

Wisconsin alumnus. Volume 86, Number 3 March 1985

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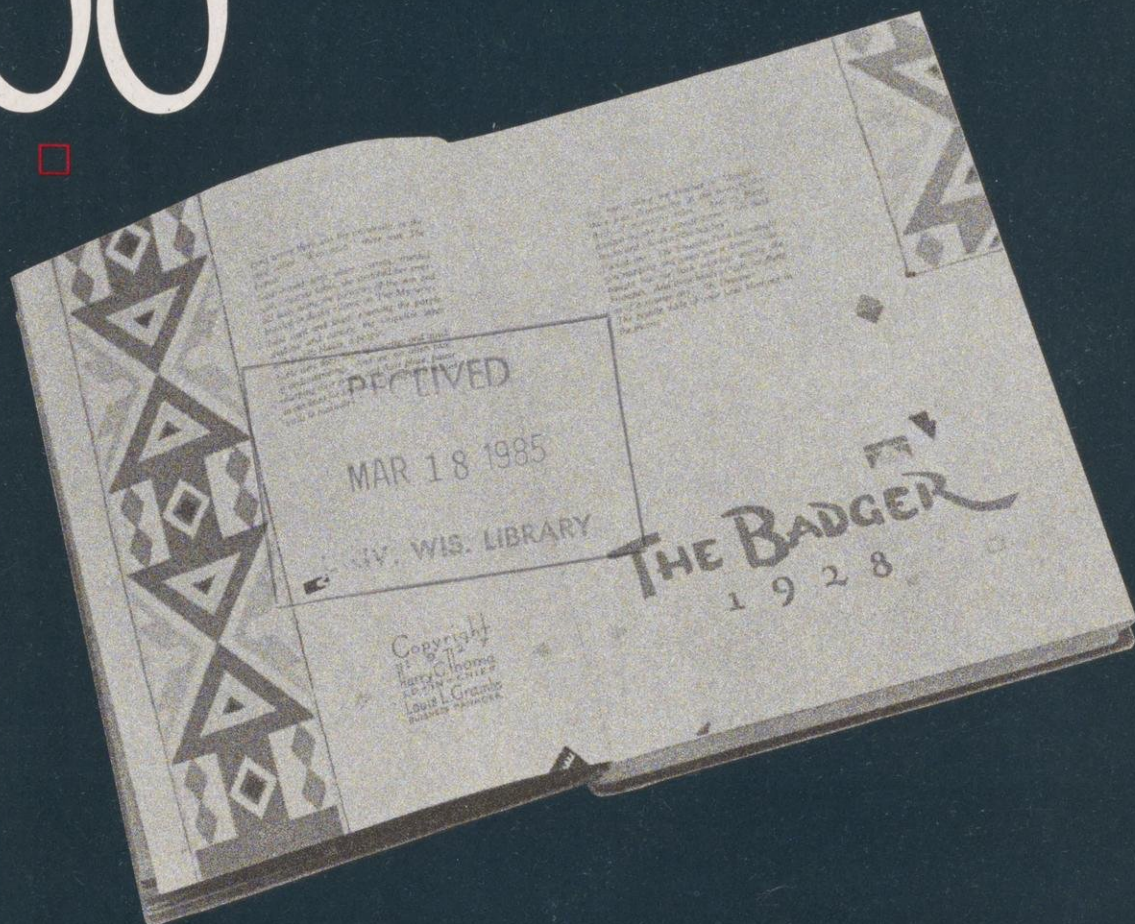
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Wisconsin Alumnus

March/April 1985

THE
BADGER
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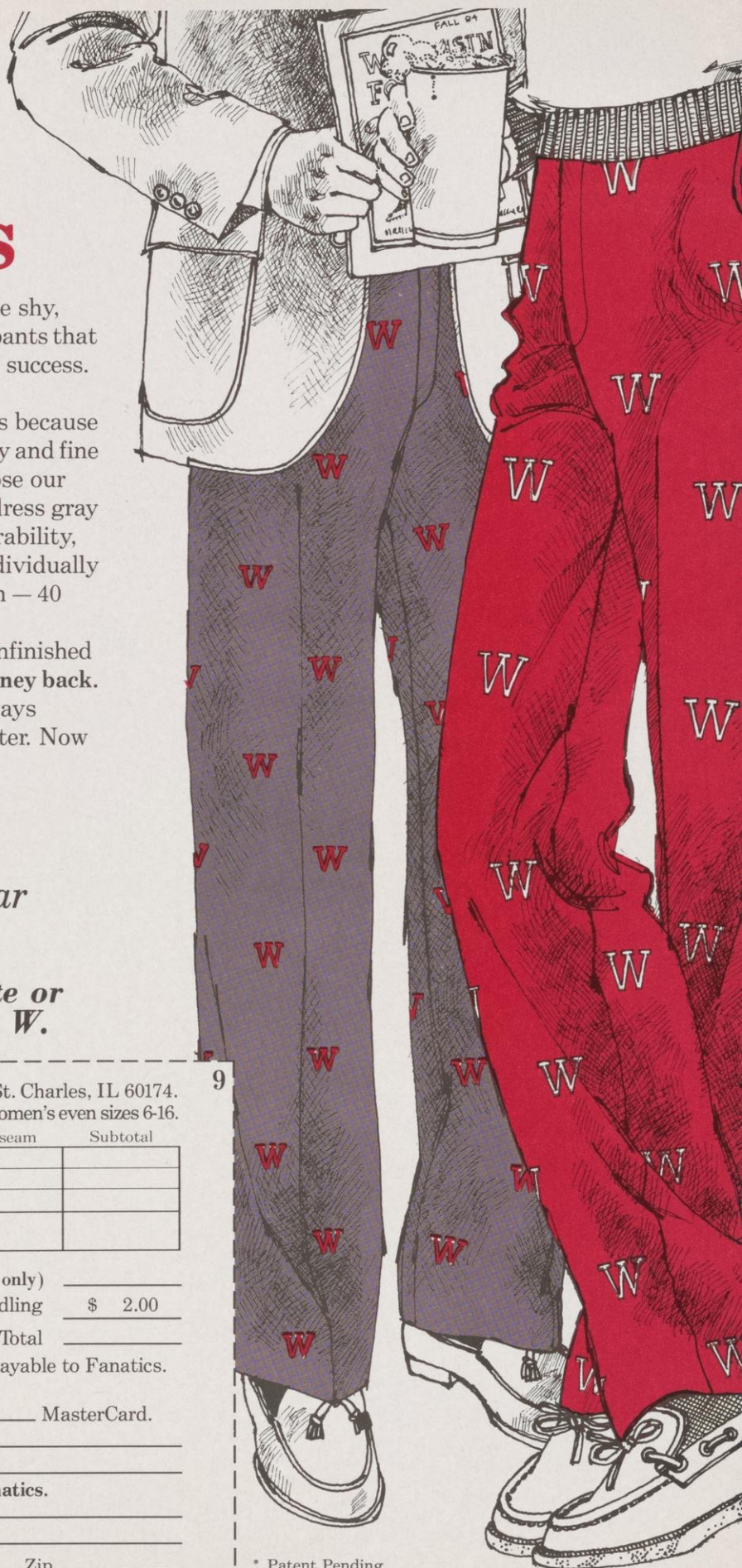
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Wisconsin Alumnus

Volume 86, Number 3
March/April 1985

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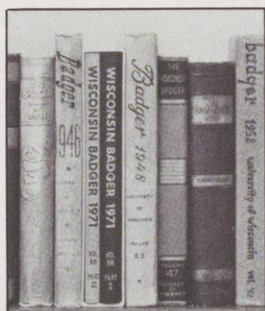
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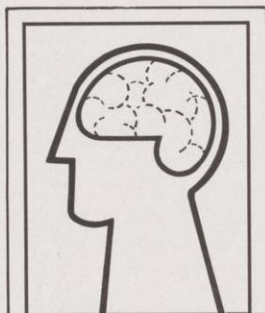
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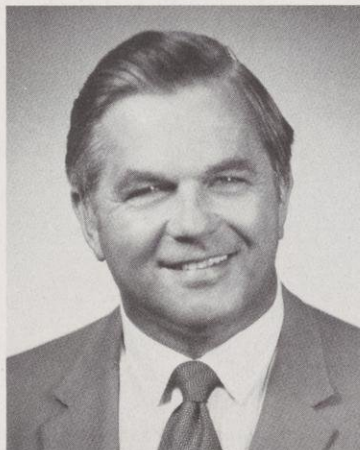
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By Arlie M. Mucks, Jr. '43
Executive Director

One of the goals adopted by the Association's Board of Directors is to "emphasize academic excellence by providing recognition to outstanding faculty, students and alumni." It's an important aim because it focuses on the people essential to the sustained quality of our University.

This issue of the *Alumnus* announces the four who will be honored on Alumni Weekend with Distinguished Service Awards in recognition of "their professional achievements and their continuing dedication to the University through alumni citizenship" (see page 10). We extend our congratulations and appreciation to our award recipients for their loyalty and service to Alma Mater.

The Association's Recognition and Awards Committee at its January meeting also selected four alumni club leaders for their outstanding contributions to the University at the community level. They will receive the "Spark Plug" Awards in October at our Alumni Leadership Conference.

A third award recognizing alumni service and leadership was presented for the first time last year: the Wisconsin Loyalty

Award annually honors a graduate for his or her sustained alumni involvement as a past committee member, director or officer of WAA.

The selection process for the Association's student awards program got underway this past month. A total of 158 juniors and seniors were nominated for these awards, which are annually given to four seniors and six juniors. The screening and interviews scheduled in the weeks ahead present a major challenge for members of the committee because of the excellent academic records and the quality of those nominated. Over the years we've found that many of our winners continue to demonstrate their dedication and leadership by serving as alumni volunteers once they've graduated.

Another important dimension of our recognition program became a reality in 1981 with WAA's participation in the University's Excellence in Teaching Awards. A faculty committee appointed by the chancellor annually selects eleven for recognition at the spring meeting of the Faculty Senate. We have provided a cash award to one of these, but last year we expanded our role by sponsoring a second award. In 1985 we will more than double the amount of funds presented to each of the two recipients.

The Wisconsin Alumni Association is proud to be included on the list of sponsors for these teaching awards. They provide recognition and support to faculty who have enhanced the prestigious reputation for which our University is noted worldwide. It is our opportunity to say thank you.

We invite your participation in the nomination process. A nomination form for alumni awards is regularly included in the September/October issue of the *Alumnus*. We also encourage you to send us the names of qualified students who may be considered for junior scholarships or senior awards.

As Association members, you share in the pride when alumni, students and faculty are honored at the All-Alumni Dinner in May. Your membership dues make it all possible. The recognition programs you fund provide alumni a unique opportunity to stay involved in preserving the quality of a great University. Thank you for helping all of us achieve this goal.

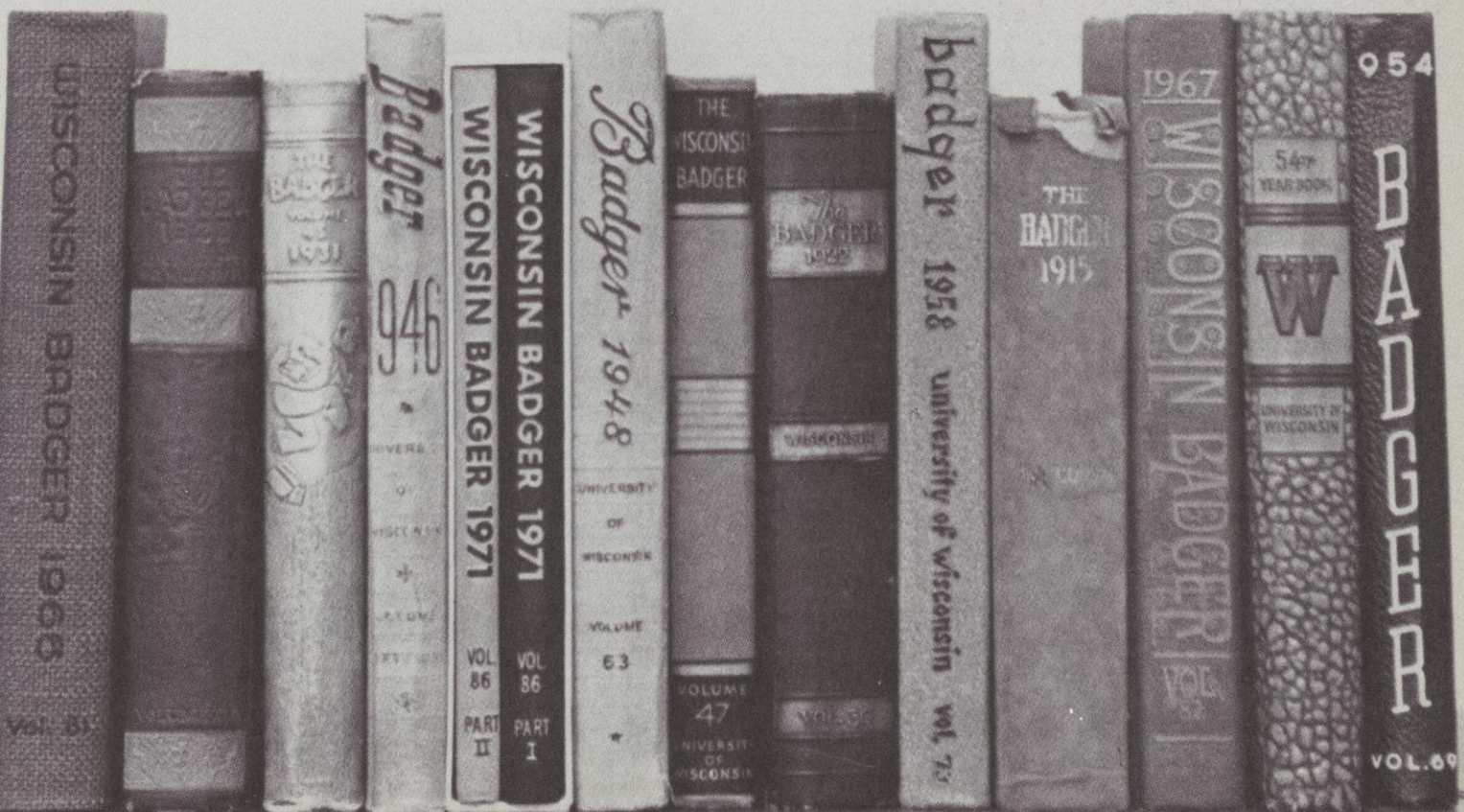


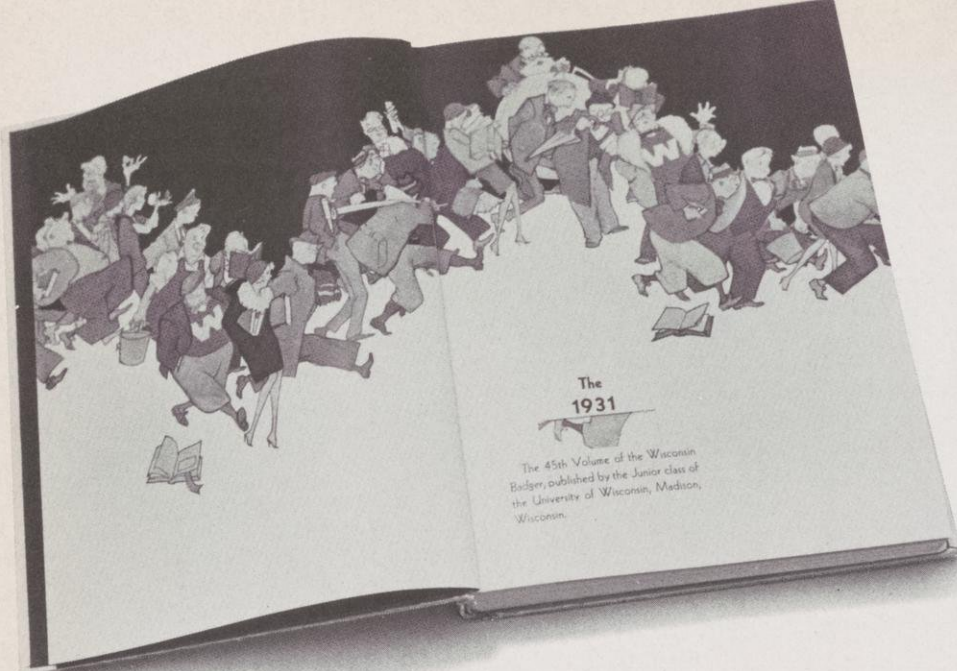
A MIRROR TO ITS TIMES

*Looking at the Badger Yearbook
on its 100th Birthday.*

I like to look at old things, to search for clues: How did people live day-to-day long ago? What did they do? What did they think? What was taken for granted? Actually, what I want to know is this: Were all those earlier generations different from me? Or were we the same after all? continued

BY BARBARA WOLFF '77, '79





Early specimens reserve a great deal of space for the jokes and bogus rivalries between classes.



drawings that cover entire pages. The editors of 1930 chose a medieval theme, executed in hand-colored designs on parchment-like paper. The cover of the 1932 edition features a Janus-faced top-hatted gentleman in the vein of *The New Yorker*. Charles R. Overman's color illustrations mark the sections—“Memories of the Past,” a scene of the 1890s done in nostalgic blue wash, juxtaposed with its contemporary full-color counterpart. These drawings are splendidly done. They are also a touch risqué. There's the “memory,” for example, of the demure, leg-o-mutton-sleeved, high-button-shoed co-ed of the '90s struggling to keep everything covered as she's buffeted by the lake wind. Two virile fraternity men respect her embarrassment but can't resist a covert glance at an inch or two of suddenly visible stocking. The “modern” counterpart, beside this one, is in glorious color. A 1932 beauty in a formal with spaghetti straps and cut down to *here* leans forward for a kiss from her wildly observant tuxedoed date.

The sixtieth anniversary came in 1945. There was, of course, a major war being

It was a rather strange place to look for answers, I'll admit. But I had twelve minutes until my friend would arrive, and twelve minutes is forever to wait but not enough time at all to start knitting a vest. Had I been stalled in a grocery check-out line I might have been able to give a rather thorough casing to the scandal sheets I'd never *think* of buying. But instead I was in the lobby of Barnard Hall, waiting. Off the lounge is a little library. It contains a desk, a sofa—overstuffed and overused—, a nice set of windows, and bookcases lined with dictionaries, encyclopedias and a more-or-less complete set of *Badger Yearbooks*. I could have read all night, once browsing set in.

The *Badger* celebrates its centennial this year. The class of 1885 first published the book under the name of *Trochos*. The name change came four years later. Early specimens reserve a great deal of space for play, for the jokes and bogus rivalries between classes, fraternities and schools, for “twisting the *Badger's* tale,” as one editor puts it. Bits of ribbing turn up again and again during the first forty years or so, interspersed among the formal Wagnerian group portraits and lithos of the goddess Athena.

She—Was that Chicago man badly injured? He—Yes, hopelessly, I'm afraid; he is delirious and seems to imagine that his team is winning (1903).

There were only fifty ahead of him before he could have Jack Ramsey's job, but somebody might die or be killed, so his chances weren't so awfully bad. Besides, if he gave them six-fifths of his time for the year, they would make him Telephone

Editor, or Errand Editor. And think of the experience (1918).

Even the *Liberty Badger* of 1920 includes a notable exception to its overall humor embargo: “Advertising and Bits of Shrapnel From No-Man's Land.”

High jinks and dumb jokes gave way to elegant about-townism in the 1920s and '30s. The books look like set designs for Broadway musicals, with drawings clearly modeled in full color after the illustrations in *Vogue*, *Vanity Fair*, *The New Yorker*. Earlier volumes could boast Comstock's pen-and-ink Gibson Girls, Eric Passmore's “fashion” drawings of 1914 and Helen J. Kellogg's exquisite Art Nouveau flower plates in 1894. But the 1928 *Badger* carried out its woodland Indian motif with magnificent (but unfortunately unsigned) chalk



Barbara Wolff is a frequent contributor to *Wisconsin Alumnus Magazine*. She is on the news staff of WHA Radio.

The 1970 issue broke new ground. Virtually nothing but pictures—many of them disturbing—with a few angst-heavy poems.



fought, and it's there in this volume. Navy uniforms in the graduation pictures; high-morale shots of V-Twelve and radiomen at study, working-out in the Stadium, smiling at pretty girls across the soda fountain in the Rathskellar. Yet the overall mood remains cozy, the home-away-from-home even in wartime.

In the friendly, glad-to-be-back post-war four years, the book is *really* a photo album. Everyone who is anyone, who served on prom committees or ran for Mil Ball King, staffs of The Octopus and The Daily Cardinal, those involved with the Union, the dorms, the fraternities, sororities, the independent houses. They're all there, and you'll never forget them because their names are in the index.

Then we settle down a little as the fifties roll in. Just the facts, ma'm, pleasant law-and-order. Few pockets of color—green in 1955, red in '56. Practically no art work. These are utilitarian yearbooks, the no-frills editions, the *Settlement Cookbook* of college annuals. Unfortunately, they're rather a snore now, years later.

The end of the fifties finds Badger editors trying the photo essay. Pictures



start to tell stories—or evoke images—by themselves, without help from copy or captions. The genre reaches its zenith in the burlap-covered editions of 1966 and the mod book of 1967, replete with op art, shots of sit-ins, of Bob Hope, of chess pieces on the board and of a football scrimmage. Fraternity and sorority pictures are lavish production numbers staged on garbage trucks, goalposts, supermarket carts. None of this line-'em-up-in-front-of-the-fireplace. The 1970 issue broke new ground. Virtually nothing but pictures—many of them disturbing; all of them creative—with a few angst-heavy poems. It was thick but smaller than any before or since. It held a phonograph record, "The Sound Experience"; a scratch-sheet—use your fingernail and get a whiff of teargas; a

paper gameboard for Madison Monopoly ("Your father is an in-state Republican leader. Get out of jail free.")

Words, however, make a comeback in the Auri-Oracle of Life, 1971. It comes in two volumes, the first with sections entitled Enchantment, Emptiness, Loneliness, Liberation, Together. The photos share space with the poetry of Mason Williams, Rod McKuen and other Relevant Figures. Volume Two—Wisconsin Family Album—includes the usual assortment of Greeks and seniors, tied together with photos and lithos of Badgers past, forming, I suppose, a sort of Rorschach of UW life.

The yearbook disappeared after 1972—"lack of interest," according to the press release. That which re-emerged three years later was much slimmer than its forebears, and featured Sunday supplement-style articles: "In The Beginning Was Bascom Hill," "The Mall Comes Alive," "For Living, Not For Profit" (Co-ops). It's proved a popular format, continuing virtually unchanged to the 1984 edition.

But regardless of the trends and the mood swings and the various motifs, certain things about The Badger remain astonishingly the same. Every book must pay homage somehow to Bascom Hill, to the lakes, to athletes, to Picnic Point and the strolls taken there hand in hand. "You liked to walk there, didn't you," gently prods a cutline from 1917. There's a photo of a road; I can't recognize it. Maybe it isn't even here anymore. No matter. We are seeing with the mind's eye, foraging in that greatest of all romances, the past.

"... everything was as it should be, without any of the flat, humdrum look of the everyday..." (from *Demian*, quoted in the Auri-Oracle of Life, 1971). Yes, I liked to walk there. Very much indeed. □



Photos/Glenn Trudell

F.Y.I.

MADISON'S CHANGING PORTRAIT

*The private sector and the University
are joining forces, and the
research and educational rewards
on both sides are big.*

By Robert H. Spiegel
*Editor, The Wisconsin
State Journal*

THE PORTRAIT OF MADISON IS CHANGING. Ten years ago, it was a government town in which Oscar Mayer was welcome to co-exist, a university town with multiple campus attractions and resources, a town controlled by those who felt small was

beautiful and resisted economic change, a town with a dying downtown, and, with all that, a town with a rare beauty and distinction that kept people at home and drew others to it.

Today, the three levels of government and the university still dominate. Together, they account directly for about one-third of all jobs in Madison and are serviced by thousands of others in the private sector.

The names you hear most are those of Gov. Anthony Earl, Robert O'Neil of the University of Wisconsin System and Irving Shain at the University of Wisconsin-Madison.

Oscar Mayer remains the kingpin of the private sector, but, responding to forces in its industry, has reduced its employment from more than 4,000 to about 2,700. Insurance and financial institutions, hospitals, retail stores and printing operations constitute a solid second rank.

Downtown has bottomed out as a retailing center. Walk around the refurbished Square and you can find no major department store. Too many times, your image is reflected from darkened windows of empty storefronts.

So what's this about a *changing* portrait? Things sound about the same, or worse, than a decade ago.

Not so.

The most positive change has been one of attitude.

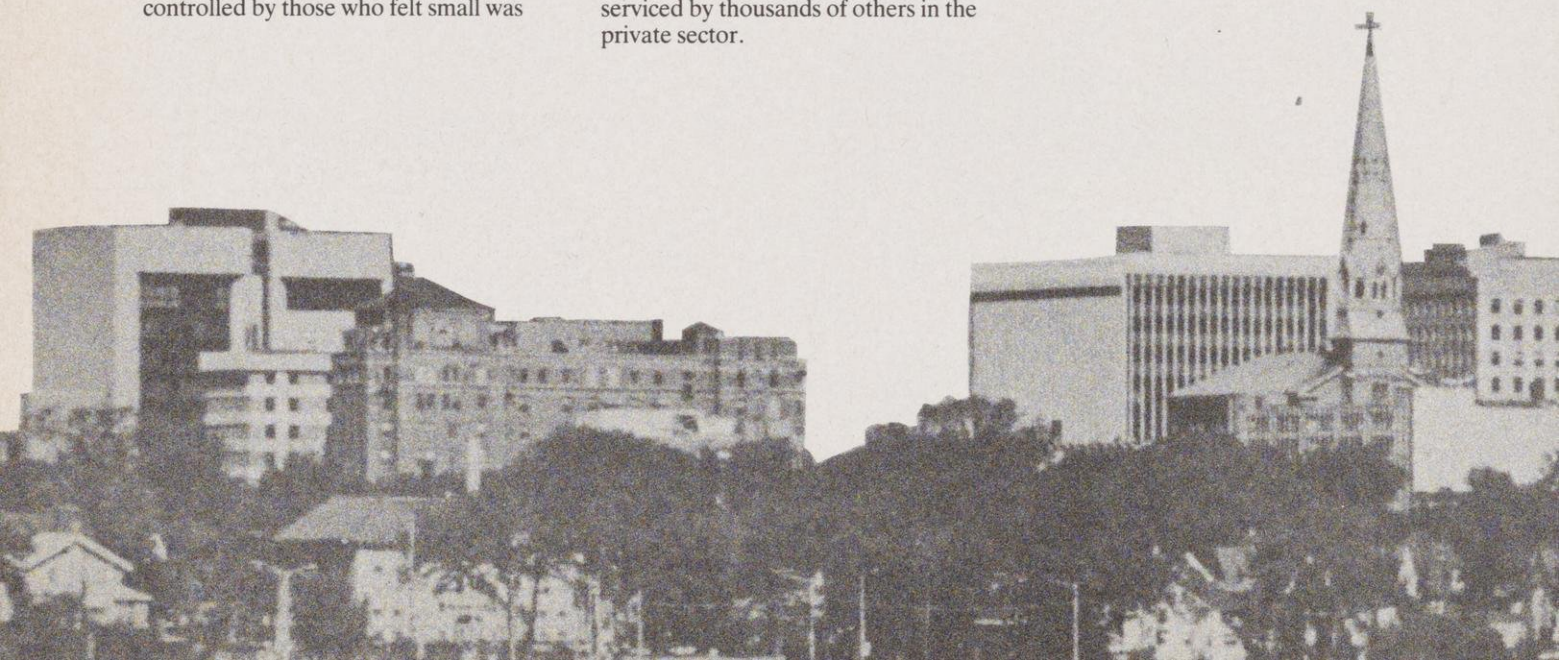
A decade ago, government and the state university kept the private sector at arm's length. Long arms, too.

By and large, the university didn't care to accept financial help from businesses unless it was laundered by state government and passed along as tax dollars.

By and large, city and county government were hostile to economic development.

Today, the university has established ground rules for cooperating with the private sector in areas that can benefit both—and can benefit the people of the Madison area and Wisconsin most of all.

More and more, businesses and industry are coming to UW-Madison to seek educational and research help in applying or developing new technologies. In return, they underwrite university programs. The university insists that research gains are shared with the public.



Wisconsin for Research Inc. was established as the first partnership between the university and the private sector, seeking expansion of research-based jobs.

There have been successes. Two prominent genetic-research companies came to the Madison area because of university resources—Cetus-Madison and Agri-genetics. Since, another high-tech offshoot, Astronautics, Inc., has been established.

In addition, thirty-five to forty fledgling high-tech companies in the Madison area have been identified, and are being helped, through university-private initiative.

UW-Madison has established the Charmany-Rieder research park (WA, Sept/Oct 1984). It has its first tenant. The base for strong, enduring development of research-based companies is in place.

How do Dane County people feel about research-and-development firms locating here? They like it, according to a survey of 1,145 country adults conducted in early 1982 for the University-Industry Research Program at UW-Madison. Briefly, 81 percent favored or strongly favored such businesses in Dane County, but outside Madison; 71 percent favored or strongly favored them in the city of Madison, and 56 percent favored or strongly favored them within one mile of their homes.

Meantime, the isthmus area is showing signs of limited rebirth.

The handsome Capital Center helped. So did the major addition at Anchor Savings and Loan, the building of the Methodist Retirement Home, the expansion at Methodist Hospital, plus other office and apartment projects.

Two major projects on the Square are in the planning stages—a major building on the old Manchester's store site and the daring plan for Lake Park Plaza on Lake Monona.

The major plans have yet to crystallize, but there is an exciting match of ideas and energy these days. Things are off dead center.

It arises from private initiative that has been complemented by more open, cooperative city administrations, starting under Mayor Joel Skornicka ('59, '61) and continuing under Mayor Joseph Sensenbrenner. They are abetted by the Dane County administration of County Executive Jonathan B. Barry ('69).

There is less government red tape and more information; there is seed money and faster answers to business inquiries.

Meanwhile, there has been an explosion of new retail clusters in Madison, especially on the West Side. Remarkably, these shopping centers have been supported by marketing studies that say, indeed, there are enough shoppers out there to support them.

This apparently reflects a significant surge of Madison as a regional shopping center.

Those are the good-news items: New, positive attitudes and cooperation between the public and private sectors, with increased initiative on all sides.

If the Madison area is to truly prosper, there must be emphasis on creating more private jobs here.

The bulk of them is centered in two areas—services and trade. In 1982, services accounted for 19.8 percent of the work force in Dane County. Retailing accounted for 17.6 percent and wholesaling 4.2 percent. (Government employed 32 percent—22.5 percent in state government, 7.3 percent in local governments and 2.2 percent in federal government.)

The manufacturing share is a lowly 11–12 percent, where it has been the last decade.

No one foresees a great surge in manufacturing, but the Madison Area Technical College is an important and expanding center for educating and re-educating people for the emerging, technology-oriented jobs of the 21st century.

Still, the greatest source for new and developing jobs is in the high-tech area, thanks to the presence of UW-Madison.

The most pressing need is for sophisticated selling of the university, its educational and research resources and its research park to potential tenants.

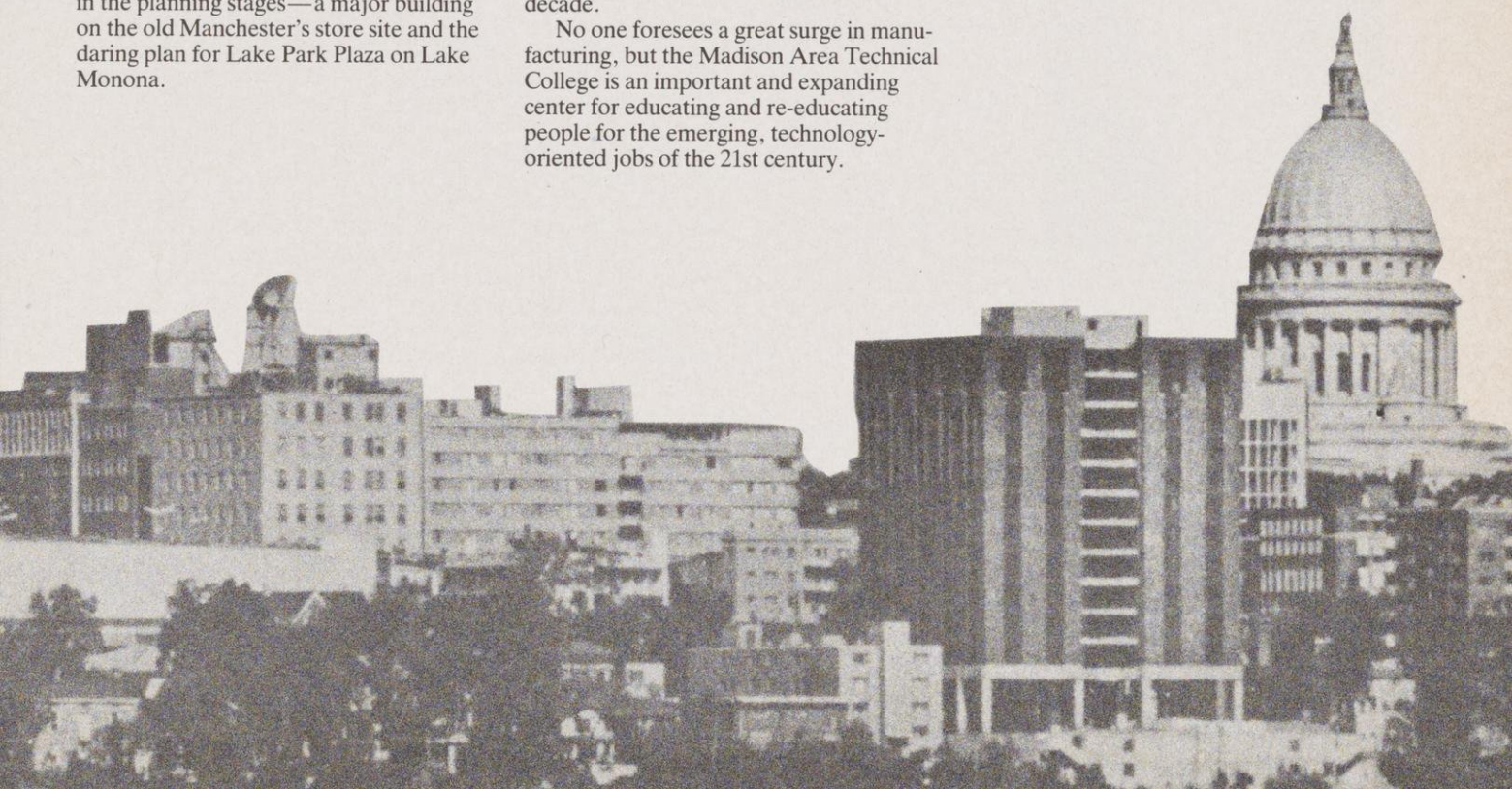
Some research centers, like the Research Triangle in North Carolina, developed a major administrative staff to identify potential tenants and to sell them on locating within the park's 5,000 acres. But it took more than a decade to become productive. At Stanford University, initially, the late Prof. Fred Terman was a one-man gang in linking it with private research companies. Today, its research institute and park are among the finest. But it took time.

Princeton University took another tack in developing its Forrestal Center, a research park, in the late 1970s. It didn't want to take time to develop an expert staff, so it hired a company that had marketing expertise. It worked. Within a few years, the center had attracted some of the nation's great research-based companies as tenants, along with incubator-type endeavors. It also built a \$40-million hotel and conference center.

If the UW's Charmany-Rieder research park is to be developed rapidly, it will require the quick recruitment of such experts to sell high-tech clients on UW-Madison, the city of Madison and the research park.

We have the stuff to sell. Now to get at it. Soon. □

Reprinted from the Wisconsin State Journal, January 6.



DISTINGUISHED SERVICE AWARDS

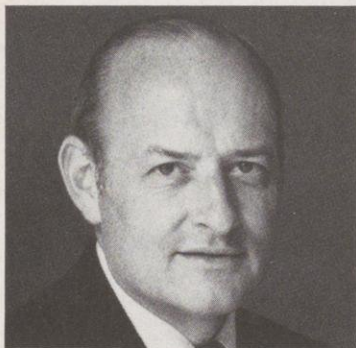
1985

*For outstanding professional achievement
and continuing dedication and service
to the University of Wisconsin
through alumni citizenship.*

Harvey W. Clements x'43
Lucille Campbell Kimball '18
Frederick R. Rehm '43
Brenton H. Ruppel '48

Harvey W. Clements x'43

Chicago



Mr. Clements, 64, is a senior vice-president with Foote, Cone & Belding, which is ranked seventh in billings among the world's twenty-six largest advertising agencies. He is a past president of the Wisconsin Alumni Club of Chicago and for five years has chaired its scholarship trust committee, from whose funds, combined with

matched dollars, \$1000 scholarships are given annually to twenty-five Chicago students enrolling here. He is a director of the Wisconsin Alumni Association and of the UW Foundation (and has served on several committees with each) and is a member of the Bascom Hill Society.

I came to the University knowing I wanted to major in journalism and advertising. For the Daily Cardinal I wrote the gossip column called The Troubleshooter. The school was small enough then that people were interested in who was going with whom, who'd been elected to head what fraternity. But after 1941, things began to change. Friends went into the service, some were killed or wounded. There was a great sense of purpose and urgency in the country that gradually filtered onto the campus. In 1942 I was drafted; I remember packing my bags at Christmas, knowing I wouldn't be back.

After the war I headed home to Chicago; I've never wanted to live anywhere else. I worked for two years with several different agencies, and then in 1948 joined Foote, Cone and Belding. I started as a copywriter and spent about ten years in the creative end of the business. Then I moved into account management and have spent most of my career in that area. I've liked advertising because it's heavily competitive. There's great satisfaction in motivating consumers to change their minds about a company or a product. You see results quickly, and that's exciting.

A few years ago I developed an interest in training the people who join our offices in seventy-five different countries. So now I help set corporate policy on development, organize programs, that sort of thing. Because our clients expect us to be on the leading edge of tastes and trends, we hire men and women who know what's going on in politics, art, music, theater, anthropology. As a result, I'm always meeting people who are invigorating and challenging intellectually. I think the University got me hooked on that kind of atmosphere. There were so many different people and political views and stimulating ideas to be absorbed.

I feel I got more out of my time at the UW than I could repay if I lived a thousand years: the friends I made, the faculty I met, the ties that have stayed with me. As I grew older, I began to realize in a way I never did as a student how highly it is ranked and to feel a pride. I also realized that it still needs our help. There's a kind of *joie de vivre* about this university, a kind of freedom to do and say what you want that was accepted here long before that kind of campus atmosphere became common.

I'm a great football fan, and attending games in Madison keeps me in touch. I fish, and I'm into curling. My wife and I travel a good deal, and thanks to her influence, we've been to some pretty exotic places. And I'm a reader; I don't go anywhere without a good contemporary novel or historical work. Our daughter went to Miami-Ohio, so it was a big thrill and a surprise when our son decided to go to Wisconsin. And when he graduated in Camp Randall in 1981, he went through the line twice and got a diploma for me. I don't think the chancellor knows about that.

DISTINGUISHED SERVICE AWARDS

Lucille Campbell Kimball '18

Madison



Mrs. Kimball, 90, was one of the first to receive a bachelor's degree in piano from our School of Music. For her classmates, she has served on no less than ten reunion committees, three of which she chaired or co-chaired. Since 1983, at a time of life when, as one of her nominators put it, "most people are rocking in their chairs," she has headed the music school's

\$1.5-million endowment drive. Nearly 75 percent of that goal has been reached. Mrs. Kimball and her husband Archie are life members of the Wisconsin Alumni Association, and she is a member of the Bascom Hill Society.

As a very little girl in Fond du Lac I learned to play the piano by ear. I began formal lessons at seven or eight. My first teacher was the daughter of a lady-in-waiting to Queen Victoria. By the time I started at the UW I'd had years of training, had played in Chicago, had given recitals. My first piano teacher at the University was marvelous; so strict. All that training was the reason they asked me to teach immediately after I graduated. But, two years later, when I married a professor in the Ag School (the late Earl J. Cooper), I had to resign because there was a rule that two members of the same family couldn't be on the faculty. We moved to Evanston, and after my husband died, I returned to teach at the University in 1945. Most of my students had plenty of talent but they needed the discipline of technique. I'm a believer in technique. And I turned out some good students; Jerry Bock, who wrote *Fiddler on the Roof*, was one of mine. I played with the Pro Arte Quartet and continued to perform as an accompanist and as a soloist. I remarried in 1951 and resigned from the faculty two years later.

I became active in Madison Civic Music and was its president. I chaired the first Pops Concerts and became a member of the board of the Wisconsin Youth Symphony when it was first getting organized. I'm currently heading up the drive for the School of Music endowment. We badly need scholarship money. And we want to build a center for chamber music, the only one of its kind in the country. We want to support an artist-in-residence program.

I think to be a good fund-raiser you have to believe absolutely in the value of the project. And it helps to have a lot of connections; I just seem to know people. It takes a little know-how and a personal touch. I don't hesitate for a minute to contact people directly, to write letters, to follow up on the phone.

I helped bring (Madison Symphony conductor) Roland Johnson here, and I've seen the quality of music in our city change dramatically. One of our visiting artists told me that we have one of the finest metropolitan orchestras for a city our size in the U.S. And the opera; we'll be doing something with a star from the Met this year. It's wonderful.

I still play the piano, although my husband has been ill recently

and that's cut down on my practice time. Music demands that you stick with it, just like athletics, day in and day out. I have two sons, both in business. And I've got five grandchildren and two great-grandchildren. My sons attended the UW, and my grandchildren graduated from here. I'm connected.

Frederick R. Rehm '43

Milwaukee



Mr. Rehm, 64, was one of the principal authors of Wisconsin's first (1967) comprehensive air pollution control laws. In a career in the field of environmental engineering, he has chaired committees of such national organizations as the American Society of Mechanical Engineers and the Air Pollution Control Association and is a member of the National Acad-

emy of Science and the American National Standards Institute. He is a cum laude graduate of our chemical engineering department, a past president of the Wisconsin Alumni Association, and is a member of the UW Foundation.

Even when I was a small boy in Milwaukee I wanted to come to the University of Wisconsin. I used to lie on the floor in the dining room and listen to Badger football and basketball on the radio, and I knew I wanted to play for Wisconsin. I went out for basketball as a freshman, and Coach Bud Foster helped me get a part-time job; that's what athletic scholarships consisted of in those days. I also had an academic scholarship because I'd been salutatorian of my high school. It provided me with the princely sum of \$32.50 a semester, which paid my tuition. I played varsity ball for three years and was on the team that won the Big Ten and NCAA championships in 1940-41. I was the first to win three letters and at the same time take honors in engineering.

When the war came on, I was allowed to finish school on the condition I enlist immediately afterward. (While waiting to go into the Navy I played a season with the Oshkosh All Stars in the NBL.) After the service, in 1948, I went to work as the deputy director of air pollution control for Milwaukee County. We were really pioneers; the first or second city in the U.S. to set up a system. There were no quantitative methods to measure air pollution, no test equipment, no way to establish standards. There was little awareness of the problem. The courts were not rigorous about enforcement even if we did haul someone in. It took a tremendous effort. The standards we developed were written into the National Air Pollution Standards and Procedures.

In the '50s I was put on loan to the Department of Civil Defense, conducting experiments to measure radioactive fallout during the atom bomb tests. I designed the instruments for that measure, and I'm very proud of that. I hope it never has to be used. In the early '70s, the state took over air-pollution enforcement and monitoring, and Milwaukee County assigned me to energy conservation in two directorial posts from 1975 until I retired this Feb-

continued

DISTINGUISHED SERVICE AWARDS

ruary. I believe I've helped save the county millions of dollars. I developed computerized energy-monitoring systems, established one of the largest solar energy programs in the country, and worked on ways of recovering energy from solid waste, using it for heat and electricity.

I ski and fish and retreat to the north woods of Wisconsin when I want a break. I'm still interested in athletics. I've stayed involved with the University because it seemed a natural thing to do. Two of our children are graduates. I worked with the Milwaukee Alumni Club, and I remember the days (as a director and president) with WAA in the '60s and '70s. They were turbulent times. We lost some support from those who thought the UW was too soft on protesters. We did some explaining about freedom of speech, but some of the old guard never did understand.

Brenton H. Ruppel '48

Milwaukee



Mr. Ruppel, 61, describes his career with the Robert W. Baird Company below, but he does not begin to cover his volunteer activities. There are twenty-eight major organizations mentioned by his nominators, most of which list him as a director. They range from the Milwaukee Boy Scouts and the YMCA to the Milwaukee Symphony Endowment, the Association

of Commerce, the Medical College of Wisconsin. He is a director of the Wisconsin Alumni Association, EVP of the UW Foundation and a member of the Bascom Hill Society. He holds a distinguished service award from the Wisconsin Alumni Club of Milwaukee.

I had spent three years in the army by the time I got to the UW, so I was serious about getting through school. (Looking back, I wish I'd taken a little more time to just mess around.) I was in that first group of ex-servicemen to return to campus, and I remember Bill Kiekofer with tears running down his face on the first day of classes.

I knew I was interested in investment work. At graduation time I interviewed with a number of different places and liked the people at The Wisconsin Company, which was the forerunner of Baird. It was small enough that I thought I could hammer out an identity for myself there. It was easier to be obscure then, to hang around the back room and learn. It was good training, and it was fascinating to me.

I'm now chairman of the board. (That's always a "past" something-or-other.) I play a role in corporate policy and am involved in the firm's civic role. I think of myself as the last of the great generalists. I'm surrounded by specialists, but it's that general approach that I enjoy. My Econ background shows up.

I'm heavily involved in civic affairs. At my stage in life, people seem to ask me to raise money. I sometimes feel I spend most of my time in breakfast meetings. I worked with the United Way of Milwaukee, and we raised seventeen million dollars. Getting to know some of the 10,000 volunteers was great. I'm a part of the Greater Milwaukee Committee; it's made up of corporate, academic and labor leaders. We've worked on health care cost containment and lakefront development, on financing an improved sewer system, on the freeways, the Performing Arts Center, the County Stadium, the medical college.

I took the UW for granted until I was about forty. Then, when I was a new governor of the American Stock Exchange, one of the VIPs in the business asked for my help in getting his bright kid enrolled. That's when I began to realize what a great school it is. It amazes me the degree-granting diversity here—over 250 different majors—and the fact that anyone who wants an education in this state can get it.

I'm enjoying my involvement with the Wisconsin Alumni Association, and I've put about fifteen years in with the UW Foundation. I've seen its investment grow from five million dollars to one hundred million. There are times when private money can do so much to help out. (For example, how would we ever have gotten those new band uniforms past the State Legislature?) I suppose one of the greatest satisfactions for me has come out of my work with the Bascom Professorships. Those have helped keep some of our best faculty here. Our oldest daughter is a graduate, and our oldest son got his MA here. Our youngest thought about Duke University, but ended up at Wisconsin. My wife (Betty Anderson) is an alumna. We met at the home of a friend over Christmas, then were reintroduced at The Pharm. That was in January of '46 and we were married by May of '47. I'm a great golfer, and I'm a reader: the latest Kennedy book and Iacocca's book and anything in my field.

I guess, like most people, the UW was my escape from insularity. I found out in a hurry that not everyone lived the way I did. Some think the place is too big, that it offers too much freedom, but you learn a kind of tolerance here that should be defended. □

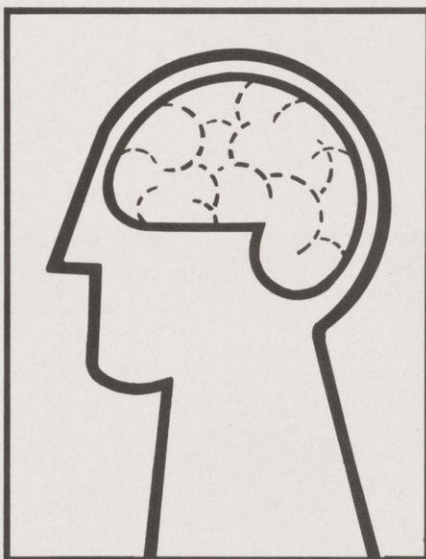
The Distinguished Service Awards will be presented on Saturday evening, May 11, in the Union Theater immediately following the All-Alumni Dinner.

A few brain-injured people, determined to recover despite all odds, are providing UW researchers with new insights into the brain's ability to regain functions lost after stroke or injury. These patients, participants in a unique neuromuscular retraining program at the UW Hospitals and Clinics, have shown that with sustained therapy, the brain may be able to reorganize its functions. Until recently, such a recovery mechanism had been considered impossible, says Paul Bach-y-Rita MD, chairman of the medical school's department of rehabilitation medicine and director of the hospital's Rehabilitation Center.

Brain cells cannot regenerate, and once they are destroyed, the functions they control are lost or severely depressed. According to conventional neurological wisdom, the brain's high level of specialization prevents one area from being reprogrammed to take on the responsibilities of another. If a patient fails to recover soon after a stroke or an injury, he or she is usually labeled permanently disabled. Traditionally, therapy is begun to compensate by strengthening unaffected parts of

the body, using different muscle groups and movement strategies.

But some patients defy the rules. Bach-y-Rita cites the case of a sixty-five-year-old man who suffered a massive stroke that left him with little muscle control on the right side of his body. Few specialists thought he would regain his functions, but after five years of active home therapy, he recovered fully. Years later, after he had died of a heart attack while mountain climbing, an autopsy revealed the extent of the damage caused by the stroke. A large area of the left side of the brain and the pyramidal tract (the region controlling many voluntary muscle movements) had been destroyed. "Some other part of the brain had assumed the functions that the damaged area once controlled," says Bach-y-Rita, "something no one believed could happen."



Patients who make such extraordinary recoveries are frequently considered medical marvels. But Bach-y-Rita says that nearly all such reports share a common feature: sustained, intensive therapy designed for recovery of function rather than compensation. Richard Balliet PhD, director of the UW's Neuromuscular Disabilities Clinic, has applied this principle to develop a pioneering retraining program for brain-injured individuals unresponsive to other types of therapy. His patients are among the toughest to work with in rehabilitation medicine. Some are over sixty, some have multiple brain injuries, and many have been disabled for up to thirty-five years.

"Three things are absolutely necessary for their successful therapy," Balliet says. "Motivation, feedback and meaningful repetition. They must want to overcome their disabilities and they must be willing to practice for hours and hours and hours. It's also essential that they receive accurate information about their performance as they work."

Progress comes slowly. EMG biofeedback is used to detect tiny electrical charges in muscles and to display them on a video screen. Long before patients are able to move affected muscles at will, they can see that they are starting to send impulses in the right direction. It may take a month or it may take several years, but 65 to 80 percent of those who follow instruc-

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Ruth Levine is a grad student in international public health at Johns Hopkins University. She was formerly a science writer for the UW-Madison Center for Health Sciences and the University-Industry Research Program.

REORGANIZING THE BRAIN

Research and a unique retraining program offer new evidence of the brain's plasticity.

By Ruth Levine

WHAT CAN A WOMAN DO?

*She can
and did write
much more than
most people realize,
as our new
Cairns Collection
proves.*



BY AMY HIELSBERG '84

The study of American literature has focused on the lives and literary imagination of male writers. Nathaniel Hawthorne, Henry James, Mark Twain, T. S. Eliot, John Steinbeck, William Faulkner, Ernest Hemingway—the familiar canon of American *belles lettres*. To those of us who learned literature through this “malestream,” it comes as a surprise that Hawthorne referred to the literary competition of his day as “that damned mob of scribbling women.” What *mob*? Who are these females who aroused such indignation, and where are their works? One place to look is in the vaults of the Rare Book Department of Memorial Library. It now contains over 3,500 volumes of prose and verse by 750 pre-20th-century female American writers. About 120 of their works were on view from last fall through early March in a display called “What Can a Woman Do?”

The library’s Cairns Collection of American Women Writers Through the 19th

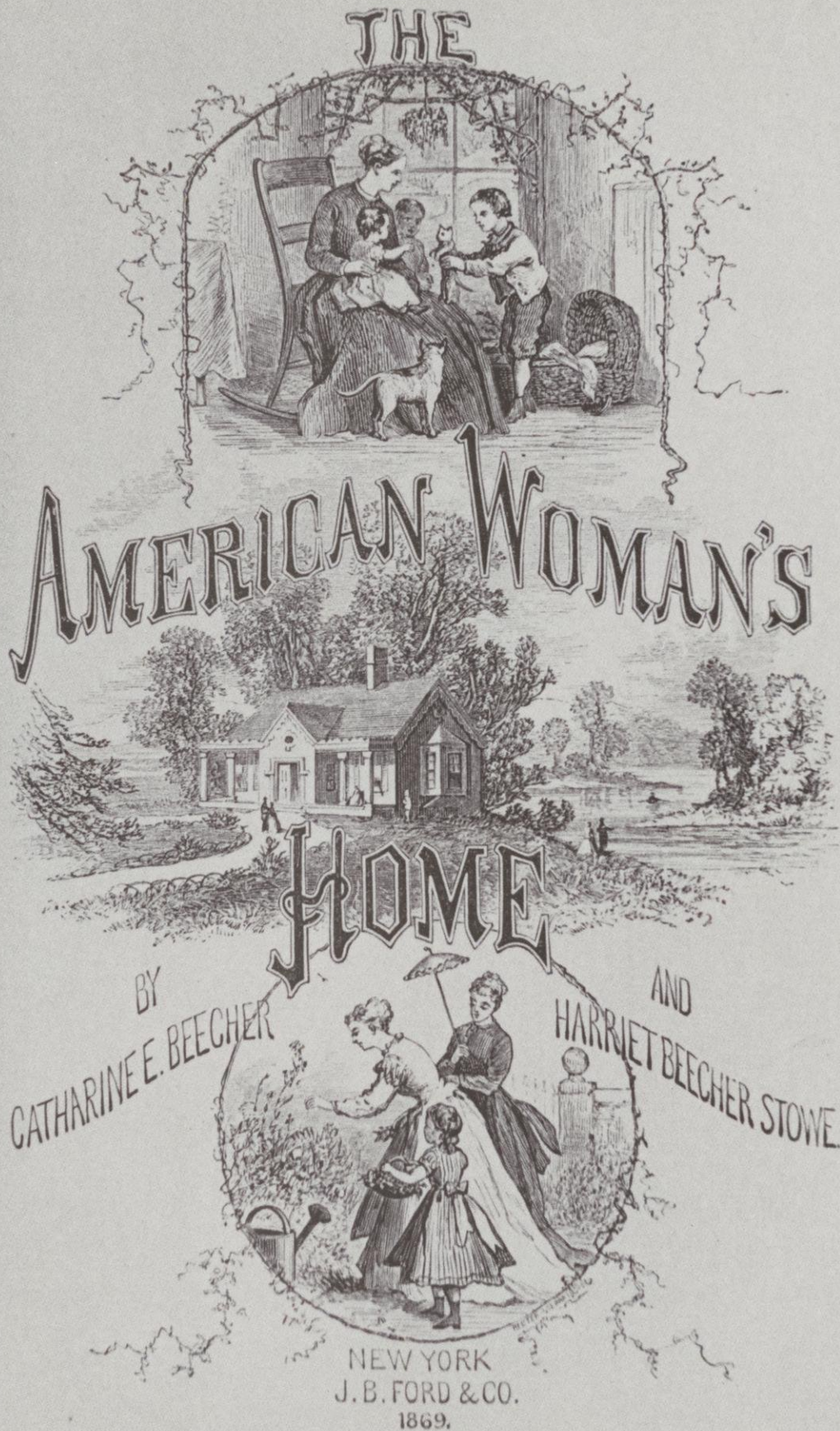
Amy Hielsberg does free-lance writing in Madison.



Mrs. M. L. Rain, author of *What Can a Women Do?*, 1883.

Century is the only one of its kind in the nation. Acquisition began in 1979 with funds provided by the estate of the late Prof. William B. Cairns, who joined the English department in 1898 and subsequently became wealthy on royalties from his textbooks and literary histories. As its title makes clear, the collection covers much of the writings of American women through 1901. (Some exceptions are items which would more logically be found in the files of the State Historical Society.) It has its stars, authors for whom virtually *all* material is collected. There are nine of them: Louisa May Alcott, Anne Bradstreet, Kate Chopin, Emily Dickinson, Mary Wilkins Freeman, Margaret Fuller, Charlotte Perkins Gilman, Sarah Orne Jewett and Harriet Beecher Stowe. And it contains such general reference materials as autobiographies, manuscripts, diaries and letters, and literary criticism.

Within certain limitations established by a faculty committee, purchases are left to the discretion of Yvonne Schofer, the library’s humanities bibliographer. “Some material is available only at a cost of per-



The American Woman's Home (1869), by Catherine Beecher and Harriet Beecher Stowe, championed the health and domestic role of women.

Hawthorne
called them that
"Damned mob of
scribbling women." Who
were they and what
became of their
works?



haps several thousand dollars," she said, and for these she gets committee approval. "One example is our manuscript by Eliza Susan Morton Quincy (1773–1850). It's a one-of-a-kind item first published in its entirety after her death in 1851. It contains accounts of George Washington's inauguration, and information on literary and political figures of the time."

Of building the collection, Ms. Schoffer says, "I have found that women's literature in the 18th and 19th centuries is difficult to pigeonhole. That's why we include materials that are not 'literary' in the sense that the novel is, such novelties as narratives of journeys to the West and early settlers' accounts and domestic treatises."

One of these "novelties" is *The Catalogue of the Pedestal Fund Art Loan Exhibition at the National Academy of Design, December 1883*, printed to raise funds to construct the base of the Statue of Liberty. In it appears for the first time Emma Lazarus's *The New Colossus*, with her now famous "I lift my lamp" verse.

The Cairns Collection can be mined for thousands of other little-known facts that surprise us today and reshape the way we think about literature and history. Popular fiction of the 19th century is a case in point. There are sentimental best-sellers such as Susan Bogert Warner's *The Wide, Wide, World* (1851) a publishing phenomenon of its day. It was turned down by every major publisher including Putnam & Sons. But it was taken up for a second look by George Putnam at the insistence of his mother who said,

"If you never print another book, print this one." Mother knew best. It was an enormous success, with thirty-four editions by 1853 and a French translation its first year. Susan Warner had to have been one of the female scribblers who drew Hawthorne's ire. In the same year that George Putnam paid her \$4,500 in semi-annual royalties, he mentioned the amount in a letter to Hawthorne in which he enclosed \$144.09 for Hawthorne's royalties over 18 months. But he urged him to keep trying; money could be made in fiction if one got the hang of it, he said.

Since last fall's opening of the exhibit on Memorial Library's fourth floor, the collection has added an important resource, its *Guide and Working List* compiled by Deborah Reilly, the associate curator of rare books and special collections. It was originally intended for internal use, but as opening day drew near, says Ms. Reilly, "We realized that people would be astounded to see in print just how many women were published in this country during this time span. And we continue to add names all the time;

the guide will never be completely up to date." Since it was published, she has added forty names she has found in dealers' catalogs and in reference works. Not all are of newly discovered authors; there are pseudonyms for some of the stalwarts. Susan Bogert Warner, for example, used the pen name Elizabeth Wetherall, and can be found in the guide under either entry. Among the other cross-references is Christopher Crowfield, a *nom de plume* which appears on the lesser works of Harriet Beecher Stowe.

The strong contribution which the Cairns Collection makes is its challenge to the way we remember the past as it makes visible the importance of women heretofore neglected. The poetry of Phillis Wheatly (1753–1784), a Boston slave and the first black writer published in this country, reveals a different perspective on 18th-century America than is presented in the autobiography of Benjamin Franklin. The great 19th-century migration west and the resultant life on the range are depicted in less-than-romantic terms in such accounts as *A Woman Tenderfoot*

by Grace Gallatin Stone. Said Ms. Reilly: "Women's experience on the overland trail has emerged to challenge traditional Frontier histories and adventure stories." In contrast to men's tales of fierce independence, freedom and excitement, women paint a much grimmer picture of privation and added responsibilities.

The collection also reflects the 19th-century portrait of women as angels in the home, as moral providers popularized in domestic treatises such as *The American Woman's Home* (1869) co-authored by Catharine Beecher and Harriet Beecher Stowe. Yet even within this conservative genre, there are dissenting voices. In *Women in American Society* (1873), Abba Goold Woolson wrote: *She has, it may be, the finest clothing, the best food, the pleasantest rooms she can hope to procure; and were she only an animal, might pass her days in calm content. But that hunger of the soul, that craving for a nobler, more active life, will not let her rest in a mere material paradise.*

"The best promise of the Cairns Collection," says Curator Reilly, "is that it has the potential to be a perpetual source of information on stereotypes, role expectations, character models." It is of value to scholars interested in publishing history, linguistics, literary history, the history of bookmaking, social and cultural mores, feminist criticism, and women's studies. Whether it will become a national resource or remain a well kept secret ultimately depends on what scholars are willing and able to do with it. □



Schoffer and Reilly

Photos/Glenn Trudel

The News

System Pres. O'Neil Moving to Virginia

Robert M. O'Neil, for five years president of the UW System, has accepted an appointment to head the University of Virginia beginning next September. The announcement came in January.

He is the third president of the twenty-six-campus system (thirteen each of four- and two-year campuses) since its formation in 1971 through the merger of the UW and the Wisconsin State Universities. He came here from Indiana University to succeed Edwin Young.

"Five years is not a long time in the life of institutions, though short in the annals of academic administration," the fifty-year-old O'Neil said in his announcement. "It is surely not time enough to accomplish everything I had hoped to do. Yet I do feel that much has been achieved and that the University is stronger today."

O'Neil is a graduate of Harvard College and its law school and taught at the University of California-Berkeley and at the University of Cincinnati before his appointment as chief academic and administrative officer at Indiana. Since arriving here he has taught one course each semester in our Law School in constitutional or commercial law.

He and his wife, Karen, and their four children live in Brittingham House, the of-

ficial residence in The Highlands. His salary has been \$78,000.

At a press conference, O'Neil was asked to enumerate his most significant accomplishments here. He said it is the people he had a role in bringing to top leadership posts. Among them are EVP Katharine Lyall, the highest-ranking woman to serve in the System administration; Ronald Bornstein, now a VP for University relations, long time director of WHA-TV before a move to Washington where he is credited with rescuing National Public Radio; VP Floyd Chase; five chancellors; several deans and others in system administration. Ms. Lyall is one of three women he brought to important posts, a goal he announced when he assumed his office. He appointed a woman as chancellor at UW-Eau Claire and as dean at the Baraboo-Sauk County Center.

He also cited improvement and expansion of University relations with business and industry and his role in the resultant nonprofit corporation, Wisconsin for Research; steps taken to improve elementary and secondary education throughout the state; restructuring of the Extension; and appointment of a teacher education task force.

O'Neil has been caught up recently in the salary dispute among faculty of various schools in the system after his proposal for larger "catch-up" raises at Madison and Milwaukee than at the other four-year campuses. But he told the press this was "more an irritant than an important reason for leaving."

State legislators and educators were among many who expressed regret at O'Neil's pending departure. Ben R. Lawton MD of Marshfield, president of the Board of Regents, said that "his tireless devotion to this huge, complex System will be a hard act for a successor to follow."

Spring Commencement Will Be Split in Two

Because of the crowd size of spring commencement and so that undergrads can get a greater share of the limelight, this year the program will be held in two shifts. Graduate and professional degrees will be given out on Saturday night, May 18; undergraduate degrees on Sunday morning, May 19.

Arthur Hove, chairman of the Committee on Public Functions, said that in the past

three or four years, between 20,000 and 24,000 people have attended the ceremony at Camp Randall, and the programs have lasted nearly three hours. That's too long, and the means of keeping it from dragging out any further has been to announce the individual names of graduate and professional degree winners only; undergrads stood as a body when their majors were announced. Further, in the event of rain, when the ceremony moves indoors, the Field House becomes "a sauna," Hove said, and added that participants are then limited to two tickets each, thereby depriving many friends and families from being on hand.

While attendance at commencement is no longer compulsory, it has grown in recent years. Last spring, about 50 percent of the degree recipients took part, which, with class advisors, set the number at 3,300.

Under the new arrangement, the Saturday evening honors convocation will be dropped as such, and instead will become part of that evening's commencement ceremony.

Said Hove: "This is an experiment. We'll evaluate it and see how it works. But I'm optimistic, because now the undergraduates will be involved in "their" commencement right from the start. The whole event will be theirs."

The smaller mid-year commencement will not be changed.

Reagan Student Aid Cuts Wouldn't Hit Here Till '86-'87

Cuts in student financial aid sought by the Reagan administration are not likely to affect programs for the coming school year, says campus Financial Aid Director Wallace Douma. Administration effort to restrict eligibility for the Guaranteed Student Loan program is just a proposal at this point, and the appropriation for 1985-86 has already been passed by Congress and signed by the president.

But those seeking certain forms of financial aid here for next fall may already have missed a deadline. The cutoff date was March 1 for applications for Work-Study, the Educational Opportunity Program or National Direct Student Loans, Douma said. Those applying now are eligible for GSLs, Pell Grants and the state grant program. All who apply here for any form of

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Robert M. O'Neil.

The News

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aid must include a copy of their parents' tax returns, "and the sooner they send all the forms to us, the sooner we can verify the information and make an award," Douma said.

Sixty-five percent of the \$65 million in student aid awarded this year will probably be in the form of loans. GSLs, by far the largest of the aid programs, are made primarily by private lenders. Qualified students can borrow up to \$2500 a year, and pay back at a low interest rate that does not begin until six months after they leave school. Currently, all students from families with incomes under \$30,000 are eligible for the program, but those with incomes above that must meet a means test in order to qualify.

UW Still A Liberal Stronghold But Younger Students Are Changing

Are UW students becoming more conservative? If the way they voted in the 1984 presidential election is an indication, the campus is still a liberal Democratic stronghold. The Mondale-Ferraro ticket won big here, just as Carter and Mondale did in 1980.

On the other hand, among freshmen and sophomores, the tide seems to have swung dramatically to the right. Combining all student-dominated city wards in 1984, Mondale outpolled Reagan 17,928 to 9,647, a 65-to-35-percent margin. (By comparison, Carter received 71 percent of that student vote in 1980.) But a dramatic shift in student voting patterns is evident when the figures are analyzed further. In the off-campus student wards dominated by upper-classmen, Mondale won this year with 72 percent of the vote, almost identical to that of 1980. But in the on-campus wards dominated by freshman and sophomore students who live in residence halls, the vote was virtually even. And in two of those wards—one centered in the Lakeshore dorms and the other in the Southeast dorm complex—the vote went to Reagan-Bush by 55 to 45 percent. Both wards had supported Carter by a two-to-one margin in 1980.

Tune In On Yesterday

The UW's Center for Film and Theater Research has received approximately 1,500 reels of television film (weighing 24,000 pounds) from Paramount Pictures. It is being housed at the State Historical Society



No mission was impossible for Peter Graves.

and includes virtually complete sets of such popular series as "Happy Days," "Laverne and Shirley," (both produced by Miller-Milkus Productions, co-owned by Thomas L. Miller '62) "Taxi," "Mission Impossible," "Mannix" and "Mork and Mindy," plus pilots and specials based on these series.

"It's a remarkable documentation of some of the most popular television of the sixties, seventies and eighties," says Russell Merritt, director of the center. "Added to our other holdings dating to the forties, it gives us one of the top three collections of TV materials in the world." Those earlier holdings include productions by Reginald Rose ("The Defenders"), Ziv Productions ("Highway Patrol," "Boston Blackie"), Fred Coe ("Playwrights 56" and "Philco/Goodyear Playhouse") and such MTM Enterprises offerings as "The Mary Tyler Moore Show".

Merritt says the gift will enable scholars to explore the elements that made for mass-audience appeal over the past quarter cen-

tury and to trace the careers—upward or down—of actors, directors and others in film. "For example, we can find early work by Robert Altman and Arthur Penn," he says, "two famous Hollywood directors who began in television but whose work in it is virtually unknown."

The center also houses a significant collection of movie films, the heart of which is a gift from United Artists that includes 1,700 features from Warner Brothers, RKO and Monogram; extensive documentation of the Warner Brothers films from treatments and shooting scripts to legal files and publicity records; and the business records of United Artists from its founding in 1919 until 1950.

Ferraro Back For Madison's Friendliness

In her first major speech following the presidential election, Geraldine Ferraro spoke to an enthusiastic audience of 1,300 at Memorial Union Theater in December. Her

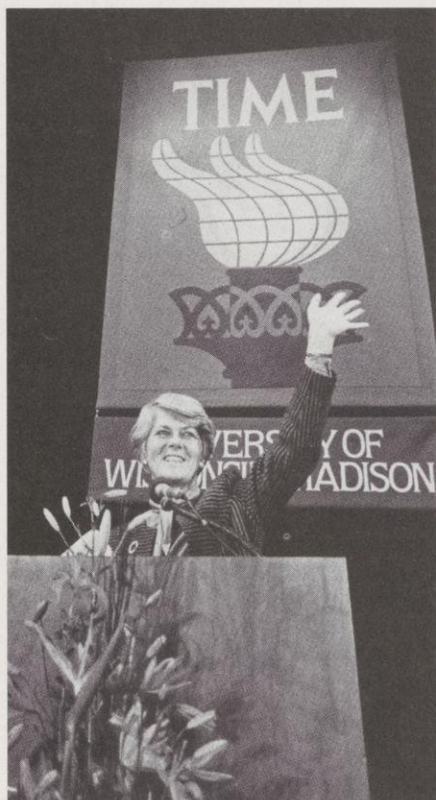


Photo: Morry Gash

Geraldine Ferraro at Memorial Union.

appearance was sponsored by Time Magazine as part of its Distinguished Speakers Program. When the publication asked her where she would like to appear, Ms. Ferraro picked the UW because of the warm reception Madison had given her during the campaign.

She discussed her views on the election and the future of the Democratic Party, then answered questions from students in the audience. She said that a basic strategy for getting elected begins with the idea that, "You run, and if you don't make it the first time, you run again."

It's Been a Long, Long Time

In 1936, Rhyda Wallschlaeger '30 was walking up Bascom Hill to take her orals for a master's degree in comparative literature. Halfway up, she changed her mind, turned and walked down again. Later, she and her husband Bronte Leicht '29 moved away from Madison, leaving her work unfinished. But last year, in Glen Ellyn, Ill. where she now lives, she wrote her thesis,

and at December's commencement ceremonies she got her degree in absentia.

"My son Charles ('67) instigated this, she told UW News Service reporter Steve Schumacher by phone. "About a year ago, without my knowledge, he went to the comp lit department to see what I would have to do to earn my master's." Chairman Prospero Saiz unearthed her records to find that she had done everything but complete her work; it could be done via orals or a thesis. She chose the latter. She happened to be reading Thomas More's *Utopia* at the time, so she decided to write on the concept of utopia in literature. Among the ten works she selected for comparison were Plato's *Republic*, Locke's *Concerning Civil Government*, Orwell's *1984*, Huxley's *Brave New World* and Golding's *Lord of the Flies*. Said Saiz, "It was a difficult topic,

and her treatment of it was quite good, especially in its comparative aspects. But the really interesting thing was that she was even willing to undergo the process after fifty years."

The faculty of the department had a chance to examine Mrs. Leicht's work, and they voted unanimously to recommend she receive the degree. The Graduate School faculty agreed.

"I shall be very happy now to have my master's," said the seventy-five-year-old Mrs. Leicht. "I know it's only a piece of paper, but it is very meaningful to me."

Elderhostel Back This Summer

For the eighth summer, the campus will host Elderhostel, a residential, academic program for those age sixty and over. From

continued

The Way We Were—21



Gary Schulz photo from UW Archives

It had to be very early spring; that's vestigial ice you're seeing on Lake Mendota in the background. We don't know who the hardy Liz Waters residents are or whether they ever got any closer to what little water was available. The time is circa late '40s, and we hope they're over their colds by now.

The News

continued

July 14–20, the subjects will be: Literature Too Good to Miss, Biological Changes and Exercises, and Introduction to Microcomputers. From July 28–August 3, it is Genealogy and a repeat of the literature and microcomputer courses. The fee of \$195 per person includes tuition, dorm meals and room, and social activities. Registration begins March 15. For further information, contact Virginia Marks, Division of University Outreach, 27 Bascom Hall, Madison 53706.

Business is Picking Up!

Students in our School of Business are adding class to their classes this semester. Members of Mu Kappa Tau, the honorary professional marketing association, are part of a GM competition in ten colleges across the country. They form their own ad agency to come up with a promotional package for a GM product. And you can't sell something until you've tested it, right? So they're forced to drive around in a 1985 Cadillac Cimarron until April, when they make their presentation to GM. All that and the possibility of a \$10,000 prize to the winning school.

Treated Tissue Stops Cold Viruses

Elliot Dick PhD, professor of preventive medicine here, has found that cold sufferers who used a newly developed tissue containing virucidal agents did not transmit their colds to healthy volunteers in the same room. It was treated with citric and malic acids, both found in fruit such as oranges and apples, and with sodium lauryl sulfate, a substance often used in shampoo and toothpaste. The tissue is nontoxic to humans. Although it does not cure existing colds, Dick believes it is a promising way to fight their spread. In addition to killing 99.9 percent of rhinoviruses in less than five seconds, it destroys 80 percent of all identified cold virus types, influenza and some intestinal viruses in less than a minute.

UW researchers have been studying the common cold and its transmission since 1963. The current study is based on their earlier work in collaboration with the Johnson Wax Company—using iodine-treated tissues—which stopped a cold epidemic in Antarctica in 1979 a few days after they were introduced. Upper respiratory infections decreased for the rest of the season.

Unlike iodine, the new virucidal agents



The "account executives" and their test product. From left: Paul Loomans, Horicon; Diane Pflugrad, Kenosha; Bill Heeter, Appleton; Larry Widi, Green Bay; and Chris Shields, Brookfield. Behind the windshield are Prof. Michael Rothschild, their advisor, with local Cadillac dealer Peter Ahrens at the wheel.

are colorless and do not evaporate quickly. The idea of using citric acid originated with researchers at the Kimberly-Clark Corporation, which is now test-marketing the product in New York state.

Dr. Dick and his colleagues were the first to design a study to transmit colds at a predictable rate under natural conditions. "Vaccines are not practical because there are so many viruses—200 or so—that cause colds, and anti-viral drugs need much more research," he says.

Research Debunks Welfare Stereotype

Sandra Danziger, a project associate in our sociology department, says the popular stereotype of a "welfare mother" is wrong: women on welfare want to work. Her recent study shows that after the Reagan administration cut aid to families with dependent children in 1981, working women whose benefits were reduced or stopped did

not quit their jobs to re-qualify. Most decided to continue working, despite the fact that their decision left them poorer.

Her findings were based on income reported to AFDC in 1981 and in telephone interviews with the same women in 1983. Of 622 who earned too much to continue receiving payments, 82 percent were still working. Even though their overall incomes (combining wages and welfare) went down 12 percent, they did not quit their jobs to return to the welfare rolls. □

Come Back!

Alumni Weekend
May 10–12



Letters



Would We Lie To You??

We're confused! The December, 1984 issue of "On Wisconsin" told us that when the Badger Yearbook started in 1885, the first name was Trochos, "an approximation of the Latin name for the badger." Then the January-February *Wisconsin Alumnus* came, telling us of a three-year project called Trochos, "the Greek word for 'wheel'."

Are you trying to tell us that Bucky is a big wheel on campus??

SANDY (Svec '69) and TERRY YONKER '68
Eagle, Mich.

The three words 'Wisconsin Alumnus Magazine' are the international phrase for 'infallible.' — Ed.

Welcome!

As a Wisconsin alumnus who has just received his first issue of the magazine (Jan/Feb), I want to compliment you on its content and quality. I regret only that it has taken me almost twenty years to send in my "subscription." I suspect that I am not alone in that regard. Some of us need a special reminder of the significance of our years at Wisconsin to our later personal and professional lives. In my case, it was my receipt of the first issue of the "Honors News," seeking ideas and recommendations from Honors alumni.

Finally, regarding the feature, "Bad Night in Birmingham," I occasionally dust off my 1963 band jacket and Rose Bowl emblem and reflect on Bucky's comeback potential and character. Our 1984 football Badgers reflected the best of that tradition. While we shared in their disappointment on December 29, we also share in the pride in their outstanding accomplishments under the leadership of Coach McClain. On Wisconsin!

KEITH J. KAAP '65, '71
Viroqua



Prof. John Harvey and his wife Jean giving a European organ recital. The instrument dates from the 1550s.

Harveys to be 'Your Musical Hosts.'

From July 27 to August 9, alumni who travel on WAA's "Passage of the Masters" to Vienna, Prague, Berlin and East Germany will find their journey enriched by the presence of Emeritus Prof. John Harvey and his wife Jean. In the year that marks the 300th anniversary of the birthdays of both Johann Sebastian Bach and George Frederick Handel, the couple bring a wealth of musical experience and training to the tour.

Prof. Harvey is a graduate of Oberlin College and Union Theological Seminary's School of Sacred Music. He joined our faculty in 1960, teaching organ and, until he retired last year, presiding over the fifty-six bells of the University's eighty-five foot carillon tower. In 1975 he was awarded the "einddiploma" in carillon performance following a year of study at the Dutch Carillon School in Amersfoort, Holland. He has performed throughout the US and Canada and has served as the official carillonneur at the Royal Palace in Amsterdam. His wife, Jean, earned a degree in music education and organ from Oberlin and, like her husband, has performed for many years as organist at various Madison churches.

The couple has traveled widely in Europe and on visits to East Germany, Prof. Harvey has played many of the organs that survive from the Baroque period, a number of which are located in cities the tour will visit. "We plan to offer informal instruction, sharing our knowledge of old and new music, of operas, choral settings, orchestral works, composers, churches, cathedrals, organs and carillons. In Vienna, we'll be in what was once the musical capital of the world. Every notable musician of the 18th and 19th centuries found his way there: Mozart, Beethoven, the Strausses, Haydn. In Eisenach, East Germany, we'll visit the area where Bach grew up, lived and worked. We don't intend to inundate people with it, but we can point out the house where Schumann was born or Weibert Castle which was the inspiration for much of Wagner's work. We've spent our lives as professional musicians, and we hope that background will add an extra dimension to this tour."

The Wisconsin Idea Goes South

scene and designed a plan for development. What's more, they got local decision-makers and citizenry involved in it.

The town is Prichard, Alabama, a historic community of 39,500 near Mobile, and the third-most-depressed city of its size in the country, according to the U.S. Economic Development Administration. Prof. Barbara Robins, who is teaching the three-credit course for the fifth time, sees her class as pioneers in that "we are probably the first planning school that has traveled this distance to do a workshop. We always go into the community for which we're doing a study, of course, but here, as at all the other teaching institutions I know about, we've seldom gone outside the state on assignment."

The project began with Prichard's Mayor John Smith, a native son and one of the few black Republican mayors in the country. The mayor is a/k/a John Henry Smith, the UW's leading football rusher in 1967.

He earned a bachelor's degree in physics in 1970 and a master's in counseling and guidance four years later, then went home and was elected mayor in 1980. A grant from the SBA gave him the necessary ammunition to push an idea he had for economic development in the stricken town. Smith contacted Kwame Salter who had been director of our Afro-American Center in Smith's student days and who was now taking an industrial engineering course on his way to a PhD. Thereupon, Salter did a proposal with Engineering Prof. Gerald Nadler—a plan for a plan, so to speak. When it was presented to the city of Prichard, the two were given the go-ahead to manage the final planning process. That's where our workshop came in. Salter and Nadler went to Professor Robins, who made the project the required assignment for her master's degree candidates.

They made two trips to Prichard last winter to study the economic, social and political facts of life. The Salter/Nadler proposal involved getting the city classified as an "urban enterprise zone," a concept gaining popularity nationwide and one which Mayor Smith strongly favored. It's a way of attracting business to run-down areas by speeding up the development

continued on page 30

Photo/UW Department of Urban Planning & Development



The class with one of Prichard's planning committees.

An urban plan goes from Bascom Hill to Alabama.

By John E. Gruber '59

"Our plan for Prichard's enterprise zone looks forward to the year 2000. Our recommendations grow out of today's land use and they pretty well reflect the desires and needs of Prichard's people," said Mark Vander Schaaf, a graduate student in Urban and Regional Planning. He's talking about a class project, a workshop in which fifteen of our students went to the

John Gruber is program coordinator in the University's Office of Information Services and editor of the quarterly all-alumni publication On Wisconsin.

Reorganizing The Brain

continued from page 13

tions achieve significant improvement in function.

Balliet has a stack of patient records to prove his point: Seventeen years after a spinal cord injury, a woman who had been confined to a wheelchair now walks with only the aid of a cane. A Vietnam veteran who suffered a bullet wound to the head has recovered his ability to walk after a yearlong coma and twelve years of unsuccessful therapy. A chronic facial paralysis patient who had no muscle tone or function in the right side of her face can smile, blink, and chew with little visible problem. "I don't give up on the other 20 percent of my patients," says Balliet. "I think to myself, 'Well, I just haven't come up with the right program for them yet.'"

Bach-y-Rita claims that this kind of intensive therapy succeeds because the brain is a good deal more flexible than most people have thought. "Traditionally, the mind was believed to change and adapt over the course of each lifetime, but the tissue of the brain was considered to remain unchanging," he says. "But now our research suggests that though brain cells cannot regenerate, the brain itself may be able to modify the organization of its structure to bring about lasting functional changes." This plasticity has been observed in animal studies over the years, but has only recently been applied to humans. "In retrospect, many of the unexpected recoveries from brain damage can be explained in this way," he says.

Though the underlying mechanism remains unclear, the most compelling laboratory evidence suggests that an "unmasking" of nervous system connections is occurring. "Think of nerves as telephone cables," says Bach-y-Rita. "Suppose that the main cables between Chicago and New York City were destroyed. Initially, it might be impossible to call from one to the other. After a while, though, if the demand for service were great enough, someone would discover that it was possible to call the operator in Atlanta and ask that operator to call New York. At first, this would be a slow, tedious procedure. But if demand continued high and if there was enough repetition, eventually the operators at the intermediate cities might reach a very high degree of efficiency." In a similar way, functional demands on the nervous system may cause pre-existing connections to be unmasked and used for new purposes. Thus patients in therapy, concentrating on controlling their muscles, may stimulate the unmasking of neurological pathways and the reorganizing of control functions. □

An earlier version of this story appeared in the December 1984 issue of Touchstone magazine.

Giving a Hand to the Lady

The restoration being done on the Statue of Liberty is more than cosmetic, of course. A century of salt air has taken its toll. The outer surface—300 sheets of richly patinaed copper originally strong at only 3/32-inch—is wearing thinner in places, and the 1,200 iron straps that anchor and shape it have weakened and bent. More serious is the debilitation of the iron skeleton designed by Alexandre-Gustave Eiffel: over the years, the insulating material between it and the outer layer has deteriorated and fallen away. Without it, rivets rattle now in holes that permit water to seep in and rust armature bars and bindings.

Using borescopes and fiberoscopes, experts from the National Park Service probe into hidden corners to find the weak spots. The defective insulation will go, the bent armatures, loosened saddles and inferior rivets will be replaced by Teflon-coated stainless steel.

Then the copper "skin" will be snugged in and re-anchored to the frame. But in order to do that properly, all 11,000 square feet of its inner surface had first to be cleansed of seven thick layers of aged paint over a coating of coal tar. And were it not for a process developed in our mechanical engineering department and patented

through WARF, this operation might have been a time-consuming, laborious procedure of chipping and scraping, with the added danger of cutting through the delicate copper.

Back in 1973, ME Prof. Norman R. Braton and one of his students, Jan R. Acker '76, curious about the then little known field of cryogenics, began making tests with various temperature-reducing elements. In one study, they immersed the end of a heavily painted metal bar into liquid nitrogen. When they took it out of the bath, Braton has written, they found that the paint would "shatter like glass." While it is this procedure that got the patent, they also tried spray techniques using liquid nitrogen cooled to -320° F. Subsequent refinements on their discovery now permit the refurbishers of the statue to use the spray process with equipment developed by Union Carbide Corp. Under pressure of 150 lbs. per square inch, the paint is literally blown off the surface at about a square foot every ten seconds. Workers can then remove the coal tar undercoat with methods that prevent its weeping through to mar outside surfaces.

The statue will be her old, strong, beautiful self in time for her 100th birthday in 1986. □

T. M.



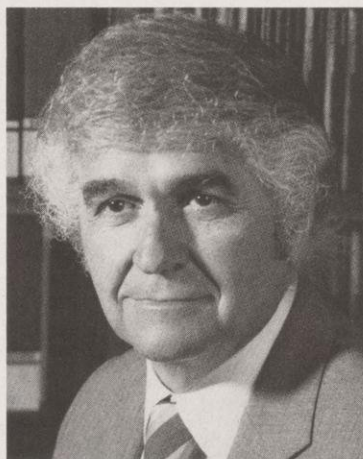
With a cryogenic process first used here, a worker blasts away old paint from inside the Statue of Liberty. The black area is the coal tar undercoat; above it is paint yet to be removed.

Photo: Quality Magazine

Member News



Meier '47



Runzheimer '53



Weiss '64

20s In December, *The Flint* (Mich.) Journal ran a feature on GUIDO '23 and MYRTLE WEBER and their antique German Christmas village, a family treasure which dates back to 1878. It was given to the couple on their wedding day, sixty years ago.

30s-40s LYNNE DAHLYCE IVERSON '37 writes that she and ROBERT FRANCIS ZWETTLER '38, '40 were married in November and are now living in Vallejo, Calif. Bob is an engineering consultant to the Navy at Mare Island and she has retired after a career as copy chief in various Chicago ad agencies.

UW Prof. ROBERT H. BURRIS MS'38, PhD'40 has won the international Wolf prize in agriculture for his pioneering research on the mechanisms of biological nitrogen fixation and its application to crop production. The prize will be awarded by Israel's state president in Jerusalem in May.

The most recent edition of *The World Who's Who of Women* has included SYLVIA TURNER Jaffe '40 of Arlington, Va. among its entries. She is an art collector and former chief medical technologist of diagnostic hematology at Georgetown University Hospital.

The American Chemical Society gave two awards to retired Du Pont research scientist DAVID C. ENGLAND PhD'43 of Wilmington, Del. He won its ACS award for creative work in flourine chemistry and the Delaware Section award for his contribution to organofluorine chemistry.

ROBERT FLATTER '45 has retired after forty years with Wausau Insurance Companies. He has been manager for claim processing since 1974.

The University of Nebraska-Lincoln an-

nounced that Prof. R. BURT MAXCY MS'47, PhD'50 has received the outstanding educator's award from the International Association of Milk, Food and Environmental Sanitarians. He was also honored by the university senate as the "most outstanding contributor in this field."

WILLIAM R. MEIER '47 of West Bend retired as senior vice president and director of B. C. Ziegler and Co. and the Ziegler Co. Meier joined the investment banking firms in 1953 as an underwriter.

Inryco, Inc., a construction products subsidiary of Inland Steel Co., Chicago, has named ALBERT A. MISKULIN '49, '50 to the new post of director of manufacturing operations. He had formerly held an executive position with ITT Corp. of Chicago. He makes his home in Lincolnshire.

50s BERNARD E. URY '50, Wilmette, has become chairman and chief executive officer of the Chicago PR firm bearing his

name. He founded it in 1961 and was formerly its president.

JOAN JOHNSON '51 of Alhambra, Calif., is the new acting associate dean of graduate studies at California State University, Los Angeles. She is professor of phy ed and recreation/leisure studies. Johnson came to the university in 1955 and was named outstanding professor of the year in 1978. She has been honored as coach of the year by the Southern California Tennis Association, has received the Douglas B. Perry Memorial Award for outstanding contributions to tennis, and has won *World Tennis Magazine's* Marlboro Award. She is the author of the book, *Tennis*, published in 1981 by Wm. C. Brown, now in its fourth edition.

GEORGE M. KRONCKE '51, MD'54 was elected to membership in the American Association for Thoracic Surgery. He is an associate professor in our medical school.

ACME, Inc., the association of management consulting firms, announced that RUFUS E. RUNZHEIMER '53 has been elected to its board of directors. He is chairman and president of Runzheimer International of Rochester, Wis., where he resides.

TOM NELSON '54 of Brookfield is spending February to April of this year in the Sloan Program for Senior Executives at MIT. He is general manager of distribution services for Wisconsin Bell and has been with the company for thirty-one years.

IBM in San Jose, Calif., named KAREN TAKLE Quinn '56 of Los Altos to product consultant in its division of international executive briefing centers. She has just edited a practical guide to *Advances in Office Automation*, published by John Wiley & Sons, Inc.

ROGER BEAUMONT '57, '60 writes that he has accepted the post of North American editor

Band Alumni

All who have ever participated in any of the UW's bands are invited back for a reunion on October 10-11. It's the University's centennial of music! Two special commemorative items will soon be available. One is a printed history of the band—240 pages of photos, traditions and legends. The other, a limited-edition plate *The Pride of Wisconsin*, "a vivid view of the band performing at Camp Randall." For information on any and all of the above, write to UW Band Alumni, 455 N. Park Street, Madison 53706.

for the forthcoming journal, *Defense Analysis*. He is on the history faculty at Texas A&M and is chairman of the editorial advisory board of *Military Affairs*. He lives in Bryan.

When the National Association of Realtors held their 77th annual convention in Honolulu in November they elected RON SCHMAEDICK '58 as their director. He is president of Rams Realty, Inc. in Eugene, Oregon.

International Harvester announced that DEAN P. STANLEY '59 of Fort Wayne has been



Harris-Hodge '72

elected corporate vice president of engineering. For the past three years he has served as vice president of engineering for the firm's truck division.

60s-80s EVAN T. JONES PhD'60 was promoted to manager of product development in Eastman Kodak's consumer products division. He is a member of the Society of Photographic Scientists and Engineers and lives in Byron, N.Y.

Emerson Electric Co. of St. Louis has promoted JAN K. VER HAGEN '61 to EVP. Formerly a group vice president, he has been with the company since 1977.

HOWARD N. WEISS '64 of Tucson is president of the newly formed Weiss, Dubs, & Tyau advertising agency. He is a former president of the Wisconsin Alumni Club of Tucson and serves on its board of directors.

THOMAS MARKUSEN '65, '66 of Kendall, N.Y. was the featured artist at the annual faculty art exhibit of SUNY College at Brockport. He has donated four of his nickel- and copper-plated brass works to the college for its permanent collection. Markusen is the recipient of numerous international awards and fellowships. His work is found in collections of the Vatican Museum, the Museum of Contemporary Crafts and other museums, galleries and private collections.

The Chicago real estate firm of Hiffman Shaffer & Co. has named DONALD F. SCHROUD '65 its EVP. He was formerly vice president of Harrington Tideman O'Leary & Co.

LEE A. BERNET '66 of Minneapolis is the new president of the Vikings chapter of the NFL Alumni Association.

NANCY NORTH Rainey '66, Indianapolis, executive director of Dairy Council, Inc., earned the certified association executive designation

from the American Society of Association Executives. It recognizes her skill in leadership, activity in community affairs and expertise in association management.

J. Henry Schroder Bank & Trust Co. of New York City has promoted NANCY OBIN Sukenik '69 to first vice president. She lives in the city.

In December the Wisconsin chapter of the Institute of Business Designers elected HOLLY REEP Schick '71 of Madison to serve as member at large. She is a designer with the Wisconsin Bell-Ameritech Co.

CHARLES R. CAROTHERS MS'72 & '74 is the new director of financial aid at Rockhurst College in Kansas City. He has held this position at IIT in Chicago, Knox College in Galesburg, Ill. and Capital University in Columbus, Ohio. He earned his doctorate at Ohio State.

ELIZABETH HARRIS-Hodge '72, formerly director of the news service at UW-Milwaukee, is now assistant to the chancellor. She is president of the Milwaukee Inner City Arts Council Board and in 1979 was voted an Outstanding Young Woman of America.

DONALD A. SANDS '73 of New York City is now with Loews Hotels as director of develop-

ment. He had been associate general counsel for Westin Hotel Co. prior to the move.

KAY SCHELLPFEFFER Werk '73, '75 has advanced to second vice president and associate treasurer in the investment department of Phoenix Mutual Life Insurance Co. She joined the Hartford, Conn. firm in 1982 and is living in Simsbury.

Madison's CBI Insurance Services, Inc., an affiliate of Community Banks, Inc., elected RICHARD J. BRACHMAN '74 its EVP. He has been with the company since its inception in 1983.

SUSAN F. BEHRENS MD'75, a surgeon at the Beloit Clinic, has been named to the National Federation of State Medical Boards' committee on long range planning. She is now serving as chairman of the Wisconsin Medical Examining Board.

The new coach of the Belvidere (Ill.) High School basketball team is JOHN CHEKOURAS '75. He has been an assistant coach at Beloit College and Rockford's Boylan High School.

MICHAEL P. MAY '75, '79 of Mount Horeb has been named a partner in the Madison law firm of Boardman, Suhr, Curry & Field.

MARY CHEKOURAS Beardmore '77 is design coordinator for Prange's in Green Bay and is vice president for PR with the Wisconsin chapter of the Institute of Business Designers.

FREDERICK L. MERRILL '77 has been named an associate of Sasaki Associates, a design firm in Watertown, Mass. He is an urban planner, with master's degrees from MIT.

In Northbrook, Ill., MARY NOWICKI Kilgust '77, now a CPA, is the new assistant treasurer of ACCO World Corporation.

A new district sales manager of video communications products for JVC Company of America is CHARLES EVANS MA '82, of Lakewood, Colo.

Alumni Weekend Highlights

If you're a member of the "emeriti grads"—alumni of any class up through '34—or of '35 or '40 or '50, you've received mailings that tell you all the special events scheduled on Alumni Weekend (May 10-12) for you and your classmates. But there are other big things planned for all alumni of all classes that weekend.

Particularly noteworthy is the opening of a major art exhibit that will spill from the Elvehjem Museum to the State Historical Society to Memorial Union. *The Art of Rural Wisconsin 1936-60* is composed of the prizewinners among the thousands of entries by amateur painters through those years. And since the annual Rural Art exhibit spun off the University's artist-in-residence program, the show will feature paintings by our two greats, John Steuart Curry and Aaron Bohrod.

Friday night, the Classes of '34 and '35 may attend their dance in Great Hall.

State Supreme Court Justice Shirley SCHLANGER Abrahamson JD'62 will address a public seminar on Friday afternoon. The Class of '35 and guests will be invited to attend two more programs on Saturday morning: one, a tour of the Elvehjem Museum guided by the man who was instrumental in its building, Emer. Art History Prof. Jim Watrous; and the other, a tour of the Mechanical Engineering department and building.

Home Ec alumnae have their annual breakfast at Blackhawk Country Club on Saturday morning (Info: Cathy POEHLING Felten '62, phone: 608 271-8057).

And, as always, there is the All Alumni Dinner in Great Hall that evening, followed by presentation of the Distinguished Service Awards and a concert by the fabulous Wisconsin Singers.

Job Mart

ATTENTION DALLAS BADGERS! BA'83 journalism/advertising. Strongly committed, motivated achiever seeks account management position with growing Dallas product ad agency. Will move June, 1985. Creativity, organization, communication skills complement outstanding academic record, product sales experience, and recruitment ad account management work. Eager, able to succeed! Member #8174

BA'84 advertising/public relations. Creative, strong leader, energetic motivator seeks entry level assistant account executive position in advertising, marketing or public relations. Eye for good layouts and concise writing. Strong work ethic backed by several college communications jobs and organizations. Member #8175.

Wisconsin Alumni Association members are invited to submit their availability notice, in fifty words or less, for a one-time publication at no charge.

PROSPECTIVE EMPLOYERS:

Your reply to job seekers will be forwarded unopened from our offices. Address it to the member number shown, c/o Job Mart, Wisconsin Alumnus Magazine, 650 N. Lake St., Madison 53706.

For 1985 Football Tickets



Orders accepted after April 1.

Mastercharge, Visa customers. To contact the athletic ticket office, use the University's toll-free line. In Wisconsin dial 1-800-362-3020; out of state, 1-800-262-6243. Ask for Badger Sales.

Others. Complete and mail the coupon below. The ticket office will send you the appropriate order blank. Send no money with the coupon.

The 1985 Schedule

All home games at 1 p.m.

Sept. 14—Northern Illinois
Band Day

Sept. 21—Nevada Las Vegas

Sept. 28—at Wyoming

Oct. 5—at Michigan

Oct. 12—Iowa

WAA Club Leadership

Conf.*

School of Music and Band
Anniversaries

Oct. 19—Northwestern

Parents' Day/Badger Blast

Oct. 26—at Illinois

Nov. 2—Indiana (Homecoming)

Reunions, Classes of '60
and '70*

Nov. 16—at Ohio State

Nov. 23—Michigan State
W Club Day

*Participants at these WAA functions will be offered opportunity to buy tickets in our special seating block.

UW Athletic Ticket Office
1440 Monroe Street, Madison 53711

☐ Please send order forms for season tickets to (6 @ \$12 ea.)

☐ Please send order forms for individual games: ☐ "home" @ \$12 each; ☐ "away" as soon as those schools announce prices.

Name _____

Address _____

City _____

State _____ Zip _____

And whenever you're here for a game, come to WAA's open house at Union South, 10:30 a.m. to game time. Free coffee, juice and Wisconsin cheese; cash bar.

Deaths

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

The Early Years

HARRISON, EDNA L. (Findlay) '05, Madison, in November.

HOLMAN, EARLE S. '10, Antigo, in December.

HAMMERSLEY, WM. S. '11, Lake Geneva, in 1981.

HEIMBACH, ELBERT BLAINE '13, Acworth, Ga., in October.

HOPKINS, WM. T. '13, Wilmington, Del., in July.

SCHLECK, WALTER H. '13, Racine, in January.

BREIT, CHARLES A. '14, Salem, Ore., in May.

GRAY, NANCY ANNA (Potts) '15, La Grange, Ill., in November.

HICKS, CLARENCE R. '15, Madison, in January.

KNAPPEN, RUSSELL S. MA '15, Glenside, Pa., in 1982.

WHEELER, CRAWFORD '16, West Nyack, N.Y., in November.

ISENBERG, ESTELLE HELENA '17, Madison, in November.

JAHSMAN, WM. EDWARD '17, MD, Ogden, Utah, in January.

LUBENO, VERA (Dixon) '17, Whitewater, in December.

VIGNERON, EUGENE M. '17, Salisbury, Conn., in 1983.

CALL, LLOYD L. '18, '20, Sedona, Ariz., in June.

SPRAGUE, MILDRED '18, Albuquerque, in November.

MURPHY, BRYNHILDE J. (Wise) '19, '25, Sun City, in June.

FRICKE, ETHEL (Feldhaus) '20, Edina, Minn., in October.

BREWSTER, GRACE E. (Craig) '21, Laguna Hills, Cal., in December.

HOLMES, PAUL ALLEN '21, journalist (Milwaukee Sentinel, Chicago Tribune) whose book *The Sheppard Murder Case* aided the defendant in obtaining a new trial and acquittal; in Pompano Beach, Fla. in January.

MAUTZ, BERNARD M. '22, founder and long-time president of the paint company that bears his name; in Madison in January.

ATKINS, OTTO F. '22, Atkins, Ark., in November.

FRONTEINE, LAMONT E. '23, Oconomowoc, in 1983.

KLANN, MILDRED HAZEL (Knecht) '23, La Jolla, in 1981.

O'LAUGHLIN (a/k/a Laughlin) FRANK D. '23, Santa Cruz, Cal., last March.

MAVOR, MARY JEAN (Roehm) '23, Columbus, Ohio, in September.

PFEIFFER, MILTON J. '23, Cincinnati, in November.

VESTAL, EDGAR F. MS '23, Corvallis, Ore., in December.

ANDERSON, RUDOLPH '24, Superior, in November.

GOODMAN, LEO JOHN '24, Sparta, in November.

RUTHERFORD, JOHN ALBERT '24, Orlando, in November.

ZIMMERMAN, ARTHUR A. '24, Poynette, in 1982.

BALLANTINE, VIRGINIA E. (Hof) '25, Asheville, N.C., in December.

BUSBY, LYNN JOHN '25, Sun City, in January.

FRADENBURGH, GRACE A. '25, '32, Madison.*

*Informant did not give date of death.

JANZER, LORIN HENRY '25, Bowling Green, in July.

KITTLESON, GERTRUDE I. (Nyhus) '25, Bloomington, Minn., in January.

LUCIA, LOY JOSEPH '25, New London, Wis., in January.

MEYER, MARSHALL F. '25, Monrovia, Cal., in November.

SIEPERT, CLARA K. '25, '31, La Crosse, in December.

SPOON, KENNETH S. '25, Albuquerque, in December.

EBERLY, CLARA BALDWIN (Sharpe) '26, Richmond, Va., last March.

MILLMAN, DEANE ANDREW '26, Sun City, in October.

NAUJOKS, WALDEMAR '26, '32, Castro Valley, Cal., in November.

NELSON, FLORENCE HELEN (Jones) '26, Arlington, Va. in June.

NIEBUHR, CLARENCE E. '26, Gainesville, in 1983.

POMRENING, ISABEL EMILY (Stafford) '26, Minneapolis, in August.

BRUNS, GLADYS L. (Carlson) '27, Aurora, Ill., in December.

ERRICKSON, BUEL C. '27, Van Nuys, Cal., in 1984.

NELSON, MARGARET HELENE '27, Stoughton, in December.

AMMANN, CARMEN ELISE (Goltry) '28, Kiel, Wis., in December.

ANDERSON, MARTIN PERRY '28, '36, '47, Laguna Hills, Cal., in January.

FIETING, JOHN WATSON '28, Glendale, Cal., in December.

HESSING, HAZEL P. '28, Elkhorn, in November.

PORTER, EDITH DARLINE (Reitan) '28, St. Cloud, Fla., in July.

SMITH, JOSEPHINE (Waite) '28, Berkeley, in November.

CUNNINGHAM, JENA CRAIG (Besozzi) '29, Hammond, Ind., in September.

DRESDEN, KATHARINE W. '29, '31, San Diego, in January.

NELSON, GEORGE B. '29, '34, Madison, in December.

PRATT, LEO FRANKLIN '29, Lakeside, Ariz., in November.

ROBINSON, MARY E. (Naysmith) '29, Kenosha/Green Bay, in November.

SCHNITZER, MARGARET A. '29, Superior, in January.

THOMAS, K. ELIZABETH (Smith) '29, Chagrin Falls, Ohio, in November.

30s ELLINGSON, MARGARET ANN '30, Racine, in January.

WEBB, MARY ELIZABETH (Hurd) MA '30, Tampa, in November.

McDERMAID, DONALD W. '30, Naples, Fla., in June.

ROONEY, JOHN MAGNUS '30, Sun City, Cal., in December.
 DRAKE, ALICE '31, La Crosse, in December.
 MILBEE, ROBERT T. '31, Chippewa Falls, in 1982.
 ROBERTS, JEAN MILDRED (Harrower) '31, Bloomington, Wis., in October.
 BRAY, HELEN RUTH '32, '47, Madison, in December.
 JESS, GORDON F. '32, Earleville, Md., in September.
 KANE, JOSEPH D. '32, Tucson, in January.
 MORTONSON, DONALD W. '32, Denver, in December.
 AXEL, JOHN '33, MD'35, Tempe, in October.
 LARSEN, JAMES HENRY '33, Racine, in 1983.
 MCCORMICK, RUTH SARGENT (Johnson) '33, Fairview Park, Ohio, in December.
 MEHLICH, ADOLF '33, '35, '36, Morehead City, N.C., in 1983.
 CHAPMAN, MARSHALL F. '34, Barrington, Ill., in July.
 HINKEL, DELTA THETA (Bannister) '34, St. Charles, Ill., in December.
 BARNEY, EDWARD B. '35, '36, Seattle, in 1983.
 BENOWITZ, SAMUEL B. '35, Valley Stream, N.Y., in 1983.
 BUHLER, CARL WM. '35, Rockford, in 1981.
 DARBO, ROLF E. '35, Madison, in November.
 DUNHAM, ELIZABETH JEAN (House) '35, Englewood, Fla., in September.
 FIELD, GEORGE B. '35, East Aurora, N.Y., in 1981.
 HALVERSON, GERRY MONROE '35, Madison, in December.
 KLINE, ELIZABETH S. (McCrann) '35, Montclair, N.J., in July.

LUEBKE, STUART I. '35, Melrose, Wis., in 1981.
 RUSSELL, RALPH P. '35, Kansas City, last March.
 BEERY, GEORGE S. MA'36, PhD'38, Madison, in November.
 BYRNES, JOHN W. '36, '38, '39, member of Congress from 1945-1973 and at one time the ranking Republican on the House Ways and Means Committee; in Marshfield in January.
 MORTENSON, ROBERT W. '36, Port Charlotte, Fla., in September.
 ROEMER, FREDERICK H. '36, '53, Two Rivers, in December.
 WILKINSON, DONALD C. '36, Madison, in January.
 FUHRY, HARRIET F. (Peot) '37, Sturgeon Bay, in December.
 SOHNS, CARL BENJAMIN '37, Asheville, N.C., in November.
 STOWERS, J. GORDON '37, Milwaukee, in December.
 SVEC, PHILLIP E. '37, MD'39, Los Angeles, in August.
 CHRISTENSEN, ARNOLD A. MS'38, Beloit, in December.
 STARKEY, ROSCOE M. '38, Manhattan, Kan., in 1983.
 DICKINSON, HENRIETTE (Gebert) '39, Bensenville, Ill., in September.
 GRUESCHOW, ROBERT J. '39, Thiensville, in June.

Memorials to deceased classmates, indicating special fund if any, may be sent to the UW Foundation, 702 Langdon Street, Madison 53706.

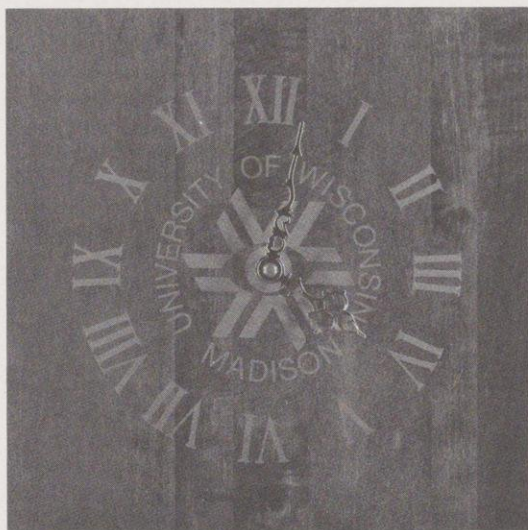
MCARDLE, JAMES E. '39, '42, La Crosse, in November.
 NICOLAI, ROBERT F. '39, Thiensville, in December.

40s-50s

BALLARD, SHIRLEY E. (Christenson) '40, Racine, in 1982.
 DETTMANN, CHARLES E. '40, Wauwatosa, in November.
 HARRIS, LYDIA ELIZ. (Ekvall) '40, Oshkosh, in 1981.
 HILLARD, HENRY L. '40, '49, '50, Milwaukee, in 1983.
 MONTHEY, LAWRENCE G. '40, '47, Lodi, in January.
 FREEMAN, MARY JEAN '41, Wausau, in September.
 PAUST, JORDAN L. '41, '47, Mammoth Lakes, Cal., in January.
 SKAVLEM, JOHN T. '43, Plymouth, in December.
 REAM, CHARLES L. '44, '46, Ridgecrest, Cal., in January.
 SMITH, KENNETH A. '44, '47, '49, Littleton, Colo., in September.
 STEPHENS, EDGAR F. '44, Chicago, in October.
 CHRISTOFFERSEN, JENNY (Fernbach) '45, Charlottesville, Va., in December.
 HILL, HAZEL LENORE MPH'46, Platteville, in November.
 WHALEN, DOROTHY M. (Dyke) '46, Burlington, Wis., in November.
 ELBERT, RAYMOND J. '47, Janesville, in November.

continued

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Deaths

continued

McGRUER, JAMES N. '47, PhD '52, with his wife in a car crash in Kenya, in December.
WILLIAMS, RICHARD E. '47, '49, '50, Madison, in January.
YOUNGBLOOD, DOROTHY MAE MS '47, Beaverton, Ore., in 1983.
MANN, JOHN WEIL '48, Milwaukee, in August.
MILLER, GLENN E. '48, Madison, editor of The Daily Cardinal in his student days and on the

staff of the Wisconsin State Journal until retirement last year, first as city editor, then as sports editor; in February.
MONEY, RALPH L. '48, Moline, in December.
BECKER, RUDOLPH '49, Minneapolis, in August.
GOLDSCHMIDT, MYRON LEO '49, Verona, in December.
HEIMICK, JOCELYN '49, Milwaukee, in 1983.
POPE, CHARLES '49, Barrington, Ill., in October.
BAROSKO, JOHN M. '50, Kenosha, in December.
CANRIGHT, MAYNARD JEROME '50, Twin Lakes, in January.
FENZL, LOIS MAY (Sitter) '50, Bel Air, Md., in November.
LADUKE, PATRICIA A. (Holmin) '50, Rockford, in January.

METZ, JOHN A. '50, Milwaukee, in 1982.
MUELLER, GRACE E. (Tringali) '50, Manitowoc, in December.
SMITH, ROBERT FRANCIS '50, '51, Wauwatosa, in December.
ANDERSON, JOHN EDMOND '51, Borger, Texas, in October.
HRUBESKY, ALBERT J. '51, Mt. Horeb, in November.
KESSER, KENNETH K. '51, Houston, in December.
NIXON, FLOYD S. '51, Grosse Pt., Mich., in November.
GRIBOV, VLADIMIR '52, Milwaukee, in February '84.
NOVY, ROSEMARY (Stoffel) '52, Alexandria, Va., in December.
SORENSEN, ARTHUR S. '52, '55, Greendale, in October.

Club Programs

After mid-March.

This list serves as a reminder only. Clubs have sent early mailings to all alumni in their area. These events are Founders Day observances (the faculty member named is the guest speaker) or Wisconsin Singers concerts.

AKRON/CLEVELAND: April 17, Space Sci. Prof. Verner Suomi. Info: Jack Florin, 376-6148.

ASHLAND: April 25, Vice Chanc. Bernard Cohen. Info: EllenAnne Tidstrom, 682-2811.

BEAVER DAM: April 15, Wisconsin Singers. Info: Tom Fisher, 887-1786.

BOSTON: April 14, Crew Coach Randy Jablonic. Info: David Goldner, 423-4700.

BUFFALO/ROCHESTER: April 13, Crew Coach Randy Jablonic. Info: Jim Shafer, 424-4171.

CEDAR RAPIDS: March 29, Assoc. Athletic Dir. Kit Saunders. Info: Al Wesley, 395-5430.

CHICAGO: March 14, UW Concert Choir. Info: Amy Deuble (home) 446-2897 or Louise Silberman (home) 446-7819. April 10, Chancellor Irving Shain. Info: John Ver Bockel, 993-2136. May 2, Young Alumni Party. Info: Ellen Lebow, 951-0500. May 7, Awards Dinner. Info: Barbara Arnold 294-3001.

CINCINNATI: April 19, Space Sci. Prof. Verner Suomi. Info: Brad Hammond, 522-1401.

COLUMBUS, OHIO: April 18, Space Sci. Prof. Verner Suomi. Info: Dick Wendt, 227-6759.

DENVER: April 19, Band Director Mike Leckrone. Info: John Gable, 755-7676.

DETROIT: April 28, Asst. Prof. Robert Samp MD, health lecturer. Info: Ed Adams, 322-9075.

DULUTH/SUPERIOR: April 24, Vice Chanc. Bernard Cohen. Info: David Wiltrout, 392-6211.

EAU CLAIRE: April 17, Basketball Coach Steve Yoder. Info: Steve Weld, 839-7786.

FOND DU LAC: April 19, UW Foundation Pres. Robert B. Rennebohm. Info: Kathryn Bullon-Stommel, 923-1500.

FORT ATKINSON: April 28, Wisconsin Singers. Info: Harry Bos, 563-2061.

GREEN BAY: April 17, Business Prof. Robert H. Bock. Info: Neal Richtman, 336-4516.

HOT SPRINGS: March 21, UW Foundation Pres. Robert B. Rennebohm. Info: Vel Kopitzke, 922-2848.

INDIANAPOLIS: April 11, Crew Coach Randy Jablonic. Info: Thomas Jeatran, 261-4184.

JANESVILLE: April 19, Wisconsin Singers. Info: Judy Bostian, 754-3232.

JEFFERSON: March 28, Wrestling Coach Russ Hellickson. Info: Peter J. Thomsen, Jr., 674-3528.

KANSAS CITY: April 4, Hockey Coach Jeff Sauer. Info: Jon Braatz, 932-7149.

KENOSHA: April 14, Biochem Chmn. Hector F. DeLuca. Info: Bill Jambrek, 656-8013.

KOKOMO: April 12, Crew Coach Randy Jablonic. Info: Bernard Pierce, 459-7356.

LA CROSSE: April 16, Journalism School Dir. James Hoyt. Info: Bruce Perlmutter, 782-3434.

LOUISVILLE: March 16, Wisconsin Singers. Info: Don Frank, 425-2521. April 11, UW System Pres. Robert O'Neil. Info: Bill Swanson, 895-4054.

MANITOWOC: April 16, Dean of Students Paul Ginsberg. Info: Jim Nickels, 457-3333.

MERRILL: March 26, Football Coach Dave McClain. Info: Charles Sowiewa, 536-7104.

MILWAUKEE: March 14, St. Patrick's Day Young Alumni Party. Info: Bob Moore, 964-3796. (Club co-sponsoring): April 12, "Madison Musical Montage" concert by School of Music students; Pabst Theater, 8:15. Info: Bob Richter, 271-5690. May 8, Asst. Prof. Robert Samp MD, health lecturer. Info: Bob Richter.

MINNEAPOLIS: April 26, Band Director Mike Leckrone. Info: Mark Strassburger, 835-7434.

MONROE: April 17, Hockey Coach Jeff Sauer. Info: Art Carter, 934-5201.

NEW YORK CITY: March 29, UW System Pres. Robert M. O'Neil. Info: Peter Leidel, (212) 906-7104.

PHILADELPHIA: April 21, History Prof. Michael B. Petrovich. Info: Phil Minter, 337-1011.

PITTSBURGH: April 20, History Prof. Michael B. Petrovich. Info: Paul Vekasy, 531-4735.

QUAD CITIES: March 28, Assoc. Athletic Dir. Kit Saunders. Info: Rod Gasch, 752-4624.

RHINELANDER: April 16, Law School Dean Cliff Thompson. Info: Karl Runge, 362-3440.

ROCKFORD: May 7, Wisconsin Singers. Info: Charles Claffin, 877-9269.

ST. LOUIS: April 3, Hockey Coach Jeff Sauer. Info: Chuck Schrader, 781-8505.

SALT LAKE CITY: April 20, Band Dir. Mike Leckrone. Info: Jim Berry, 530-3915.

SARASOTA: March 22, Russell Panczenko, dir., Elvehjem Museum of Art. Info: Allan Jones, 336-8155.

SHEBOYGAN: March 21, Band Dir. Mike Leckrone. Info: Bill Hughes, 459-3713.

STEVENS POINT: March 12, Wisconsin Singers. Info: John Norton, 341-8142.

STURGEON BAY: April 20, Nuclear Eng. Prof. Max Carbon. Info: Bill Kletzien, 743-6201.

TAMPA BAY: March 23, Russell Panczenko, dir., Elvehjem Museum of Art. Info: Don Lichtenberg, 974-3533.

VIROQUA: March 29, School of Music Dir. Eunice B. Meske. Info: Reggie Destree, 634-4912.

WASHINGTON DC: April 3, Athletic Dir. Elroy Hirsch. Info: David Brych, (703) 734-4100.

WATERTOWN: March 20, L&S Dean E. David Cronon. Info: Gary Palmer, 261-6767.

WAUSAU: March 14, Chancellor Irving Shain. Info: Charles Brown, 845-6231.

WEST BEND: April 9, UW System Pres. Robert O'Neil. Info: Dion Kempthorne, 338-5200.

WILMINGTON: April 19, Poli Sci Chmn. Fred M. Hayward. Info: Don Johnson, (302) 772-7266.

Note: The Wisconsin Singers have scheduled a concert at Disneyworld on March 19. For time and place, call the Disneyworld information number, (305) 824-4321.

TIMMEL, CHARLES R. '52, Ft. Walton Beach, Fla., in 1984.

JACKSON, EUGENE R. '53, Chippewa Falls, in November.

MARRIOTT, LAWRENCE F. MS'53, PhD'55, State College, Pa., in January.

MEIDENBAUER, PHYLLIS (Root) '53, Binghamton, N.Y., in 1984.

BENNING, ADELAIDE MS'54, Green Valley, Ariz., last April.

GOCKEL, HARRY CHARLES MS'54, Carthage, Mo., in November.

PITT, WM. DANIEL PhD'55, Portales, N.M., in 1983.

WOZNIAK, JAMES L. MS'55, MFA'58, Normal, Ill., in October.

KENNEDY, MALCOM D. x'56, Las Vegas/Bass Lake, Wis., nationally known businessman and philanthropist, founder and first president of the NFL Players Association, and backer of UW athletics; in Bass Lake in December.

NAYSMITH, ELIZABETH (Noel) '56, Kenosha, in November.

LUND, JAMES R. '58, Racine, in June.

PREVETTI, WM. F. MS'58, MFA'63, De Pere, in December.

RISLEY, ROBERT J. '58, '65, Prairie Du Sac, in January.

VOIGHT, JOHN M. '58, Janesville, in January.

SCHULTZ, CLEON L. MD'59, Roswell, N.M., last May.

60s FOLEY, JOHN PATRICK '60, WAUSAU, in November.

STANEK, ROBERT T. '60, Madison, in December.

EWALD, JOHN DANIEL '61, Stone Mt., Ga., in August.

LINGAFELTER, GREGORY S. '62, Springfield, Va., in December.

KELLER, Sr. MARY KENNETH PhD'65, Dubuque, in January.

ALBRO, ELLEN JEAN (Waters) '68, Windsor, Wis., in November.

AMMON, MICHAEL C. '69, Grafton, in August.

LAPLANT, LINDA LOU '69, De Pere, in January.

SANFORD, JOHN I. '69, Fond Du Lac, in January.

70s-80s NELSON, GERALD GEORGE '70, '72, Madison, in December.

ANDERSON, THOMAS JON PhD'71, North Augusta, S.C., in December.

ARNESON, GARY W. '71, Eleva, in 1982.

SHARROW, PHILLIP J. '72, Los Angeles, in a car accident in December.

PIERRE, PAULA ANN (Snyder) '75, Wheaton, Ill., in November.

DANIELS, DOUG ALBERT '78, Oak Creek, in a car accident in December.

DEL MONTE, MICHELE KAY (Kindt) '78, Columbus, Ohio, in a car accident in December.

GILMOUR, Rev. STEPHEN C. MS'78, Oregon, Wis., in November.

DEATH NOTICES

Please send notification of deaths to: Registrar's Alumni Record System, Peterson Bldg—Rm. 60, UW, Madison 53706, or phone 1-800-362-3020 and ask for that office. (In Madison, call 263-2355.) When writing, please give the deceased's full name as student, place of last permanent residence, and date of death.

COGAS, SANFORD N. '79, Madison, in November.

DIEWERT, GORDON L. PhD'79, Coquitlam, B.C., in a car accident.*

MCCARTY, DANIEL CARROLL '81, Kaukauna, in January.

MEYER, KIMBERLY JOAN '84, Madison, in November.

Faculty and Friends

BASSETT, GLADYS B., 94, Madison, in November. Although she majored in English and German, her passion for athletics turned her in that direction, and she joined our women's physical education department in 1925, retiring in 1957. In 1968 the department established a lecture fund in her name. Memorials to it c/o UW Foundation.

MONTHEY, LAWRENCE, '40, '47, Lodi, in a traffic accident in January. He had been on the Extension faculty since 1960, an expert in the area of wild foods, medicinal plants and mushrooms.

O'BRIEN, HELEN, 68, Spring Green/Fairhope, Ala., in December. As an assistant professor of arts with the Extension from 1966-1981 she traveled throughout the state working with community theater groups. Memorials to scholarship in her name, c/o Bank of Spring Green, Spring Green, Wis. 53588.

REID, F. LUCILE, 81, an instructor in our French department from '39-'52 and director of French House for some years; in Madison in December.

SMITH, DAVID C., 79, Madison, in November. He was on our agronomy faculty from 1941 and its chairman from 1952 until retirement nineteen years later. Memorials in his name to the department, c/o the UW Foundation. □

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Wisconsin Goes South

continued from page 22

process via the offer of such benefits as reduced taxes and fewer local regulations. Robins and her students built on this aspect. They formulated a land-use plan for a 2.3-mile area, one which includes the controversial—yet in this case, sensible—idea of razing several homes along a flood plain. They supported a rather singular previous suggestion that was already being considered; it calls for removal of a reasonably new shopping mall where business is low and the crime rate high, and returning that stretch to the comparative safety of heavily trafficked roadways and sidewalks. They came up with an expanded park and greenbelt buffer between residential and industrial lands. They recommended establishment of a foreign-trade zone to entice overseas manufacturers to build factories there, thus avoiding import duties.

But they made none of these recommendations until they'd involved the people of Prichard. While there, they surveyed citizen reaction and conducted personal interviews with local decision-makers. Back here they made more phone calls to explain their thinking. From all this they were able to offer the city four slightly different plans. These they presented on a

conference phone call to Prichard's Land Use Delineation Committee, whose reaction resulted in yet a fifth version. No such undertaking can please everyone affected by it, of course, but the amount of participation by the citizens of Prichard could set an example to city planners everywhere. The final version was presented on a third visit in May. Says Paul Whiteurs, director of Prichard's Office of Enterprise Zone Development, the approach has left the city's residents "very enthusiastic about what's happening."

As an educator, Prof. Robins sees more benefits than merely the scholarly. "Working that far from campus and in a totally different culture was enlightening far beyond the mechanics of developing a plan," she says. "For example, our students on the project are white and from middle-class backgrounds; Prichard is primarily black and very poor. That contrast taught us something about compassion and human dignity that we couldn't have found in books. Moreover, we learned a few things about differences in government. In places like Madison one expects agencies to provide to planners the necessary background files, information and statistics. But in the deep South, governments learned in the 1960s and '70s that such material could be used against a city in discrimination suits. So they destroyed records that would make it possible to

describe an area demographically." The reconstruction of those data by our students has, says Paul Whiteurs, "been a tremendous aid to Prichard. And the fact that they did it so professionally, and with as little help as we have been able to give them, has had quite an impact. That they traveled 2,400 roundtrip miles on each of their three trips here; that they were prepared to work without a whole lot of orientation; that they got right out on our streets and ascertained facts—that's a real blessing and benefit. They didn't come as neophytes; they came with some experience and expertise."

Mayor Smith says there were few surprises in the final version of the class's plan (which was the first one he and city officials saw). Within days of its presentation but even before final editing and printing, Paul Whiteurs was using a draft to explain the program around town.

Mayor Smith sees the workshop as evidence that the UW remains consistent, not only to its "boundaries of the state" traditions, but to its national mission. "Places like Prichard need help from people with interdisciplinary education who can understand ethnic interaction patterns, evolution, and adaption to various environments and circumstances," he said. "I see this effort on the part of the urban and regional planning department a great step in that direction." □

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