 a.m.
DTS Alumni Meeting. 10:30 a.m.
Babcock House Annual Meetings. 11:30 a.m.
DTS, AGR Social Activities. Saturday evening

CHEERLEADER ALUMNI

Sat., Nov. 4:

Luncheon. Union South. 11 a.m.
Cocktails. Lake Lounge, Wisconsin Center. 4:30–6:30 p.m.

PHARMACY ALUMNI

Thurs.–Sat.: Wisconsin Pharmacy Institute

Fri., Nov. 3:

Banquet, dance. Park Motor Inn. 6:30 p.m.

Sat., Nov. 4:

Open House, luncheon. School of Pharmacy. 10:30 a.m.—Noon

WOMEN'S PHY ED ALUMNAE

Sat., Nov. 4:

Breakfast. Wisconsin Center. 8:45 a.m.

WISCONSIN ALUMNI ASSOCIATION BOARD OF DIRECTORS

Fri., Nov. 3:

Meeting. Blue Lounge, Wisconsin Center. 2 p.m.
Reception. Alumni House. 5 p.m.
Dinner. Wisconsin Center. 6:15 p.m.

Sat., Nov. 4:

Meeting. Union South. 10 a.m.
Luncheon. Union South. Noon

Note: Chairmen for all reunion events are mailing information on times, places and costs to all alumni involved, using the most recent addresses in our University files. Incorrectly addressed mail is not forwarded by the postal service. So if you should have received a mailing but have not—or if you know of other alumni who have not—we will mail information to the correct address if you will write or phone our offices: WAA, 650 N. Lake St., Madison, 53706. Phone: (608) 262-2551. FOOTBALL TICKETS MUST BE PURCHASED DIRECT FROM THE UW TICKET OFFICE, 1440 MONROE STREET, MADISON, 53706.

Capt. *Steven P. Church* '69 has been awarded his silver wings at Vance AFB, Okla. He received the Academic Achievement Award for attaining the highest grade average and is being assigned to George AFB, Calif.

Marcia Friedrich '69, an Ohio State University graduate student in anatomy, has been awarded the Phi Delta Gamma National Study Grant for 1972-73.

Second Lt. *John L. Bauer* '69 has graduated with honors and received his silver wings from navigator training at Mather AFB, Calif. He is assigned to MacDill AFB, Fla.

Col. *Leonard P. Dileanis* '69 has been given a four-star plaque and a letter of appreciation on behalf of the Republic of Korea Army after two years as public affairs officer near Seoul.

Army Private *Frank W. Karnauskas* '70 has completed basic training at Ft. Jackson, S. C.

Recently graduated from the Air Force electronic warfare officer course at Mather AFB, Calif. is 1st Lt. *Mark E. Schoeneck* '70, who is now assigned to Wright-Patterson AFB, Ohio.

1st Lt. *Glenn C. Disch* and *Gary H. Barber*, both of the class of '70, have graduated from the Air Force Institute of Technology, Wright-Patterson AFB, Ohio. Lt. Barber is reassigned to Hill AFB, Utah, and Lt. Disch will return to Francis E. Warren AFB, Wyo.

John M. Terrill '70 is editor of *The Ladysmith (Wis.) News*, which was selected as the best letterpress weekly in the state in the 1971 Better Newspaper Contest of the Wisconsin Press Association.

Second Lt. *William B. Groeschell* '70 has been awarded his silver wings at Laredo AFB, Texas. He is assigned to Rhein Main AB, Germany.

71/72

Army Private first class *Glen W. Rovig* '71 was recently named soldier of the month at Ft. Benning, Ga.

Gene Nimmer '71 has been made Dodge County (Wis.) agricultural engineer and surveyor. He and his wife and seven-month old son live in Columbus, Wis.

Silver wings have been awarded to Second Lt. *Donald R. Furlano* '71 upon graduation from navigator training at Mather AFB, Calif. He is assigned to McChord AFB, Wash.

Assigned to Ft. Ord, Calif., where he is training under the modern volunteer army program is Army Private *Thomas R. Vanderpool* '72.

Johannes Morsink '72 is an instructor in philosophy at Drew University, Madison, New Jersey.

Army private *Lawrence W. Butz* '72 has completed basic training at the Army Training Center, Infantry, Ft. Polk, La.

Newly Married

1962

Elizabeth Louise Zenz and *James Harold Fehlberg* in Madison

1963

Marlene Ruth Dahm and *William Paul Krueger* in Milwaukee

1964

Susan L. Diamond and *Morton Fox* in Chicago

Caroline Victoria Blommer and *Charles G. Erickson* in Richfield, Minn.

Kay Gordon and *Francis McGuire* in Madison

Colleen Marie Berge and *Richard Danly Norris* in Whitefish Bay

Sharon Ann Rank and *Thomas A. Knoop* in Kewaunee

1965

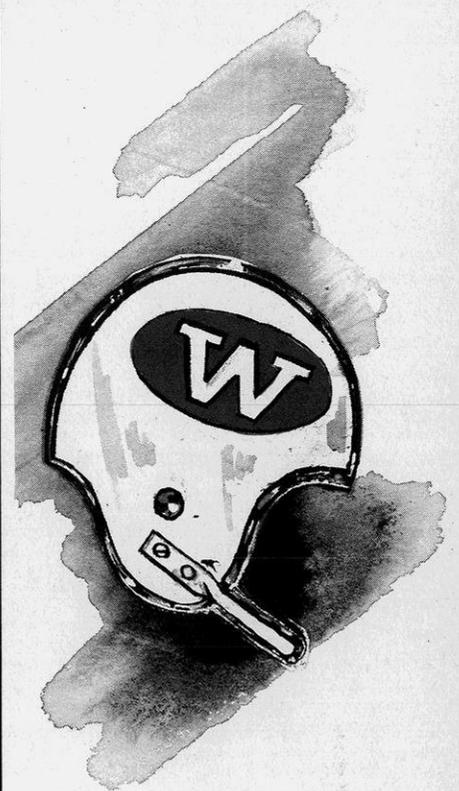
Barbara Ann Warnes '71 and *Theodore Stuart Cochrane* in Vernon, Wisconsin

1966

Kathleen Mary Gallagher and *Thomas Michael Joynt* in Madison

Diane Elaine Dassel and *Dr. Lowell Don Schoengarth* in Udon Thani, Thailand

Constance M. Spring and *Edward A. Hellegers* in Monroe



PIN-ON

His or hers, this badge of Badger loyalty. Red-and-white enamel on gold finish. About 1" in diameter. Safety clasp keeps it inside.

\$2

Wisconsin Alumni Assoc.
650 N. Lake Street
Madison 53706

Send me ___ helmet pins @ \$2 each. My check includes 25¢ for shipping. (We pay shipping on orders of 10 or more.)

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

1967

Laurel Leah Senoraske and James M. Lobas in Schofield, Wisconsin
 Carol Faye Lubotsky and Richard Joel Temkin in Whitefish Bay
 Diane Yvonne Huset and William Joseph Marx, Jr. in Dallas, Wisconsin
 Mary Ellen Meyer and Herbert Edward Rasmussen in Port Edwards
 Darlene Ruth Winston and Stuart Allen Schwartz in Milwaukee
 Nancy Louise Jackson and William J. Thomas in Kingston, R.I.

1968

Corrine Austin and Dennis Bahr in Verona
 Barbara Lynn Bell and Jack Douglas Rushing in Fox Point
 Dorothy Reed Mendenhall II and William A. Blobner in Middleton
 Donna Marie Weisensel and Edward Leo Dolan in East Bristol, Wisconsin
 Mary Ellen Evans and Donald A. Sauer '71 in Kenosha
 Mary Nancy Freund and William Martin Warner Jr. in Wausau
 Mrs. Barbara Wolf Wegner and James Koch in Merrill
 Karen Kreitlow and Patrick Neal in Grand Marais, Minnesota
 Jean M. Lindstrom and Wayne Duddleston in Beloit
 Kathryn Ann Rahdert '72 and John E. Miller in Bowling Green, Ohio
 Cathleen A. Pinch and Brion B. Pagel at Green Lake, Wisconsin
 Mrs. Helen Thomas Seidlinger and Reuben Damm in Columbus, Wisconsin
 Renee Lynne Usow and Theodore Blatt in Milwaukee

1969

Barbara Joy Kahn '72 and Richard James Boxer in Milwaukee
 Kathleen Elizabeth Corbin and Denis Paul Bartell in Madison
 Mary Elizabeth Gjertson and Robert Ritchey Stroud in Madison
 Sharon Jo Hanson and Gary J. Grimes '70 in Greeley, Colorado

Frances Margaret Lamont and Gregory Lee Lauver in Aberdeen, S.D.

Judith Lynn Dana and James Carl Lory in Black River Falls

Marsha Ann Kademian and Dennis Patrick McGilligan in South Milwaukee

Kay Early and Kenneth J. Montague in Baring, Mo.

Katharine Louise Wake and Joseph A. Korte in Green Bay

1970

Lucinda A. Dean and Andrew K. Davidson in Wausau

Susan Mary Dwyer and Stanley Steven Metzger in New York City

Susan K. Wrixton and Thomas J. Hallingstad in Burlington, Wis.

Jane Ann Elledge and Jeffrey Paul Hamilton in Green Bay

Victoria Ann Harwick and David Earl Olsen in Racine

Karen Ann Clutter and Gordon Richard Hughes, Jr. in Bay Shore, Wisconsin

Mary Kae True '72 and Roger Edward Huizenga in Milwaukee



"I go exclusively to the WAA Open House before every home game. Anyone who is anyone is there!"

And no wonder. It's at the beautiful new Union South on the corner of Johnson and Randall streets, handy to parking lots and the Stadium. There's free coffee or cranberry juice, and Wisconsin cheese. Or a cash bar. And several excellent dining rooms. We'll look for you from 10 in the morning until noon before every home football game.

Kerry Gail Koudelik and Gerhardt Dieter Meier in Milwaukee

Victoria Joan Bark and Gary Edwin Lesuisse in Little Sturgeon, Wisconsin

Mary Lawrence Stoddard and Thomas Albert Manteuffel in Whitefish Bay

Lynne Martin and Theodore Moreau in Milwaukee

Maureen Ann McCarten and Ned W. Thornton in Janesville

Barbara Jean Moran and Thomas John Hood in Brookfield, Wis.

Elizabeth Lynne Mueller and John Liberto Isler in Madison

Susan Jane Klingbeil and Thomas John Niebauer in Madison

Lou Ann Grace Popelar and Ottie Domenic Bruno '72 in Manitowoc

Linda Rienks and Joseph M. Boelter in Manitowoc

Mary Kathryn Smits and Charles Martin Gabriel in Green Bay

Janet Sparks and Thomas Monk '72 in Wausau

Susan J. Schwab and John Stolper in Madison

Jean Joyce Strnad and Donald Carl Lenz '72 in Casco, Wisconsin

Cynthia A. Williams and Mark Ahrens Bauer in West Allis

Susan Kay Ziarnik and Mark Louis Robertson in Manitowoc

1971

Jacqueline Ungerer and Mark Alberg in Tomahawk

Dawn Marie Anclam and Gary James Egan in Janesville

Carolyn Ruth Tengbom '72 and William Jackson Bates in Cumberland

Mary Ellen Gillespie and Thomas J. Bauer in Madison

Mary Louise Christensen and Oliver R. Blosser, Jr. in Suring, Wisconsin

Cynthia Mary Christiansen and Thomas Robert Harder in Wauwatosa

Leigh Elaine Daggett and William H. Bowman Jr. in Whitefish Bay

Karen Lynn Davies and James G. Lindemer in Madison

Ruth Ann Jeude and Leslie Lawrence DeNamur in Kankakee, Ill.

Mary Ann Glise '72 and Michael W. Edwards in Richland Center

Nancy Louise Ericksen '72 and Gerald Leland Wear in Oconomowoc

Jill Brink Fisher and Heinrich G. F. Kunsman '72 in Port Washington, Wis.

Joan Anita Foggy and Steven Wayne Fisher in Racine

Marcia Ellen Galaska and James Barton Nebel in Hales Corners

Mary L. Lane and Dennis V. Grapentine in Sheboygan

Mary Wright Hoffmann and Jeffrey Erwin Kuehl in Madison

Cheryl Elisabeth Eaton '72 and William E. Kasdorf in Wauwatosa

Susan Jennifer Hatch '72 and James Waldo Liken in Elm Grove, Wisconsin

Rose Ann Finger and John T. McCutchin in Madison

Eileen Susan MacDonald and James Glenn Williamson '72 in Madison

Sharon Elaine Bulin and Michael W. McHugh in Reedsburg

Beverly Jean Brost and Galen M. Metz in Stetsonville, Wisconsin

Valeria Ann Larson and Gary Lester Pech in Manitowoc

Julianne A. Utterback and James W. Pfeifer in Madison

Jackie Marie Park and Michael Dean Razor in St. Peters, Mo.

Donna Marie Rifleman and Theodore Douglas Gault in De Pere

Margaret Lynn Moore '72 and Timothy Otis Saewert in Horicon

Sandra Kay Nelson and Charles George Schwab in Boscobel

Mary Jane Stroetz and David Louis Swenson in Marshfield

Wendy Sue Tilsen and Richard S. Gluckman in Milwaukee

Sally Jane Moore and Nickolas Jerome Wirtz in Columbus, Miss.

1972

Nancy Elizabeth Borde and Paul Robert Bernander in Rio, Wisconsin

Jennifer Betz and Claude J. Frickelton Jr. in Beloit

Barbara Allen Billmeyer and Barney Alan Barber in Madison



MEET MARTI

If you've ever taken one of the WAA sponsored tours you've undoubtedly talked on the phone with, or written to, Mrs. Martha Wright, tour coordinator on the association staff.

Long before the plane roars down the runway or the gangplank is pulled in, long weeks of planning and coordination are put into a tour by Marti. She works with our tour agent in Chicago and gives UW alumni personal service so that each member of the group feels "well taken care of."

Marti, who also serves as operations director ("office manager" to the uninitiated), has been on the WAA staff for two years. Before she came here she lived in San Francisco for ten years and worked as assistant to the advertising director of I. Magnin.

As tour coordinator, she not only makes smooth an average of eight tours a year but she also takes care of special events, such as parties and tour reunions, for travelers. Beyond the major plans there are often varied details—offering advice on travel wardrobe, for instance, or helping find a baby-sitter for anxious-to-travel parents. Marti herself has accompanied two tours—one to Spain and last winter's trip to Mexico.

Born in Columbia, Missouri, Marti attended the University of Minnesota and graduated in 1958 with a liberal arts degree. She lives on Madison's west side with her four-year-old son, Kevin.

—J.S.S.

(continued on page 28)

The place to be on game day!

BADGER HUDDLES

All events open to public on cash basis,
except as noted. All times local.

**SEPT. Louisiana State University,
Baton Rouge**

30

Ramada Inn ● 10330 Arline
Highway ● Baton Rouge

4:30 p.m.: Cocktails

5:30 p.m.: Dinner*

7:30 p.m.: Game time

* Dinner by reservation only, at \$4 per
person, via our offices, 650 N. Lake St.,
Madison, 53706. Deadline, Sept. 27.

**OCT. Indiana University,
Bloomington**

14

King's Arms Inn, Imperial
House Motel
4501 E. Third Street,
Bloomington

10:30 a.m.-Noon: Wisconsin Spirit

1:30 p.m.: Game time

Postgame: Cocktails, dinner*

Ramada Inn ● Bloomington

* For information, reservations, contact
Don Frank, 7210 Arrowwood Rd., Louisville,
Ky. 40222. Phone: office: (502) 452-2437;
home: (502) 425-2521.

**OCT. Michigan State University,
East Lansing**

21

Pretzel Bell ● 1020 Trow-
bridge ● East Lansing

10:30 a.m.-Noon: Wisconsin Spirit

1:30 p.m.: Game time

**NOV. Purdue University,
Lafayette, Ind.**

11

Campus Inn ● 1920 North-
western Ave. ● West
Lafayette

10:30 a.m.-Noon: Wisconsin Spirit

1:30 p.m.: Game time

**NOV. University of Illinois,
Champaign**

18

Ramada Inn ● Neil St. at
Kirby ● Champaign

10:30 a.m.-Noon: Wisconsin Spirit

1:30 p.m.: Game time

Jamie Ann Bliese and David J. Werner
in Wausau

Cassandra Yvette Bolton and Theodore J.
Woelfel in Rockton, Ill.

Linda Christine Nelson and John V. Bou-
meester in Madison

Patricia A. Brady and Charles J. Hodulik
Jr. in Elroy, Wisconsin

Judy Ann Calkins and Michael James
Hempel in Green Bay

Mary Daly Calvert and Peter Brian Mc-
Carthy in Milwaukee

Christine Chrzan and Thomas G. Halvor-
son in Madison

Julia Ann Hydanus and James A. Crow
in Madison

Mary C. Day and Thomas R. Tiffany in
Milwaukee

Donna K. Eide and Charles H. Studee in
Madison

Eleanor Mary Finnigan and Patrick M.
Higgins in Whitefish Bay

Deborah Martha Frederiksen and Ray-
mond Houte in Kenosha

Jill Anne Freudenfeld and James Lee
Weinburg in Miami Beach

Linda Lohr and James Garnett in Madison

Deborah Whitehead and David R. Goetz
in Madison

Nancy Ann Kolb and Jerry P. Hayes in
Oshkosh

Linda Kay Giudice and Kenneth John
Hendricks in Kewaunee

Maria Lea Hootkin and Howard Neal
Gutnick in Milwaukee

Jerilyn Ann Howe and Randall Leigh
Shaffer in Madison

Polly M. Huffman and David A. Ullrich
in Wisconsin Rapids

Sharon Linda Kestell and John Arnold
Fairchild in Cleveland, Wisconsin

Barbara Elizabeth Kraemer and James
Philip Roth in Plain, Wisconsin

Ellen Frederika Thompson and Eric Ar-
thur Leavell in Wrightstown, Pa.

Susan Wester and Holly Mason in Fort
Atkinson

Cathy Lynn McCarthy and Rodney John
Uphoff in Madison

Jo Ellen Martin and Michael F. McAvoy
in Hartford, Wisconsin

Rebecca Dell Bonville and Preston Donald
Michie in Whitefish Bay

Beth Ann Miller and Patrick John McWey
in Wauwatosa

Barbara Joyce Smith and Stephen A. Mohr
in Green Bay

Barbara Lynn Mott and Terry Lee Gilles-
pie in Wauwatosa

Sharon Elaine Nessa and William Anthony
Knapp in Nekoosa

Patricia Ellen Nichols and Patrick James
Fahey in Madison

Joann Sue Paley and Jay Martin Galst in
Madison

Claudia Plawman and Guy P. Caves in
Wisconsin Rapids

Joanne Cracher and Paul Richard Prust
in Madison

Robbin Lynn Rosen and William Stott in
Madison

Rosanne Marie Possley and Dennis A.
Ryer in Port Washington, Wisconsin

Diane Lynn Sathre and Dennis Joseph
Dooley in Janesville

Karen Elaine Schmitz and Martin Voss in
Middleton

Denise Schoville and Timothy Kalscheur
in Cross Plains

Sharon Rhona Sklar and Richard Burton
Schwab in Pittsburgh

Susan Marie Speltz and David Joseph
Reichert in Wisconsin Rapids

Patricia A. Stearns and Larry A. Ganzel
in Fond du Lac

Maureen Celia Sheehan and Thomas Cecil
Thompson in Middleton

Charlotte G. Griffin and Merlin J. Stingle
in Neenah

Petra Ellen Streiff and Laren Fred Stuessy
in New Glarus

Colleen Marie Ternes and Robert John
Beardsley in Madison

Gloria Jean Tiziani and Brian T. Kaye in
Madison

Naomi Waisman and William James No-
vak in Racine

Rosetta Statz and Daniel Glenn Wegener
in Sauk City

Jane Marie Wick and Darrell Lynn Kol-
stad in Black Earth

Susan Lynn Youngquist and Daniel Paul
Koch in Menomonie Falls

Deaths

Arthur Taber Browne '94, Rumson, N. J.
Mrs. Giles Dow (Clara J. Mandt) '95, Stoughton

Mrs. William H. Bartran (Clara Marie Barkhausen) '03, Green Bay

Charles Harold Gaffin '03, Taichung, Taiwan

Benjamin Franklin Lyons '03, Rockford

Mrs. Chancey Juday (Magdalen E. Evans) '04, Falls Church, Va.

Horatio G. Winslow '04, Altadena, Calif.

Donald David Grindell '10, Dallas

Charles M. Nash '10, Wisconsin Rapids

Karl Kasper Borsack, '11, Fond du Lac

Alfred Geoffry Oehler '11, Surrey, England

Mrs. Albert Joseph O'Melia (Eva Mary Hildebrand) '12, Rhinelander

George E. Schroeder '12, Augusta, Wis.

Chester Arthur Barrand '13, Kimberly

Mabel Adella Colton '13, Sheboygan

Frank Victor Hoag '13, Maitland, Fla.

John William Mathys '14, Monterey, Calif.

Herman Victor Gaertner '15, Akron, Ohio

Newell Phelps Dodge '17, Madison

Harry Elwood Morris '17, Bozeman, Mont.

Rev. Byron Christopher Nelson '17, Madison

Paul Thornley Norton, Jr. '17, Asheville, N. C.

Esther Agnes Collins '18, Hibbing, Minn.

Alma Newell Halverson '18, Dodgeville

Mrs. Omar Burton Wright (Catherine Helen Cronin) '18, Belvidere, Ill.

Ernest Barrett Chamberlain '18, Crowley, Tex.

Alice Ruth Boyd '19, Whitewater

Elizabeth Kundert, MD '20, Eau Claire

Paul E. Bollinger '21, Clinton, Wis.

Gordon Gray Fairfield '21, Milwaukee

William D. Hoard, Jr., '21 third-generation publisher of *Hoard's Dairyman*, in Ft. Atkinson, died following surgery in August. Mr. Hoard was president of Wisconsin Alumni Association in 1945, served as a director of the UW Foundation, and was a member of the Athletic Board from 1946-50. In 1955 he received WAA's Distinguished Service Award for pioneering efforts in building undergraduate scholarships, and in 1968 he was honored by the College of Agriculture and Life Sciences for contributions to state agriculture and rural life. Memorials to Ft. Atkinson Historical Society (for Hoard Historical Museum) or Ft. Atkinson Memorial Hospital.

Paul Erich Hoppe '21, Madison

Ralph Lawton Morse '21, Janesville

Andrew B. Allison '23, Brookings, S. Dak.

John Fredrick Gilmore '23, Chicago

Robert Borden Ells '24, Mequon, Wis.

Alfred Crawford Robertson '24, Rochester, N. Y.

Orland Harold Wing '24, Traverse City, Mich.

Mary Irene Goodrich '26, Motley, Minn.

Charlton Hughes James '26, Mineral Point

Henry Charles Bosch '27, Deerfield, Ill., in Sister Bay, Wis.

Mrs. Herbert William Lange (Hedwig F. Wolff) '29, Watertown

John Louis Parks, MD '30, Annapolis, Maryland

Philip Alexander Streich '30, Boston

Mrs. Norman A. Cameron (Eugenia Sue) MD '31, Tucson

Oscar Fred Wittner '31, New York City

Ralph Melvin Lindgren '32, St. Paul

Harold Louis Thomas Roehrborn '32, Madison

Lyle Wesley Hopper '33, Beloit, in Cupertino, Calif.

Charles Edward Macomber '33, New Lisbon

Mrs. Thomas Norden (Edna Emma Taylor) '33, Madison

Mrs. John W. Heiss (Janet Helen Kaiser) '35, Racine

Charles Almon Niman '35, Chagrin Falls, Ohio

Marvin Grant Bauer '36, Sedona, Ariz.

Mrs. O. J. Freckman (Berniece Karmeleta Smith) '36, Waukesha

Mrs. Francis W. Swantz (Dorothy Matilda Wells) '36, Independence, Mo.

Theodore Harris Millman, MD '37, Rupert, West Va.

Mrs. John W. Soule (Marguerite E. Davis) '37, Swarthmore, Pa.

Harvey Morton Richert '38, Milwaukee

Mrs. William MacLean Hemmings (June Ruby Seefeld) '41, Delafield

Percy Willis Olson '42, Madison

Francis John Streim '46, Vermillion, So. Dak.

Rose Adelaide Helfrecht '49, Madison, in Huntington, L. I.

Kenneth William Maurer '49, Brookfield, Wis.

John David Walker '49, Milwaukee

Stanley Florian Jablonski '50, Madison, in Clinton, Mass.

Paul Lee Marlett '55, Madison

Florence Nelda Stephan '56, Plymouth, Wis.

Tim Forrest Newman '57, Janesville

Roger Roy Schmeling '57, Green Bay

Mrs. R. Bradford Little (Nancy Jo Roberta Hajek) '59, West Bend

Benny Tin-Hang Yuen '66, Madison

Larry Rudolph Busse '71, Madison

Elizabeth Eves Yates Walker '72, Richmond, Va., in Madison

FACULTY DEATHS

Scott H. Goodnight Ph.D. '05, the first dean of men at the University, died in August at age 97 in Winter Park, Florida after a long illness. Dr. Goodnight joined the faculty in 1901 as an instructor, was named dean of men in 1916 and held the post for 29 years. At one point he earned the title of "the Rocking Chair Dean" when he posted himself in a rocking chair outside the apartment of a male student whom he correctly suspected of having a lady with him behind the locked door. Often controversial, Dean Goodnight supported student demands to allow left-wing speakers on campus and to form Greek societies because they could provide the only decent living conditions at reasonable cost. In 1949 a scholarship in his name was established by the Wisconsin Men's Assn. to recognize his "contributions to Wisconsin student life." Memorials to this fund can be sent to the UW Foundation, 702 Langdon St., Madison 53706.

Farrington Daniels, 83, Madison, emeritus professor and former chairman of the Chemistry Department. Long considered one of the most brilliant teacher-researchers at the University, Dr. Daniels held honorary degrees from several institutions, was a member in most major scientific organizations. An authority on practical uses of solar energy, his fields of research were chemical kinetics, oxides of nitrogen, photo-chemistry, atomic power, thermoluminescence of crystals, and the utilization of solar energy. He was author of more than 300 scientific papers and eight books, two of which ran into six editions each and one being the standard text for physical chemistry students in America for many years. Memorials to Madison's First Congregational Church Foundation or the UW Foundation, for the Chemistry Department.

Margaret Pryor Glicksman Ph.D. '27, Madison, assistant professor of economics from 1928 to 1936 and a lecturer in economics from 1942 until retirement in 1947. Mrs. Glicksman lectured and worked for passage of the Pure Food and Drug Act in the early '30s and was a pioneer in developing the field of consumer economics. Her course "Economics of Consumers" was one of the first developed from the point of view of the spender as opposed to purely theoretical economics.

William C. Redders, 83, Madison, farm foreman for the Agronomy Department for 42 years prior to his retirement in 1954.





*Take a Freshman to a Movie.
Movie. Movie. Movie. Movie.*

The summer program is called SOAR, for Summer Orientation and Advising for Registration, and it began on June 8, when the first batch of new freshmen began pouring onto the campus, usually with parents in tow, to find out about life at the UW. They had sessions with student leaders and representatives from such departments as Financial Aids and Housing. And then, after a bus tour, they sat down in the new Humanities building for a multi-media slide film, with five screens showing just about all they could look for in curriculum and extracurriculum. The SOAR program filled the summer with thousands of participants. Reports are that it's a great way to become indoctrinated, and the five-screen presentation should have a long run.

Photo/Del Brown

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Big Ten Exclusive CARIBBEAN CRUISE

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Eastern Airline charter jet flights meet you in Chicago or Detroit or Indianapolis or Minneapolis and fly you to San Juan. There we board one of Cunard's newest and finest, carrying only Big Ten alumni. Sail for seven days to six countries, moving at night, enjoying a new land each day! San Juan, Trinidad, Barbados, Martinique, St. Lucia, St. Thomas.

Complete from **\$399** per person.
(\$150 downpayment with each reservation.)

Mexico Fiesta PUERTA VALLARTA

February 17-24, '73

A repeat of one of your all-time favorites. From Milwaukee by Eastern charter jet. Eight days, seven nights at the sumptuous Camino Real hotel with breakfast and dinner included and a view of the private beach from every room. In town, great fun and fantastic shopping, especially for jewelry and handmades. WAA members and immediate families only.

Complete **\$419** plus \$19 tax.
(\$100 downpayment with each reservation.)

Last Call SOUTH PACIFIC HOLIDAY

November 3-27, '72

Our fabulous air tour for only 35 guests to French Polynesia (Tahiti, Moorea and Bora Bora), New Zealand, Australia. Deluxe hotels, knowledgeable guides, professional tour director, of course. Better phone to get in on this one. (608) 262-2551.

Complete **\$2,199**

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650 N. Lake St.
Madison 53706

Here is my check for \$ _____ as down payment for _____ reservation(s) on WAA's _____ tour. Please rush me brochures and complete information.

Send brochures on _____ Caribbean Cruise; _____ Puerta Vallarta now. I'll take a chance on finding reservation space later.

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ UW CLASS YEAR _____

Note: UW alumnus must show family relationship on all additional reservations for our Puerta Vallarta trip.
