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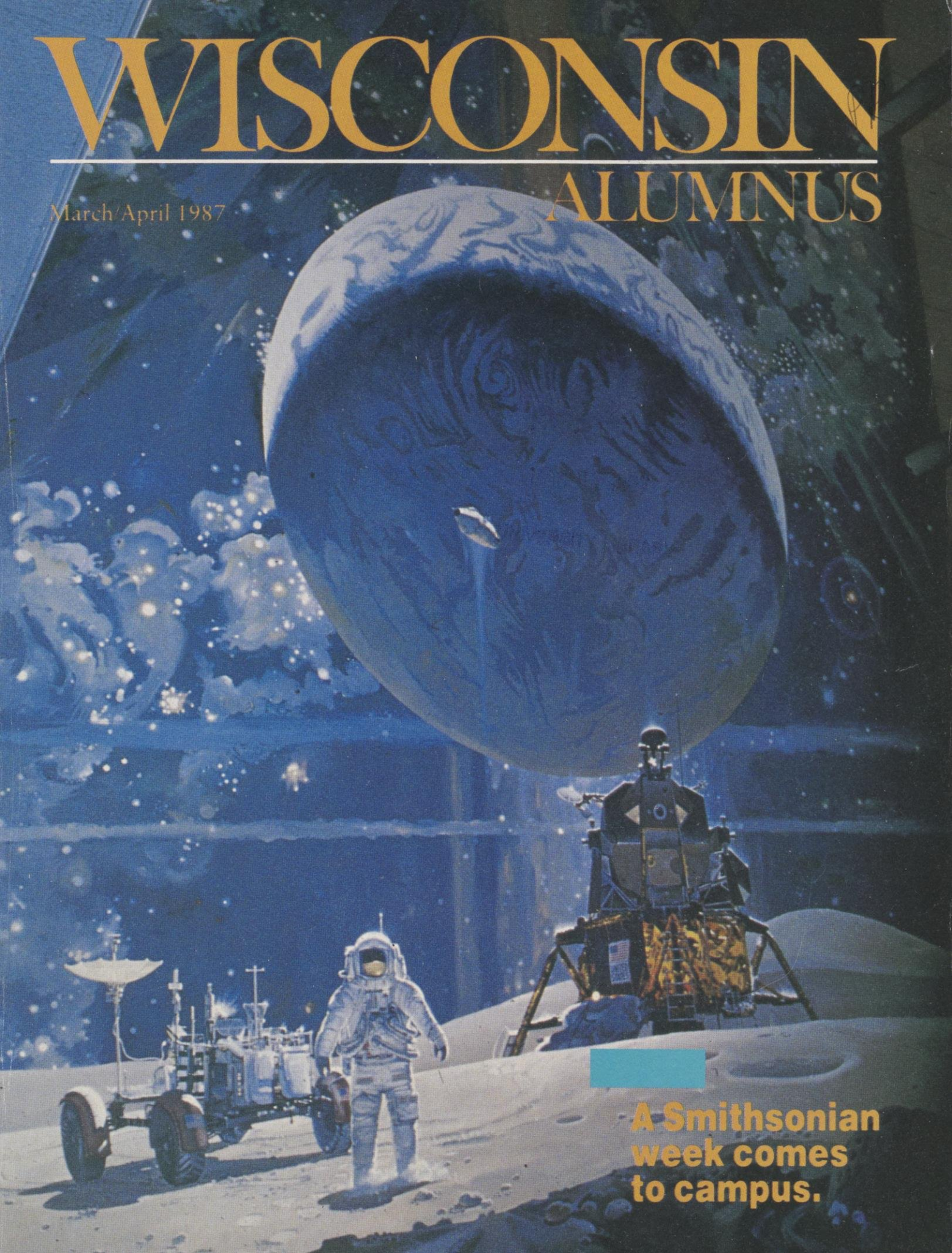
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WISCONSIN

ALUMINUS

March/April 1987



**A Smithsonian
week comes
to campus.**

The Wisconsin Alumni Association presents:

FJORD PASSAGE

June 5–June 16, 1987

Few places bring you closer to nature than the spectacular fjords of Norway!

Etched into the land by ancient glaciers, these deep blue fingers of the sea captivate you with their sheer scenic beauty. Beginning in Bremerhaven, West Germany, set off on an eight-day cruise along these inspiring waterways. Your voyage aboard the luxurious *M.S. Berlin* includes stops in quaint villages as well as a visit to Bergen, an ancient city that pulses with modern vitality. Following the cruise, a three-night stay is planned in Hamburg, Germany's largest seaport, full of cultural and culinary delights. **\$2645-3935 per person, double occupancy from Chicago.** Price dependent on cabin category selected.



The Golden Ring of

RUSSIA

A Learning Experience
Through Medieval Russia

August 3–August 16, 1987

Cruise the mighty Volga River and Moscow Canal as part of an unforgettable journey through some of the most colorful lands in Russia ever visited by Americans. Begin with three nights in Moscow, the impressive capital of the U.S.S.R. Then travel to such medieval towns as Pereslavl-Zalessky and Rostov en route to Yaroslavl, where you'll embark on the *M.S. Sergei Esenin* for a four-night cruise on the Volga River and Moscow Canal. A three-night stay in Leningrad provides ample time to explore the wealth of culture in this former capital before continuing to Helsinki, Finland, for three final nights. **\$2995 per person, double occupancy from Chicago, includes all meals and sightseeing in the Soviet Union.**



BURGUNDY

CRUISE · SWISS RIVIERA · SWISS ALPS

August 10–August 22, 1987

Delight in the experience of a lifetime as you travel through the historic Burgundy region of France and the magnificent Alpine scenery of Switzerland. Aboard the new river cruiser *M.V. Arlene*, cruise France's Saone River for seven days amidst a backdrop of imposing chateaux once inhabited by feudal lords and vineyards acclaimed

for their delicate wines. Then enter the fairytale world of Switzerland for two nights in Lausanne, situated picturesquely on the Swiss Riviera and Lake Geneva, before concluding your journey with three nights in Lucerne, a storybook town of cobblestone streets and covered bridges. **\$2995 per person, double occupancy from Chicago.**

Send to:

Travel Department
Wisconsin Alumni Association
650 North Lake Street
Madison, WI 53706
(608) 262-2551

Please send information on the following trips:

- Fjords Passage Golden Ring of Russia Burgundy
 Please add my name to the advance mailing list for Alumni Tours

Name _____

Address _____

City _____ State _____ Zip _____

Prices are subject to change.

WISCONSIN

The magazine for alumni and friends
of the UW-Madison

ALUMNUS

Thomas H. Murphy '49, Editor

Vol. 88, Number 3, March/April 1987

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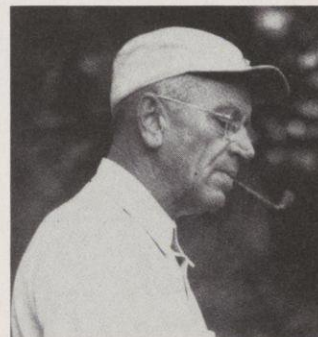
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WAA WISCONSIN
ALUMNI ASSOCIATION

650 N. Lake Street, Madison 53706. Telephone area code: 608 (individual staff phone numbers listed below). Staff Executive Director: Arlie M. Mucks, Jr. '43 (262-2551) Associate Executive Director: Gayle Williams Langer '59 (262-7545) Director of Administration: Carolyn Walker Libby (262-9521) Director of Membership & Promotion: Ann L. Benda '79 (262-9648) (Membership Info: 262-9651) Director of Accounting: Mark Blakeslee (262-9786) Director of Campus Programs/Reunions: Suzanne J. Miller (262-9647)

Director of Alumni Clubs/Student Relations: Brian J. Wilk '79 (262-9630) *Wisconsin Alumnus Magazine*: Editor: Thomas H. Murphy '49 (262-9639) (Advertising Rates/Info: 262-9648) Editorial Advisory Committee: Chair Betty Erickson Vaughn (Mrs. Charles) MS '49; Donald K. Davies '52, Features Ed., Wisconsin State Journal; Prof. Phillip M. Hamilton, Art Department; Prof. James L. Hoyt '65, '67, '70, Chmn., School of Journalism and Mass Communications; Mark A. Larsen '80, Waldbillig & Besteman Adv. Agency; Howard W. Mead '56, Ed. & Pub., Wisconsin Trails Magazine; Linda L. Weimer MS '72, Coordinator, UW News Service. *Wisconsin Alumni Association Officers, 1986-87* Chmn.: Robert Brennan '57, Greater Madison Chamber of Commerce; President: Andrew G. Wojdula '65, Wojdula & Associates, Chicago; 1st Vice-President: ArthaJean Petrie Towell (Mrs. Thomas) '53, Madison; 2nd Vice-President: Charles P. La Bahn '49, Orion Corp., Grafton; 3rd Vice-President: J. Charles Phillips '65, Phillips Home Center, Reedsburg; Treasurer: Ted D. Kellner '69, Fiduciary Management, Inc., Milwaukee; Assistant Treasurer: Stephen H. Sills '66, The Rockwood Company, Chicago; Secretary: Orville Ehrhardt '54, Giddings & Lewis, Fond du Lac; Assistant Secretary: Albert O. Nicholas '52, '55, Nicholas Company, Inc., Milwaukee. *The Wisconsin Alumnus* is published six times a year: January, March, May, July, September and November. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$30 annually.

ISD:

Information Sleuths On Campus

BY INGA BRYNILDSON
*University News and
Information Service*

The sign on the door read, "Information Services Division"—ISD. It didn't fool this reporter. More likely, the "S" stands for "Sleuth." I'd heard their reputation. These people are intelligence brokers. Word has it, last year this tidy operation leaked over 20,000 bits of information to some 600 businesses in Wisconsin and throughout the home of the brave. I wanted the inside story. The door was open.

The boss was sitting behind an orderly, busy desk. Grey wool suit, teal blouse; she told me her name was Fran Wood (MS'54). She said she'd been in the business a little over twenty years. She started to tell me about the operation.

"Let's say you came in and asked for a list of all books on campus, written in the last ten years, on the subject of labels. I could do it for you today, I could have done it for you ten years ago."

She glanced out the window of her office in the Kurt Wendt Engineering Library and went on, "But ten years ago it would've required going over to the main library and spending a morning or two copying the information card-by-card. Today, I put your request in the computer and within five minutes I have a printout for you."

That fast? So what I'd heard was true. I asked her point blank, "Then you admit to being among the top five college reference services in sheer number of information requests?"

The phone rang before she had time to answer me. On the other end was a corporate librarian calling on behalf of a company VP. Wood wouldn't give me any names. "All clients are strictly confidential." I figured that.

The VP needed information on someone fast. All he knew was the first name, "Pierre." It seems Pierre is a big splash in economic forecasting. Wood's caller wanted the specs on Pierre and his theory, and she was in a panic. She'd turned her corporate library upside down and hadn't come up with a clue.

Wood calmed her down and said she'd get back to her. I could see her thinking. It's a cold, wide world and there are a lot of Frenchmen. How was she going to find Pierre when all she knew was his first name? It's like trying to find a particular flea in a kennel of French poodles.

Wood had a plan. She put her hands on the keyboard of the nearby computer and started calling up databases—a strategy she calls "on-line" searching. She found her way into a leading business index called "ABI/Inform."

"I can't search authors because we'd need last names." She told the computer to search all abstracts in the index for the word "Pierre." The computer said there were several hundred—"everything from Pierre cold tablets to the St. Pierre River."

She told it to match those abstracts against all documents pertaining to economic forecasting. Wood had found her man! The computer gave her citations for three articles on Pierre A. Rinfret and his theory.

Within a half hour of the original call, she phoned the librarian with the information. It was nothing. I scanned the bookshelves in the room. Colorful three-ring binders with names like, "Dialog," "Compendex" and "Toxline."

"We utilize more than 300 databases in all," Wood said. "Searching on-line is the glamour girl right now." (There always is one, I thought.) "But if a publication is older than 1970, we still have to search by hand. It takes a lot of time, but we can do it." I never doubted it.

Wood confessed that one of the things that makes her ISD operation tick is the campus library collection. "We answer most requests within twenty-four to forty-eight hours. Ninety percent of engineering documents and 80 percent of everything

else can be found here on campus. If it can't, we'll procure it from anywhere in the world."

"What's more," Wood's voice was hushed, "The Wendt Library is a depository for all U.S. patents and trademarks."

The truth was there in front of me in black and white. In 1986, businesses had called Wood and her gang for copies of 3,687 domestic and foreign patents. Over the past three years, ISD did 750 patent searches for clients.

The phone rang again. It was another corporate librarian. A personnel executive recalled reading how geese fly in formation. He thought he'd read it in a newspaper article. He wanted to quote from the article as a metaphor for teamwork. Could she find it?

Wood got hold of a goose biologist at the Department of Natural Resources office near Horicon Marsh. Sure, he remembered the article. It was in the Milwaukee Journal. Wood sent the article to her client.

"So what's in it for you?" I asked.

"Clients basically pay expenses. We pay by the minute to use the databases and the clients pick up that cost," she said. Clients also pay a \$10 service charge, \$4 per document and 25 cents per page for photocopying and postage. Books retrieved through interlibrary loan are \$10.

"We're not in this to make a profit," said Wood. "We just want to get information stored in campus libraries out to businesses who can use it."

This smacks of the Wisconsin Idea—that widespread conspiracy to interface university know-how with industry can-do. In fact ISD is a part of the University-Industry Research Program.

"You keep a pretty low profile," I told Wood. "How do businesses know you're here?"

She said she and her staff frequently attend meetings of law and corporate librarians. And she presents information on ISD at UIR seminars for business people. "Sometimes we'll go out to a company and help them set up their own reference library," she said.

"Corporate libraries are often very good on their area of interest, but need help when something unusual comes up," she said. For example, a law firm called and needed everything there is to know about home fuel tanks—engineering specifica-



Mary Langenfeld

If it's anywhere in print, Fran Wood can probably find it.

tions, patent rights and government regulations. "A client had taken a blowtorch to his tank trying to move it out of his yard. When the thing blew up, he wanted to sue the manufacturer."

Wood said most requests come from law firms and manufacturers. "And small businesses. They often find it more economical to pay us to do literature searches for articles once or twice a year than it would be to buy subscriptions to numerous trade magazines and journals."

Wood said companies often call wanting information on competitors. "They want to know what patents are held, financial information, names of officers, things like that."

Wood also runs a lot of checks on people. "I don't mean we do Sam Spadework to find out dark secrets, but we track down degrees held, schools attended, publications and patents, anything we can find along that line. I suppose they're being considered for a job. I don't ask why, but we're doing them," she said.

I had heard enough. I turned to leave. Over my shoulder I heard the familiar click-click-click of a computer keyboard. Display it again, Fran. □

For more information:

Information Services Division, Kurt F. Wendt Library, 215 N. Randall Ave., Madison 53706. (608) 262-5913.

THEN & NOW

OF A FACULTY MEMBER

Michael
Petrovich
talks about
change



Do you really know what a professor does? It may prove to be more than you thought, especially after talking to Professor Michael B. Petrovich.

Petrovich will retire at the end of the coming academic year after teaching here since 1950, although he has no intention of leaving the campus or ending his career as a scholar. "UW-Madison professors have always been judged on the basis of three kinds of activities," he says, "teaching, research, and public service. Retirement does not mean that I will give up research and public service. On the contrary."

Petrovich has been acclaimed as a teacher. A history professor specializing in Russian and Balkan studies, he was awarded the first Kiekhofers Memorial Teaching Award in 1953. In 1967 he won a Danforth Foundation award for distinguished teaching. This year he will complete his first five-year term as an Evjue-Bascom Professor. His course in Russian history was a pioneer in the development of multimedia audiovisual education. He loves teaching. Not untypical of many faculty members, Petrovich has published several books, translations, and dozens of articles in scholarly journals, both in the United States and abroad.

So why is he retiring at the age of sixty-five when he could go on? "I think I have two or three books in me that still have to be written, but they'll never get written if I go on teaching. There isn't enough time in the year to do both to the fullest."

It disturbs Petrovich that there are those who would be surprised that there isn't time enough and more. "Students see a professor teaching two courses and setting aside a few hours a week for office availability. Yet when I fill out the required reports on how many hours I put in each week as a faculty member, I always fear that people won't believe me." Petrovich is sure this is true of most professors.

In addition to his two lecture courses he—as do his colleagues—must find time for teaching additional sections for graduate students, others working for extra credit, for Honors students and those on special projects. He spends time advising, writing letters of recommendation, giving invited lectures to student groups, reading papers and theses. He must prepare his

University
News Service

classwork, which means updating the material and putting together audiovisual materials.

All faculty members must attend meetings and serve on the committees that are a part of faculty governance. In just the past few years Petrovich has been on the University Committee (the top faculty committee on campus), the Academic Planning Council, a task force on minority student retention, another on enrollments, and a recruiting committee which is into its second year of searching for the best candidate to fill a position in Women's History. He is also vice president of the local chapter of the AAUP.

With his national and international reputation, Petrovich takes part in scholarly activities off the campus. Most recently he has served (without pay) on selection of the Council for International Exchange of Scholars (the Fulbright Program), the Bulgarian Studies Association of America, and the American Association for the Advancement of Slavic Studies, all hard-working groups. He is also on the executive council of the American Association for Southeast European Studies and of the Midwest Slavic Association.

He is a much-sought-after speaker. This year, for example, he is giving lectures on Russian paintings and icons in both the Elvehjem Museum of Art and the Haggerty Museum of Art of Marquette University. There are appearances before civic and church groups, and he has often made the Founders Day circuit in-state and out.

Oh, yes, and he has also been the choir director of the Greek Orthodox Church in Madison for over twenty-five years, a member of the church board, past president of the Madison Literary Club and the Downtown Rotary Club.

So when does he find time to teach? For Petrovich the question has always been, "With all my teaching, where do I find the time for everything else?" The answer is: you make time. As Petrovich puts it, "It would be intolerable if most of it wasn't so enjoyable and rewarding." Most, but not all.

Enrollments in 1987 hover around 46,000, compared with about 16,000 in the early '50s. Petrovich was hired as the thirteenth member of the history faculty; today there are over fifty. "Sheer size has forced us to divide the department into three groups: American, European, and Third World specialists. We used to be able to hold departmental meetings at one table over lunch in the Union. Now we meet in a large lounge, and each of the three groups also meets separately." He originally taught Russian history from earliest times to the present; now teaching duties are split with Professor Alfred Senn, who covers the period from 1917.

"My classes have always been large," Petrovich said. "During the years of the Cold War in the 1950s they were crowded

with students who were especially alarmed over the Soviet Union as the enemy. Since then we have all discovered there are many other pressing problems in the world besides the Soviet Union, and that world Communism is not the united force it once was. Most students of Russian history today see the subject in a serious but more balanced way."

He recalls those early years as a gloriously exciting time on campus. "Many students had served in the war and were going to school on the GI Bill. They were enormously grateful for the opportunity to get an education. They didn't automatically accept everything we said, but there was a give-and-take based on mutual trust."

"Enrollments in 1987 hover around 46,000, compared with about 16,000 in the early '50s. Petrovich was hired as the thirteenth member of the history faculty; today there are over fifty."

Petrovich's golden age of academia lasted until the late 1960s when "relationships that had been informal and friendly became formal and confrontational." The Vietnam protest usually heads any list of reasons why those changes occurred at colleges and universities across the country. But Petrovich sees other factors at work as well. One of these is the fact that enrollment growth worked against closer relations not only between students and faculty but within each group.

The demise of the faculty advising system is a case in point. For some years after he came to Madison, professors were assigned groups of twenty or so advisees every semester. Petrovich said this arrangement promoted closeness and trust between students and faculty. "We would talk about almost everything: not only what courses to take but about job prospects, graduate schools, even personal problems. But eventually the huge enrollments made necessary professional student advisors in counseling, and more deans," he said.

Significantly, the 1960s also saw the organization of the Teaching Assistants Association. "All of a sudden, professors were cast as employers, and TAs became laborers," Petrovich said. "Every facet of the relationship was spelled out in a legal contract. Granted, TA rights have to be protected, but I don't believe such mechani-

cal regulations guarantee fairness. The criteria we are required to apply to award TA appointments do not always insure that the best teachers get the jobs, and undergraduates may occasionally suffer as a result."

And economic conditions are taking their toll. "Both undergraduate and graduate students are finding it harder to find jobs when they get their degrees. Some of my best were forced to take government positions so politically sensitive it would be impossible for them to do research in the Soviet Union, even if faculty positions started to open up."

Nor do the worries stop once an academic job has been landed. Faculty often must absorb university budget constraints. "Professors can no longer be assured of help in the form of teaching assistants and must often assume added teaching burdens themselves," he said.

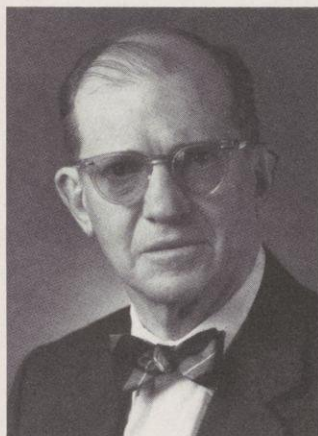
Salary has also been an issue. "Nobody becomes a professor to get rich, but money is symbolic. When you find out that a professor in your field somewhere else makes much more money than you, you wonder how you can be worth so much less. Also, we're currently screening for a professor in Women's History. We are told that we can afford to interview only the top two candidates. But what if there are four excellent possibilities? I don't blame the deans for those financial restrictions—they have problems of their own. Still, when you're limited in what you can do, you wonder if you're doing the right thing. Moreover, it hurts every time one of your esteemed colleagues takes a position somewhere else because of greater opportunities."

Clearly UW-Madison today is a much more complicated institution than it was in 1950–51. "Sheer size and the turmoil of the late 1960s and '70s eroded the familiarity and collegiality we once had. Some of my colleagues simply withdrew into themselves. The department has grown so much that I have colleagues now whom I barely know to nod to in the hallway. This is a different atmosphere than the one I came to thirty-seven years ago, and I think those days are lost forever. I'm not saying conditions never will be good again. They are getting better all the time. But they certainly will be different. As for the students I now have, they are as good and worthwhile as any I have had in the past."

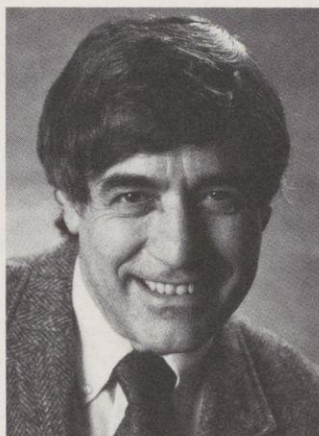
With retirement there will no longer be the class lectures and meetings with students, and this Petrovich regrets most of all. But he will also be free of all the other duties and problems he finds less attractive. He intends to remain in the place he loves, still doing research, writing, meeting with colleagues, enjoying the busy life of an exciting campus, and mingling with students. "Maybe," he adds wistfully, "I may even be invited to give an occasional guest lecture." □

Announcing the winners of the
**1987 Distinguished
 Alumni Awards**

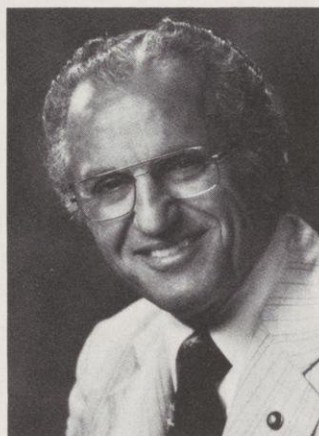
Presented annually to alumni who have achieved prominence in their fields and rendered outstanding service to the UW-Madison through its alumni organizations, its academic divisions or its committees.



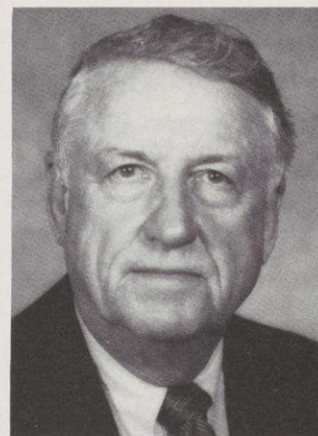
Barnett



DeLuca



DeSimone



Remington

Joseph R. Barnett '41, LLB'48

Because he felt a strong conviction that the University merited greater public recognition of its cultural contributions, Mr. Barnett, who lives in Milwaukee, developed the concept of the Performing Arts Showcase there. That was in the late 1970s. The first Showcase was presented in 1980 at the Pabst Theater; there was no admission charge. For the first five years of its life, Mr. Barnett underwrote the costs of this April evening which brings instrumentalists, singers and dancers from this campus to perform before a capacity audience of 1,400. Beginning last year, an admission charge was introduced and still there's a full house with a waiting list. Now there is a pre-concert buffet in the historic Grain Exchange attended by more than 500. Private dinners in homes and clubs have become very much a part of the evening. And the evening itself is now a much-anticipated musical highlight.

Mr. Barnett was initiated into Phi Beta Kappa in his undergraduate years, and to the Order of Coif in law school. He became a CPA in 1951. Since 1948 he has been associated with the Foley & Lardner law firm, and heads its nineteen-member tax team. He is a present or past board member of numerous organizations, chief among them the Milwaukee Boys and Girls Club, the Boy Scouts (which awarded him its Distinguished

Eagle Scout Award), and the American Cancer Society.

Mr. Barnett is a director of the UW Foundation, and he and his wife are members of its Bascom Hill Society.

Hector F. DeLuca MS'53, PhD'55

In a little more than fifteen years, teams of UW biochemists headed by Professor DeLuca have succeeded in identifying, isolating, and then synthesizing no less than three active forms of vitamin D. Their achievements mean far-reaching benefits to thousands who, after renal disease or transplant, might otherwise be unable to assimilate the vitamin naturally and are thus susceptible to bone deterioration. An important second application of these synthetics is in the treatment of milk fever in cattle, a disease which costs dairymen millions of dollars every year.

It is appropriate that Professor DeLuca's outstanding work centers around vitamin D. He earned his master's and doctoral degrees under the late great pioneer in that field, Henry Steenbock. And like Steenbock, he has turned over the patents on his compounds to the Wisconsin Alumni Research Foundation.

Dr. DeLuca, a native of Colorado and a Phi Beta Kappa graduate of its university, joined our faculty in 1958. Within ten years he began receiving international recognition. France, Canada, Ireland and

Sweden are among the nations to add their honors to an unbroken chain of awards he has received from major institutions and scientific societies in the United States.

He chaired our biochemistry department from 1970 to 1986, and has held its Steenbock Professorship since 1965. He writes frequently for journals, and lectures at scientific meetings around the world. Professor DeLuca holds an honorary MD from our School of Medicine and is a member of the National Academy of Science.

Alfred S. DeSimone '41

Mr. DeSimone, of Kenosha, is recognized as one of its most civic-minded citizens. His office walls are covered with plaques and service awards—Rotary, United Way, Boy Scouts, even the Milwaukee Brewers (he started the annual Kenosha Night at County Stadium). It was Al DeSimone who spearheaded the citizens' group which led to the building of Bradford High School, and he was a founder of the American State Bank of Kenosha, a project he undertook—as he told us when we profiled him as WAA president in 1984–85—"because we felt it would be good for the Italian reputation."

Something good for minorities. This factor is very much a part of the chal-

lenges which most excite DeSimone, and as a former school teacher and principal, his concern is very much with youth. He raised more than \$300,000 for minority scholarships for UW-Parkside and then, in 1983, there began on this campus the Chancellor's Scholarship for Minorities. With this program, a UW Foundation spokesperson has called Mr. DeSimone "the most active volunteer we have." He and his wife Bernie have endowed a four-year scholarship, and he has been instrumental in stimulating nearly a dozen from other sources. And so that all minority students and educators in his community will stay aware of the program—it differs from most others in that it weighs the merit of the applicant along with other factors—he has established a series of meetings between administrators from this campus and Kenosha-area high school principals and guidance counselors.

Mr. and Mrs. DeSimone are members of the UW Foundation and its Bascom Hill Society. He is general agent for

Equitable Life in Kenosha, the firm he joined in 1948—and which is one of the contributors of the Chancellor's Scholarship Program.

Frank J. Remington '47, LLB'49

Professor Remington, on our law faculty since 1949, is one of the nation's foremost authorities on criminal justice and administration. His reputation is witnessed to by a *vita* which includes nearly three pages of important works and groups in which he has taken a leadership role. For example, he was a draftsman of Wisconsin's criminal code (1950–56) and of the American Law Institute's Model Penal Code (1955–60) and a reporter for the Federal Rules for Criminal Procedure (1970–76). In the 1960s he served on the President's Commission on Law Enforcement and Administration of Justice; he was a member of the advisory committee on Federal Rules of Criminal Procedure, and he

directed the American Bar Foundation's survey of Administration of Criminal Justice. For two years, he served as consultant to the Conference of State Supreme Court Justices.

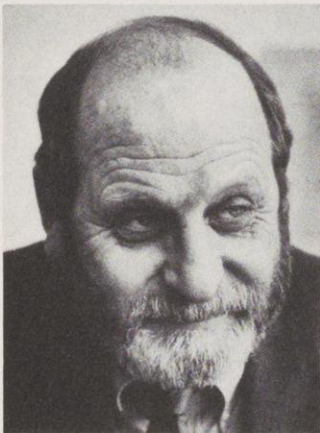
He has provided the University with special services in athletics. Since 1959 Professor Remington has been a member of the athletic board, from which he is now retiring. He took a key role, in the early 1960s, in having hockey added to our program, followed in less than ten years with its admission to the Western Collegiate Hockey Association. From 1960 through last year, he was the University's faculty representative to the Big Ten, the NCAA and the WCHA. He has been a member of the NCAA's infractions committee since 1978, and committee chairman since 1983. He chaired the Big Ten Athletic Conference for 1985–86.

In February Professor Remington received the Distinguished University Achievement Award of the UW Alumni Club of Madison.

The recipient of WAA's

First Annual University Service Award

Presented to a member of the UW-Madison staff for professional achievement and community service.



Ginsberg

Paul F. Ginsberg '52

In our November issue, reporting on Paul Ginsberg's pending retirement as Dean of Students, we quoted an observation he has made frequently. Someone in his position, he said, "needs three things: the freedom to make a fool of himself; the ability to laugh; and the personal experience of pain." Probably no University staff member of recent memory is better equipped to make that statement, yet the thousands of students who have, over a fifteen-year period, passed through the aura of Paul Ginsberg's loving concern, would dispute it. They would say that only if one is a fool to *be there* at any hour of the day or night, to encourage and to comfort, to counsel the frightened

and lonely, to provide solutions when no one else seems to care—only then could Paul Ginsberg be said to have made a fool of himself.

The dean began his career of caring as a housefellow while still an undergraduate. He became a Teaching Assistant, then joined the housing staff as coordinator of house fellows and educational programs, then as director of training and staff development in that office. After serving as Vice Chancellor for Student Affairs, he was appointed Dean of Students in 1971. He has frequently been honored by his colleagues for his untiring devotion to students, and is the recipient of the Distinguished University Achievement Award of the Wisconsin Alumni Club of Madison.

Mr. Ginsberg's retirement will take place on June 30, but he will remain on the campus as a counselor.

These awards will be presented following the All-Alumni Dinner, Friday, May 8, during Alumni Weekend on the campus.

Unemployment insurance was born in Wisconsin—a child of that marriage of UW scholarship and legislative foresight known as The Wisconsin Idea—so it was perhaps inevitable that its fiftieth year was marked here by a reconvening of those sometimes warring forces. Their purpose was to assess how unemployment insurance, a system that taxes employers to provide funds for laid-off workers, is faring today, and to develop guidelines for the program in the future.

The conference was six years in the making. Wilbur Cohen '34, the chairman of the National Commission on Unemployment Compensation, first suggested the

employed and reflects the reality of today's economy.

Organized by the UW-Madison's La Follette Institute of Public Affairs and Industrial Relations Research Institute, the meeting covered a range of topics, from the changing nature of unemployment to the shifts in economic conditions that affect both unemployment and the financing of unemployment insurance.

Wisconsin's then-Governor Anthony Earl, who opened the conference, outlined one of the key UI problems of the 1980s: the inclination of states to develop policy "by Topsy," responding to political expediency rather than sound fiscal policy. The

States have considerable latitude in how they design their programs. All require the unemployed to be available for work. Some require them to show evidence of worksearch. All of them allow workers to collect UI funds while attending approved retraining programs. Conference participants presented evidence that many workers who are collecting benefits neither enter retraining programs nor look for work, but they concluded that it is not economically feasible to police the worksearch requirement.

A paper by economics professor W. Lee Hansen, director of our Industrial Relations Research Institute, and IRRRI PhD

Unemployment Insurance:

THE NEXT 50 YEARS Wisconsin pioneered it in 1936. How can the nation continue to use it more effectively?

candidate James F. Byers, questioned the current relationship between UI and retraining. The researchers recommended that funds should be used as they were originally intended by the architects of the system, strictly to provide benefits for the unemployed who are still in the job market, and not to support workers who are not available. They also concluded that paying benefits to those who are not actively looking for work tends to reward them for staying out. Unemployment Insurance practitioners countered that paying benefits while workers retrain has worked well in Wisconsin in helping laid-off workers find new jobs, and that the program should be expanded. Hansen and Byers suggested that if government retraining programs prove cost effective they should be developed as separate entities, administered and funded independently of UI.

Still other differences emerged. Some states demand a waiting period between layoff and eligibility for benefits; some allow laid-off workers to collect as soon as they lose their jobs. While the latter seems more desirable to the unemployed, it presents peculiar problems. For example, a number of Wisconsin firms that need fewer than fifty-two weeks of work in a year routinely schedule their annual shutdown during the hunting season, and workers show up in red hats to pick up their unemployment checks.

A few states permit workers to collect UI benefits for working short weeks, an option that allows employers to reduce hours without losing workers. The benefits of short-time compensation, according to its advocates, include helping firms to retain skilled workers and helping workers to keep health insurance and other fringe benefits. Several contradictory studies of existing programs in three states suggest widely differing costs for this kind of policy.

idea to Governor Lee Dreyfus ('49, '52, '58), in the late 1970s. But Cohen's efforts did not strike a responsive chord until recently—after Wisconsin had experienced its own unemployment compensation crisis in the early 1980s. Meanwhile the important and relevant fiftieth anniversaries began to slip by—passage of the Wisconsin bill in 1931, initial contributions to the fund in 1934. Finally, the conference was scheduled to commemorate the year when the first Unemployment Insurance benefit check was issued, 1936.

Thus, an unusual and potentially mismatched group of academics, politicians, and practitioners from state and federal unemployment offices gathered at the Johnson Foundation's Wingspread conference center in Racine for three wintry days last year and found that despite differences—and there were many—they could work effectively together toward defining an unemployment compensation policy that meets the needs of the unem-

resulting tendency, he noted, is to keep UI taxes low and benefit levels high, thereby endangering the fiscal integrity of these programs.

For these reasons, a number of states including Wisconsin are reassessing their approach and seeking answers to several key questions that the conference sought to address.

UI is designed to provide limited financial support to workers who are temporarily laid off. It is financed by a trust fund that is endowed by an employer tax intended to provide an incentive to employers to keep layoffs at a minimum. This is collected through a joint state-federal program that requires states to comply with certain federal regulations. States determine the level of taxes employers must pay and the eligibility criteria for the unemployed who receive benefits. Typically, a worker who has lost a job due to a layoff (but not from quitting or being fired) can collect up to 50 percent of his or her weekly pay—to a state-determined maximum of around \$200—for a total of no more than twenty-six weeks.

BY JAN LEVINE THAL
Industrial Relations Research Institute

The director of UW-Madison's Poverty Research Institute and professor of social work, Sheldon Danziger, and Bowdoin College economics professor Peter Gottschalk presented a paper that examined the extent to which unemployment insurance is adequate and efficient for the entire population. While UI effectively serves middle-income earners who are temporarily laid off, Danziger and Gottschalk questioned whether it could properly be considered "insurance" for low-wage earners. They pointed out that compared with those in middle- or high-income jobs, significantly fewer who are laid off from low-wage jobs actually collect unemployment benefits.

The reasons have never been systematically surveyed. But some workers consider UI a form of welfare and are opposed to taking it, while others look at it as savings to be used only after serious worksearch has failed and family resources have run out. Another factor may be that because unemployment benefits are only a portion of wages, low-wage earners collect very little money and may not feel the income is worth the difficulties they expect to encounter at the unemployment office.

One obvious and pressing question that arose repeatedly at the conference is how UI should be financed. In most states, the majority of funding comes from taxes on employers. In some states, companies are "experience rated"—that is, their tax rate is determined by how much the state expects to pay that employer's workers in UI funds, a figure based on the firm's previous experience with unemployment. No state uses a "perfect" experience rating system, since that would mean that only those organizations that lay off would be taxed, proportionately to the number of layoffs they experience. In order to keep enough money in the funds, even industries with no or few layoffs are required to pay at least a minimal tax. At the same time, those that lay off in large numbers sometimes are not taxed their "fair share" because the states usually provide a cap on the UI tax. Thus the unemployment benefits paid to laid-off workers from companies with many layoffs tend to be partially subsidized by the companies that lay off few or no workers.

Some conference participants argued that more perfect experience ratings would serve as an incentive to companies to avoid layoffs; others argued that companies don't respond to those incentives but rather to the needs of the economy, and that the UI system would be better served by assessing businesses a flat fee as a percentage of payroll. UCLA economics professor Robert Topel suggested that states should not offer unemployment insurance; instead workers should purchase it just as they do health insurance.

The UI program was originally envisioned as self-financing. In recent years, however, recessions have drained away the

reserves and states have failed to restructure either taxes or benefits accordingly. As a result, many have been forced to borrow from the federal government to cover benefit payments. In the 1981–83 recession, forty states turned to Washington for help with UI. Because of the interest owed on the borrowed funds, the cost has climbed, spurring reform of the program.

Wisconsin Assembly Speaker Thomas Loftus, a Democrat, and State Representative Susan B. Vergeront, a Republican, discussed the political realities of UI reform. Loftus explained that reform in Wisconsin has meant a reduction of benefits and a simultaneous increase in taxes. These moves were not popular with voters from any walk of life. Vergeront said UI is a hot issue with businesses like banks and insurance companies that are required to pay UI taxes but seldom lay off employees. She emphasized the importance of creating new jobs as opposed to beefing up UI for workers whose former positions,



State Historical Society

such as those in "smokestack" industries, have been eliminated.

The questions about how to organize the system have changed since it was first designed, in part because the nature of the workforce—and therefore of unemployment—has changed. It was conceived originally as a kind of safety net for families that depended upon one (presumably male) wage-earner who was laid off during periods when companies needed to reduce their workforces. It was assumed that even if the plants shut down for good, a worker could find a new job that did not require substantial additional training. The original designers felt that society should offer some subsistence assistance during these temporary layoffs.

In recent decades increasing numbers have been laid off because their jobs have been permanently eliminated, either through labor-saving technology or because of industries moving to areas with lower labor costs. The new jobs being created tend to be in the service sector so that those who lose their jobs in smokestack industries may need substantial retraining. A growing number of women

are entering the workforce and more families have two wage earners, a built-in protection against total calamity if one is laid off. In addition, women and minorities who were hired under recent affirmative action programs have the lowest seniority and tend to be the first to lose their jobs during layoffs. Because UI in the United States is based on wages, not on need as it is in Europe, these workers have a smaller safety net than their white male counterparts. These considerations and others suggest to some that the original UI design is not completely appropriate for the coming decades.

While the conference was not expected to resolve the differences in point of view, and it did not do so, it provided a welcome opportunity for congenial dialog among forces that had not previously joined together. It attracted industry leaders, top scholars in unemployment compensation, poverty, and related fields.

Any examination of unemployment insurance opens up other questions for

The first unemployment compensation check in the state and nation was issued in 1936 to Neils B. Ruud of Madison (left) by Voyta Wrabetz, chairman of the State Industrial Commission.

scrutiny such as whether UI should cover structural unemployment; how it affects women, blacks, hispanics, and other minorities, how it is affected by the multi-earner family; and whether it should cover such previously ineligible groups as farmers.

These questions and many others are addressed in a "Research Agenda in Unemployment Insurance," a summary of issues raised by the conference, published by the Industrial Relations Research Institute and the La Follette Institute of Public Affairs. In addition, a volume of conference papers has been published by the University of Wisconsin Press. The conference organizers expect these documents to spawn discussions that will help define policy for the second half-century of unemployment insurance.

A copy of the summary report can be obtained from Jan Levine Thal, IRRI, 1180 Observatory Drive, Madison 53706. □

This article appeared originally in the November issue of TOUCHSTONE, the publication of our University-Industry Research Program.

Surprise Party

Aldo Leopold probably never dreamed he'd be so important on his 100th birthday.

BY RON SEELY
*Wisconsin State Journal
Regional Reporter*

Aldo Leopold, said to be a very modest man by those who knew him, would have squirmed in his chair and tugged mightily at his collar had he been there to hear all the praise.

The occasion was his 100th birthday. It was celebrated one day late—he was born January 11, 1887—at the State Department of Natural Resources, a government agency that owes him much of its guiding philosophy in conservation and environmental matters.

At the luncheon-hour reception, which kicked off a year of events honoring Leopold, more than 100 jammed a basement room to view a slide show about him and to listen to several speakers, including his daughter Nina Leopold Bradley ('41); DNR Secretary C. D. Besadny ('51, '56); and Curt Meine (MS'83), Leopold's biographer.

Leopold would have been surprised, no doubt, at the size of the crowd. But then he'd have no way of knowing that since his death in 1948 he has become practically the patron saint of conservation in this country or, as Besadny put it in a recent newsletter, "one of conservation's most visionary and revered leaders."

Leopold is best remembered for his *Sand County Almanac*, a collection of poetic essays about his resurrection of a ruined farm in central Wisconsin. He wrote lovingly in the book of everything from the wild call of the Canada geese to the satisfaction of cutting good oak for his fire-place. But most importantly, he set forth his "land ethic," a philosophy which "enlarges the boundaries of the community to include soils, waters, plants and animals."

There were many references to the *Almanac* on this occasion, and even several readings from its pages; Leopold would have been gratified to see so many dog-eared paperback copies of his book.

But he would have been most touched

at his daughter's memories. Though all of the other glowing things said about him were true and sincere, it was Mrs. Bradley's brief presentation that brought the man alive. She had with her several of his most cherished possessions, including his hand-made hunting bows, a pair of worn Zeiss binoculars, a leather-bound journal and a rifle.

Ironically, it was the rifle that may have done more than anything else to lead Leopold toward radical new thought on game management and creation of an ecological conscience. His daughter simply described the weapon as the rifle with which her father shot "the wolf." No other explanation was necessary.

This was the rifle that Leopold used to shoot the wolf he would later write about in his essay, "Thinking Like a Mountain." He wrote that while hunting in the western mountains he shot a timber wolf and arrived at the dying animal's side in time to see "fierce green fire dying in her eyes." He wrote that he was young and full of trigger-itch at the time and that he believed in killing wolves because wolves killed deer. Fewer wolves, he reasoned, meant more deer.

But watching the light go out of the wolf's eyes, Leopold wrote, he realized that "neither the wolf nor the mountain agreed with such a view."

So it was with this story in mind that many in the audience went to look closer at the rifle after the reception. Young and old, they bent over and peered at it. And they ran their hands across the stock, across the teethmarks that Nina said were from the very wolf that died on the mountain.

Leopold would have found this very strange indeed, all of these people studying his rifle so intently. In fact, he would have found the entire affair discomfiting. He would, of course, have been honored and very pleased. But he probably would rather have gone for a walk in the woods. □

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Leopold's beloved "shack," here shown in a 1941 photo, is now part of the 1400-acre Leopold Memorial Reserve amid the Baraboo hills.



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Great Possessions

An excerpt from the forthcoming biography.

BY CURT D. MEINE MS'83

GREAT POSSESSIONS: THE LIFE AND WORK OF ALDO LEOPOLD is scheduled for publication this fall by the UW Press. The author is a grad student in land resources in our Institute for Environmental Studies.

Leopold realized now that there were no miracle cures for the symptoms of "land pathology." The only effective treatment was preventive: the long, laborious task of teaching the public, professional, and layman, to appreciate the dynamics of land. As a teacher himself, he addressed this challenge of conservation education time and time again, beginning in earnest in 1936.

Leopold's approach to education was closely tied to his broadening conception of "land" in the late 1930s. In a book review that appeared in the Audubon Society's

Bird Lore magazine in early 1937, he wrote, "We are embarked on two large-scale experiments. One is premised on the notion that conservation is something a nation buys. The other is premised on the notion that conservation is something a nation learns." Learning conservation meant something more than learning the names of plants and animals. He drew a distinction between "static" natural history and "dynamic" ecology. In his view, a conservationist who knew only the names and habits of species was akin to a politician or economist who had a wide circle of acquaintances but no knowledge of business: "Both lack an 'inside' picture of the struggle for existence. Ecology is the politics and economics of animals and plants. The citizen-conservationist needs an understanding of wildlife ecology not only to enable him to function as a critic of sound policy, but to enable him to derive maximum enjoyment from his contacts with the land." As he struggled to define his own sense of the land, Leopold was always striving for realism. He resisted the nationalistic appeals that he had witnessed in German conservation. He made no sentimental references to "the heartland." Conflict, paradox, and irony were part of conservation's "authentic human drama"; without them, he said, conservation "falls to the level of a mere Utopian dream." Education was the necessary means of conveying this reality to the citizenry.

In his own field of wildlife, the rise of interest around the nation was threatening to inundate what few competent training programs existed. Leopold warned that the boom market for wildlife managers was liable to dilute the quality of instruction. Already universities were rushing into the field with hastily built programs and with personnel who, as he put it, "arrived on the previous train." If the trend continued, the likely result would be an oversupply of mediocre managers, a shortage of well-trained researchers, and a neglected non-professional public.



This situation was doubly dangerous in view of the ecological complexity revealed in new field evidence. At the Second North American Wildlife Conference in March 1937, Leopold cautioned that “selling professional training without a research base is like selling securities without a property base. The right to teach must be earned, not seized.” He argued for scientific investigations that were more intensive and less concentrated on farm game. He told those at the conference that “no advance ever attains an even front, but good generals remove kinks when they can. Our front is full of kinks, especially in the non-gunpowder sections.”

Leopold deemed nonprofessional education to be just as important as professional training, and perhaps more important in the long run. At the conference he warned that “we face a future marked by a growing public zeal for conservation, but a zeal so uncritical—so devoid of discrimination—that any nostrum is likely to be gulped with a shout. . . . Under these conditions is it wise for our universities to focus their teaching on overstocking the market with professionals? Should they instead stock their farms and offices with citizens who know what it is all about?”

Within the University of Wisconsin, Leopold was working to establish an interdisciplinary instructional program, the purpose of which was to “build up a critical comprehension of conservation problems in the public at large.” As chairman of an inter-university committee that included Leon Cole, Norman Fassett, and Chauncy Juday, he wrote in early 1937 a report on “The University and Conservation of Wisconsin Wildlife.” It recommended that three new professorships be created in fields that dovetailed with his own program. (Only one of these was quickly filled, by botanist-ecologist John T. Curtis.) The University, the report stated, ought to encourage students with an interest in natural history “to develop that interest as a field of personal scholarship and as a source of personal recreation.”

Beyond the universities, Leopold noted the need for educational materials that combined “sound science, sound policy, and sound pedagogy.” This, he admitted, “is a task calling for very uncommon mental powers, not to mention time and funds. It is a task at least as exacting as the scientific fact-finding which underlies it.” The Dust Bowl had stimulated public schools nationwide to introduce conservation into their curricula. The Wisconsin state legislature passed a law in 1935 mandating the teaching of conservation in schools, but materials were scarce and instructions for teachers virtually nonexistent. Teachers from around the state regularly wrote to Leopold for ideas. He invariably responded with a letter and a list of references (specifically suggesting, for school use, Paul Sears’s topical classic *Deserts On the*

March). He recommended in particular that students be exposed to the literature of all sides in conservation disputes, “as illustrations of how divergent conclusions can be drawn from identical facts.” He wanted them to confront these differences and, in essence, to formulate their own conservation ethic in response. “The end result of conservation teaching must be, I think, to show the prospective citizen that conservation is impossible as long as land-utility is given blanket priority over land-beauty. In short, it is his personal philosophy of land use, as well as his vote and his dollar, which will ultimately determine the degree to which conservation is converted from preachment into practice.”

As much time and effort as Leopold dedicated to the progress of conservation education, he realized that the effort had its inherent limitations. A healthy interest in the workings of nature could not be injected from without; it had to well from within. Staid teachers, reform-minded evangelists, and overspecialized academics were as likely to douse an interest as to fuel it. “An understanding of ecology,” he would write, “is by no means co-extensive with ‘education’; in fact, much higher education seems deliberately to avoid ecological concepts.” Thinking back, per-

haps, on his own class-dodging days at Burlington (Iowa) High and Lawrenceville, he wrote in 1939, “Prudence never kindled a fire in the human mind; I have no hope for conservation born of fear. The 4-H boy who becomes curious about why red pines need more acid than white is closer to conservation than he who writes a prize essay on the dangers of timber famine.” For Leopold’s tastes, a good scholar, like a good area of land, had to be part tame, part wild.

Leopold tried to retain these values in his own classroom. He always came to class well prepared, organized, attired in his neat, tailor-made tweed sportjackets. He was a polished lecturer, and spoke in an informal voice quite distinct from his carefully honed literary prose. He was a great advocate of audiovisuals in class and used his sizable catalog of slides from the field to illustrate his lectures.

His students remember, above all, his endless questions. In class, he masterfully applied Socratic methods to situations one might encounter in the field, drawing on the students’ unsuspected powers of reason, training them to think in terms of interrelationships as well as objects. “He kept asking questions! Sometimes he didn’t really want the students to answer them,” his daughter Estella has recalled. “He would begin to reason out the answers for us. He would present material that way: he’d frame the question first, then go after specifics.” Once, there arose the topic of overbrowsing of shrubs by deer. After ten minutes of delicate questioning by the professor, a perplexed student discovered that deer do not browse with their eyes, but with their mouths.

Leopold was not the sort of guide who tried to reveal God in Nature. His aim was to teach others how to take a given field situation, recognize and weigh the variables on display, and connect those variables in time and space. His method was not to stuff students with facts, but to use facts to entice their curiosity. It was reading sign in the woods, on a glorified scale. He showed his class a gully. How old was it? Over fifty years, judging from the age of the cottonwood growing in it . . . probably made while the loess bluffs were still being cropped exclusively for wheat. How high was this lake before drainage ditches drew it down? A line of birches marked the old shore. Why are there long-eared owls here? Because there are pines here. Why are there pines in such an isolated area? Because the native sandstone is exposed above the glacial drift. Only by mulling over these “mental whetstones,” Leopold felt, could students get beyond the type of conservation teaching that lined up statistical horrors end-to-end and told the student “what has happened, but not how or why.” At its best, conservation teaching taught the pupil

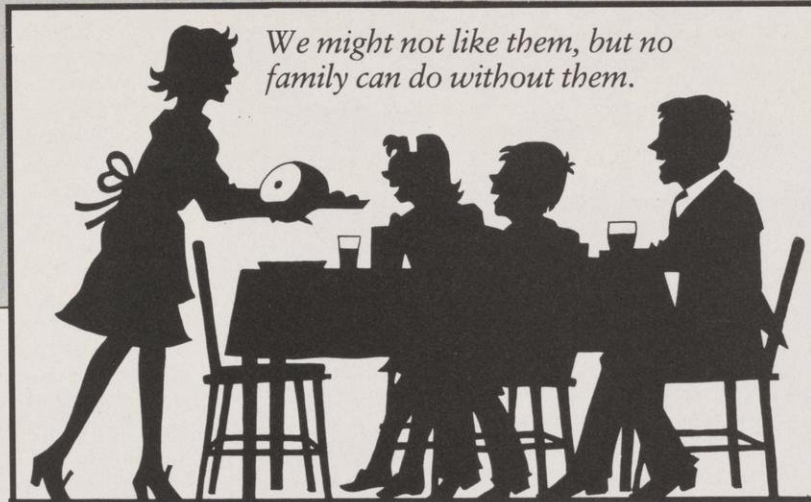


Leopold in 1947, a year before his death of a heart attack while fighting a brush fire.

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■ The Myths We Live By ■



You remember how it was. You went home for a weekend with the family vowing that this time the visit would be different. You would not let your mother force you to eat too much. You would smile and change the subject when your father asked when you were going to stop spending every dime you make. And you would not feel like last week's tuna salad next to your gorgeous sister. In short, you were going to be your normal, self-assured self, not a taller version of the child you used to be.

But within a few hours of your arrival, you were feeling guilty, inadequate, defensive and angry. If you hadn't already had words with one or more of the members of your family, the argument was brewing.

What happened was that you and the rest of the family became caught up in acting out a family myth—a drama in which you played an old role of a child rebelling against an overly nurturing mother, a father who thinks you're irresponsible, and a sister you always felt was your biggest competition.

And today, as a parent, you watch it happen all over again; only the roles have been changed.

All families have myths; stories they tell or scenes they act out together, says Morton Perlmutter, a professor of social work here and a family therapist for thirty years. Those myths are more than simple family history and legend, he explains. They're the family's version of reality. They're accepted unquestioningly by the members of the family, and they're so powerful that, in the telling or reenacting of them with a therapist, family members can fall into a state of trance, and their ritualized responses become automatic and unconscious.

"As the stories are told, members of the family lapse into what seems to be automatic behavior," Perlmutter says. "They know their parts and take turns talking. There is even a pattern

to their interruptions. If the subject is changed, then re-introduced later, they repeat the same words and patterns of behavior. But strangest of all, they show signs of hypnotic trance—shallow breathing, fixed gaze, and a shared intensity. This state can be induced by bringing up a particular topic or even by a single word or a seating pattern."

Such scenes remind Perlmutter of Edward Albee's play *Who's Afraid of Virginia Woolf*, in which George and Martha, for unwary dinner guests, perform their myth about a son they never had. In this case, the myth is psychotic and destructive, of course. Not all are; some serve to strengthen relationships.

"Celebrations of cultural or religious holidays are mythical occasions when the family invokes its myths to diminish memories of past pain or problems. This can be very healthy," Perlmutter says. "The myth of a happy marriage may be the focus of an anniversary celebration, allowing people to suspend disbelief and enjoy at last a mythical relationship for a while. Some myths define the positions of family members and give context to the rules for behavior."

Others can serve as protective devices. "For example, a family might explain to its members that daddy falls asleep on the couch every night because he works hard and gets tired. This is a myth the family has created to protect itself from that fact that daddy is a drunk."

It can be dangerous to challenge a family's myths, he says. The power of myth is so great that a family member—like the adult who found herself re-enacting childhood patterns

in the scenario at the beginning of this article—cannot confront or deny the "reality" of the myth at all. "If you try to convince others that it

isn't true, you simply increase its power."

As an example, he tells of one family's myth of a son with a bad temper. "Actually, Johnny *didn't* normally have such a bad temper, but when the family got together, eventually his father would start telling stories to prove he did." He might mention an incident from when the boy had a tantrum at age two or stormed out of the house as an adolescent—events from the distant past for John who is now thirty-five years old. But if he tries to deny it—"You're accusing me because of things that happened years ago, and that makes me mad,"—his father's answer will likely be, "See, you're angry right now!"

Says Perlmutter: "The only way to break the myth's power is to stand outside of it. And that can be very difficult to do."

Because myths perpetuate themselves in this way, therapists trying to help families in trouble face a unique challenge when myths are being used to mask real problems. If the therapist tells the family that daddy isn't sleeping on the couch because he's tired, but because he drinks too much, the family will rally to defend its myth. So, instead of confronting that, the therapist should go for the problem, perhaps by asserting that he will not meet with the family again until the father agrees to go to Alcoholics Anonymous.

"The myths don't cause a family's problem, but they may reveal what the problem is," Perlmutter says.

He has published articles on his research about the uses of mythology in families and in institutions and businesses, and is working on a book on the subject.

Mary Ellen Bell, UW News Service

“YOU MIGHT AS WELL SAVE YOUR VOICE”

BY JACK MERMOZ



Bless in her office in the Waisman Center. On the monitor is one of thousands of images she has created in a software program.

Diane Bless gets around. On any given day the communicative disorders professor might be either in her office at Goodnight Hall or over at the Waisman Center. Or, as an affiliate in the otolaryngology department, she might be at the University Hospitals' voice clinic. She could be at the Juilliard School of Music in New York where she is a perennial speaker at seminars, or at Kurume University in Japan where she spends a month each year as a visiting professor. As Madison's recognized authority on care of the professional voice she might be giving a lecture at the music school, which is where I first encountered her. Right now she's on an international twelve-member panel to establish worldwide standards for voice testing.

In the twenty years since she came here as a graduate student, Bless has seen her name rise to a place among the most respected professionals in the fields of voice assessment and therapy. She has long known that treating subtle and complex voice problems requires a more general approach than any one specialty can provide; thus she turns to other experts on

campus. With surgeon Charles Ford she's shown how injections of collagen into the larynx can improve certain vocal weaknesses. With electrical engineer Paul Milenkovic she's developed a number of computerized tools for assessing vocal performance. And she directs a singers' clinic with help from opera professor Ilona Kombrink.

"We were one of the first groups in the country to put together a clinic like this; we have visitors coming from all around the world to study it," Bless says. "What is unique about it is that we're not just looking at the larynx, we're not just looking at air flow, we're not just looking at an acoustic signal. We look at the the total picture." That total picture is absent from about any other place to which a professional voice user might turn.

"They're teaching music or voice coaching—but many of these programs offer nothing on the anatomy and physiology or acoustic measures and aerodynamic flow as part of their training," she says. "Many speech pathologists have only twenty-five hours of instruction covering these things. And there are many laryngologists who know anatomy and physiology but very little about vibratory characteristics or the kinds of voice management that work."

For opera singers, the years of training may often work to their disadvantage when problems arise. They'll know their voice isn't performing as well as it used to, but when a laryngologist takes a look, all he sees is a stronger-than-average larynx. A frequent result is that the singer is treated like an "eccentric theatrical person," and told that the problem is more imaginary than real. Some of these performers will see up to ten voice coaches, speech pathologists or laryngologists before they finally hear of Diane Bless. They come here and are at last diagnosed and treated.

Complex as it is, the elements of human voice are quite amenable to electronic observation and measurement. One of the clinic's three most powerful tools is the videostroboscope, which Diane and Paul Milenkovic largely developed. Another measures minute changes in pitch and volume, known in the trade as "jitter" and "shimmer," respectively. The third simultaneously records pitch, volume, and airflow rate. All three are connected to the ubiquitous personal computer.

The videostroboscope is a pencil-sized video camera combined with a strobe flash. It gives a view of the laryngeal goings-on during speech or singing. With the computer keeping track of the strobe flash rate, the thirty video frames per second, and the output of the pitch/volume/airflow recorder, it can account for each of the hundreds of cycles per second of vocal "fold" vibration ("fold" is a more correct name than vocal "cord," which gives an inaccurate illusion of toughness), on a visual and acoustic basis without resorting to ultra-high-speed cinematography.

I do occasional solos in church, so when I was offered the opportunity to try out the system, I took it. I discovered I have a voice disorder. This didn't come as a complete surprise, since I had throat surgery a few years ago. And while I hadn't noticed a distinct change in my voice, I was aware that my larynx was a bit off-center since the operation.

The jitter/shimmer meter showed a small, but still unusual, amount of jitter in my voice. The pitch/volume/airflow recorder showed me to have an unusually breathy voice; microgusts of air got by as I took each step up the musical scale. The videostroboscope showed that my vocal folds don't close as tightly as most, and that the waves of vibration on the folds are slightly out of phase with each other.

Soon Diane was leading me down a corridor to an otolaryngologist's examination room. He sprayed some stuff on a dental mirror that made it taste like creme de menthe, pulled on my tongue, and took a look at my folds while I gagged and sang "e-e-e." But this not untypical examination showed nothing notable; I left as a believer in Diane's multiparameter approach.

Outside of music and theatre, many

Jack Mermoz is a student and freelance writer.

professional voice users—from aerobics instructors to telephone operators—have been finding out the importance and the benefits of voice care.

“People such as professors and lawyers frequently have had no course work at all in how to use their voice,” Bless says. “They don’t know how to project, and they find that after an hour they’re losing their voice. What they’re doing is what I consider vocal suicide. They need their voice to last a very long time, but in their early fifties they start experiencing signs of vocal weakness.”

This weakness is a loss of muscle tone deep in the vocal folds, leaving them bowed and slack. Years ago, this condition was sometimes treated surgically by injecting teflon into one of the folds, pushing it over so it could be in better contact with its partner. With Dr. Charles Ford, Bless discovered a number of problems with the teflon technique; this led to their studies and eventual use of collagen. It’s a protein, as supple as the tissue of the folds.

One remedy almost never used at Bless’s voice clinic is total voice rest, which she claims is overprescribed throughout the country. “First of all,” she says, “it’s a rare individual who will really be on voice rest unless you have him in a hospital bed, gagged and guarded, almost. He may do a stage whisper, and that puts a lot of strain on the larynx.

“It is, psychologically, extremely difficult for somebody to go for two weeks on voice rest. People who have gone through this will talk about having these terrible fits of depression. In my classes, one assignment I give is a twenty-four-hour period of voice rest, so that the students can feel what it is like. In their reports they’ll talk about the same things that happen over and over again. For example, they’re treated like they may have perhaps some other kind of disability. People assume that they’re deaf too, and so raise their voices, or will start speaking to them in very simple short sentences. It’s a very unpleasant experience.”

Some of the people in Diane’s classes come there by way of Professor Kombrink, who specializes in opera. Many of her voice students originally have a horror of interjecting science into their studies, Ilona says. “They want only to understand the emotional basis of their voices. They’re afraid that in knowing the biology, they will lose their muse.” (This makes the average voice student unique among musicians in his ignorance of basic principles for instrument care, Diane remarks.)

A small poster in the music school had been what first sent me to her last fall. It announced her “care of the professional voice” lecture. Because she was identified as a specialist in communicative disorders, and me with academic roots in biology, I expected to hear an esoteric discussion on mucous membranes and complex wave

And Diane Bless has developed new ways to do just that.



The videostroboscope is a pencil-sized camera which records laryngeal action at thirty frames per second. The system was largely developed by Bless and Paul Milenkovic (in background).

formations. But starting with Ilona Kombrink’s enthusiastic introduction, I realized the evening was geared to an audience more familiar with arpeggios than ciliated epithelia.

Diane began by explaining that each person’s voice is as individual as fingerprints. No amount of proper training will enable anyone to duplicate the sound of Placido Domingo or Kiri Te Kanawa. To illustrate, she ran some tapes taken with her videostroboscope, first of classical Italian and Japanese singers, then some of Mel Blanc doing Bugs Bunny and Yosemite Sam. As the chuckles in the audience turned to painful moans, it became obvious that poor Mel’s vocal wherewithal was taking the biggest beating. But even though most of us don’t often talk like cartoon characters, Diane said the strain on the larynx from yelling and coughing can be just as severe.

By the time the discussion moved on to describe Bless’s concepts of vocal hygiene (see sidebar), the endemic technophobia of her audience was fast evaporating. She talked about the environmental hazards of

the professional singer; dusty stages, dry air during transcontinental flights, and cocktail parties.

“I think one of the worst environments is the combination of smoke and noise, but people have to learn to deal with situations they have no control over.” So the clinic tailors vocal hygiene programs to meet individual needs, for example those of the cabaret singer who is not likely to get the smoke-free air she really requires.

Singers can extend their vocal resiliency, Diane says, by just sipping water, taking longer breaks between sets, and doing the most difficult selections in the middle of their performance rather than at the end.

Kombrink credits Bless with drawing the artists of the music school closer to a scientific appreciation of their art. “And they lose nothing of the emotional feeling. They find their singing freed by an awareness of the basic functions of its origin,” Kombrink says.

But it works the other way too. Since Diane has introduced Dr. Ford to the people at Julliard, he’s been inspired to turn to Kombrink for voice lessons. □

A General Vocal Hygiene Program

Bless lists ten basics for teachers, speakers, singers. 1. *Alternate speaking with quiet activities.* Even lecturing for an hour irritates vocal folds. 2. *Warm up.* Take a few minutes to build from normal tone to the more forceful; this attracts blood to the larynx for greater power. 3. *Avoid voice use in noisy environments.* Don’t carry on a lively conversation in the car on the way to the appearance. 4. *Use amplification when necessary.* A PA system can reduce strain on the untrained voice. 5. *Stay away from smoke and dust.* The vocal folds aren’t self-cleaning, and coughing or

throat-clearing are hard on the larynx. 6. *Eat lightly beforehand.* A heavy meal reduces the diaphragm’s support for your voice. 7. *Drink when you’re dry.* A sip of water keeps the vocal folds lubricated. Airplanes and winter weather are dangerously dry. 8. *Relax.* Tension alters the voice pitch and can cause chronic problems. 9. *Know your medications.* Antihistamines and diuretics will dry the vocal folds. Aspirin can promote their bruising. Ask your doctor. 10. *Watch your drinks.* Alcohol and other recreational drugs interfere with your perception, so your ear hears slightly differently. Caffeine and amphetamines can cause the folds to vibrate faster, leading to vocal fatigue. □

BRAIN TAXING. The feds give and the feds taketh away. Financial Aids Director Wally Douma sees it as "ironic that the government gives money to students who need financial support, then turns around and taxes it." That's what is happening under the new tax revisions. On this campus alone, it means taxing about \$12 million in Pell, Supplemental Educational Opportunity, and Wisconsin Higher Education grants. The \$65 million that goes out for student loans remains untaxed, but the interest the kids will have to pay on it is no longer deductible.

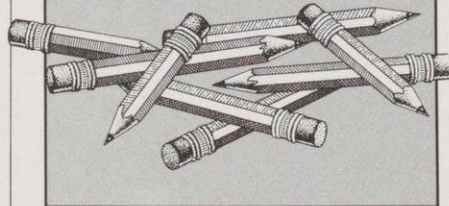
TAMING OF THE FEW. It took the appointment of their very own policeman to do it, but Langdon Street is a little more popular with the citizenry this year. The level of noise, vandalism, and general obnoxiousness had gotten out of hand until, last year, Madison Police Officer Tony Peterson was assigned to hang around. He didn't want that duty, but he took it, and through a mixture of patience and authority, is credited with calming things down noticeably. The Office of the Dean of Students praises the Greeks for cooperating, and that office has been considerably tougher on those who don't: at the semester break, the Sigma Chis came off a year's probation and the Theta Chis and Chi Phis went on, for this semester at least.

NEWS BREAK. Austin, Minnesota's ABC-affiliate TV station KAAL should be right up there in the ratings these days with area Badgers. In what could be a record, four of its six news reporters are former J-School classmates. Joe Champ '85 was hired a year ago, and in the ensuing months he's been joined by '86ers Bill Dallman, Angela Cushman and Todd W. Johnson. Todd says going to work is like going to class.

GOOD TALK ON TAP. And there's something of a programming rarity here in Madison, too. It's an audience-participation call-in radio show devoted entirely to women's sports. It's hosted by Assistant Athletic Director Paula Bonner and Barbara Sommer Wegner '62, and it emanates from "studios" well known to fans, the Brat Und Brau on Regent Street. Advance publicity promised Women's Basketball Coach Mary Murphy as a regular through March, along with a varying lineup of other women's sports figures. The half-hour program is heard on Monday nights over local FM station WILV.

FALL IN. The Army and Navy ROTCs here are looking for their former

Short Course



members to tell them about their new alumni associations. If you qualify, the fact that you get this magazine means the University has your address, so chances are you've already been contacted. But there are a few hundred out there who are AWOL from University records. If they're interested, here are the contacts. *Army:* Maj. Arthur Sosa, 1402 University Avenue, Madison 53706, (608) 262-3411; or *Navy:* Cdr. Dean Hall, 1610 University Avenue, same zip, (608) 262-3681. Better yet, suggest they let the University know their current address. That's explained on page 22.

GREEN-UP TIME. We "taste" food with our eyes as well as our tastebuds, the experts tell us, and the consensus follows that canned green vegetables are less popular than the frozen variety because they're the color of your front lawn in February. One of our food scientists, J. H. von Elbe, set out to correct the condition. His process is called Veri-Green, and Continental Can has begun to use it. It doesn't incorporate any dyes; instead, just as you suspected all along, a can-liner resin "maintains pH and releases zinc atoms to react with pyropheophytin and pheophytin to form metallocomplexes." There's no reduction in nutrition, flavor or shelf life. Incidentally, Wisconsin is the nation's top producer of canned and frozen green beans and peas.

SHUTTLE TO THE HUDDLE. It's tough to drive 100 miles to a Camp Randall football game, then spend nearly as much time trying to find a place to park. Next fall, you might want to look into Madison Metro's deal. For a dollar you can leave the car in any of the downtown ramps—Doty, McCormick, Dayton, Capital Centre or Lake Street, and for another dollar you get a round-trip to the stadium on a special Bucky Bus. They run every eight minutes beginning two hours before game time, and on the same

schedule for one hour afterwards. Metro will send you a printed schedule if you call (608) 266-4466.

IF THEY CAN GET UP THE HILL. Nearly 6,800 students on campus these days are thirty years old or more; that's about 15 percent of our total. A quarter of the Law School enrollment is in that category, and there are thirty-nine PhD candidates over age fifty-two. It helps that there are some 400 courses available evenings or on weekends.

BEAUX DE BOOTH. The forthcoming Smithsonian Exhibit (page 24) isn't the only one that's worth coming miles to see. From March 28 through May 17, the Elvehjem Museum will offer "Oil Sketches from the Ecole des Beaux-Arts: 1816–1863." Quite apart from its ample artistic merit it has a fascinating background.

These 140 works were done in competition for an eventual chance at the Prix de Rome, the receipt of which virtually guaranteed a painter's future. The ground rules were something else for the entrants, who had to be unmarried French men under thirty. Each was allowed seven hours to complete his sketch ("sketch" may be a misleading term to the laity; these are detailed paintings, for the most part). The artist worked in a curtained booth, painting from memory on a 14"x16" canvas. Each had to be up on his mythology, religion, and literature—we aren't talking bowls of iris here; typical subjects are "The Death of the Consul Octavius," and "Veturia Throws Herself at Coriolanus's Feet." No one knew his assignment until just before his curtain was closed and the proctor yelled, "Hit it, Pierre!"

All the paintings in the show took first prize in these competitions. The exhibit was mounted last fall for Paris, then went to New York in January, and will appear *only* in Denver and Coral Gables when it leaves our campus.

INACTIVE? NOT REALLY. In its eighteen-year history, the Wisconsin Inactive Nurses Program has helped 8,000 practitioners keep current against the day when they might go back to full-time employment. It was started by Signe Cooper, then chair of the Extension's nursing department, and has been coordinated through the years by Ruth Lutze of the School of Nursing. The classes are taught via the Extension's Educational Teleconference Network, piped into some 200 hospitals and libraries around the state.

Tom Murphy

Foundation Reports Record Contributions

About 48,000 contributions totaling a record \$30,491,012 were received by the UW Foundation in 1986, said its president, Robert B. Rennebohm. Private support represented an increase of \$2,349,037, which is 8.4 percent over the previous year's total. The number of gifts increased by 9,251, or 23.9 percent.

Rennebohm said the Foundation and the entire University community "are grateful for this tremendous display of loyalty and dedication, and particularly pleased with the number of new gifts, which help to broaden the base of support for the university."

This month a feasibility study is to be completed in preparation for the upcoming capital campaign aimed at raising \$150-\$200 million, the largest drive ever conducted on behalf of the university. Since the Foundation's inception in 1945 as a private, non-profit organization of alumni and friends to solicit and administer gifts in support of the university, it has received approximately \$220 million in private gifts.

Traditionally, money comes in through the Annual Fund program, deferred gifts, corporate matching gifts, the Bascom Hill Society, and special campaigns. "Wisconsin Calling," the annual phonathon to the homes of alumni, generated nearly \$570,000 last year alone.

Foundation efforts seek private support for a variety of special purposes not likely to get state funding. These have included construction of Alumni House, the Wisconsin Center, the Elvehjem Museum of Art, the Weeks Geology Center, and the Clinical Sciences Center. The Foundation has endowed sixty-six professorships, and nine more are supported through its ownership of Hilldale Shopping Center on the city's west side. Thousands of scholarships have been awarded, frequently on a matching-dollar basis for fund-raising efforts of local alumni clubs.

A number of programs and projects were initiated or funded during 1986 in areas including veterinary medicine, business, nursing, athletics, engineering and limnology.

Elroy Hirsch To Retire From AD Post

After eighteen years as athletic director on the campus, Elroy Hirsch is step-

ping down as of June 30. The popular "Crazylegs" made the announcement late in December, just prior to leaving for his annual Hawaiian vacation. A seven-person search committee was set up to find a successor (see announcement on page 20).

We'll have a feature on him and his years here in our May issue.

Plans For Convocation Center Are Dropped

The long-discussed plan for a UW Convocation Center—off West Washington Avenue near the site of the old Milwaukee Road depot—were dropped in February.

In letters to UW System President Shaw and city officials, Acting Chancellor Bernard Cohen said a private fundraising consultant has concluded that the UW Foundation would not find it easy, in its upcoming capital campaign, to raise the \$28-\$35 million needed to build the center.

But, Cohen added, because of the pressing need for such a facility, the center will remain a long-range project.

The Way We Were
will continue in our next issue.

System President Looks to Future

On his first anniversary as UW System president in February, Kenneth Shaw promised a period of change and progress to nearly 500 political and business leaders. Referring to an extensive review of the system being conducted by the Board of Regents, he predicted that its campuses "will have more sharply defined missions and vigorously renewed academic programs. There will be Centers of Excellence and superb undergraduate programs at all of our universities and centers.

Shaw asked for more flexibility in running the system, but pledged continued important roles for faculty, staff and students in this time of "more vigorous and aggressive system administration."

He announced the appointment of a task force to implement a plan for communication technology. "If we execute our changes carefully, we will see stability. We will see new approaches guided by established and time-tested values," he said.

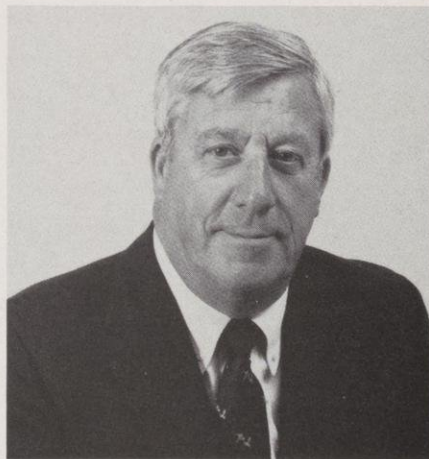
Athletes' Grades Reported

Ninety-one student athletes made the Dean's List of their respective colleges last semester, says Dianne Johnson, assistant athletic director for student personnel services. Out of a total of 900, she reported, 169 men and 153 women achieved a B-or-better GPA, including eighteen with straight A's.

Of the 900, twenty-two were declared scholastically ineligible to participate in athletics for this semester.

Marylize Mucks Honored

Because she has "travelled the length and breadth of the state helping to tell the UW story," Maryalice Hendrickson Mucks '42 received the Distinguished Alumnus Award of the UW Alumni Club of Madison at its Founders Day celebration in Great Hall. The wife of WAA's executive director was recognized for her "faithful service and contributions as an ambassador for the association for the past twenty-five years."



HAROLD E. SCALES '49, a past president of the Wisconsin Alumni Association and a holder of our Distinguished Service Award, died in Sun City on February 16 after a brief illness. He was board chairman of Madison's Anchor Savings and Loan. An enthusiastic backer of UW sports, Mr. Scales was a past WAA representative on the athletic board; director and treasurer of the Mendota Gridiron Club; and past president and co-founder of the Badger Basketball Booster Club. He was a former president of the Greater Madison Chamber of Commerce and campaign chairman of United Way, and a past president of Blackhawk Country Club. Memorials in his name to the Dave McClain Facility, c/o UW Foundation, 702 Langdon Street, Madison 53706; or to the Shriner's Crippled Children's Fund.

SCOOP!

Internationally Acclaimed Sport Artist To Do Badger Print.

From the man who captured the moment we brought Russia to its knees and America to her feet! The greatest olympic hockey game in US history! Remember?



'Spirit of Victory' 1980 Olympics — Original in White House

Commissioned and collected by a sports world "who's who." NBC Sports, United States Hall of Fame, Arnold Palmer, Chicago Bears, Kareem Abdul Jabaar, Bob Hope, Malcolm Forbes . . .

NOW! Rick Rush brings you the greatest football game in UW history: **Wisconsin vs. Ohio State — 1984.** Remember the rain, the clock running out, the mighty roar we gave sending Ohio State home — beaten 16-14. Remember?

You can own this beautiful serigraph!

Editions limited to 350 (approximately 100 already claimed!).

Framed size 26 x 32; image size 19 x 25. Signed and numbered by artist. Due to demand — no editions will be reserved. Estimated edition completion, fall 1987. **ORDER TODAY!**

Issue Price: Framed \$745.00; Unframed \$555.00. Original available.
Check or money order payable to R. Kinstler.

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Phone _____ Signature _____

Send Order To: "Sixteen to Fourteen" Rick Rush,
345 Island Drive, #4, Madison, WI 53705, Attn: R. Kinstler
Further information on Rick Rush's works available upon request.

Applications invited
Director of Intercollegiate Athletics

The university is a member of the NCAA Division I, the Big Ten Conference and the WCHA. It serves approximately 1,000 athletes in thirteen men's and twelve women's sports with a budget of about \$10 million.

POSITION DESCRIPTION: The director is the principal administrator of the Division of Intercollegiate Athletics. The director must provide leadership for a program that is consistent with the goals and ideals of the University including the academic and personal development of its athletes. The program must comply with NCAA, Big Ten and University rules and regulations as well as Title IX and affirmative action guidelines. The director has overall responsibility for the sports program and for its fiscal, personnel, and facilities management. The director must communicate and work with the athletic board, University officials, alumni, booster groups, the media and public.

QUALIFICATIONS: Baccalaureate degree required, advanced degree preferred. Should have knowledge of the operation of a comprehensive intercollegiate athletic program. Prefer substantial experience in athletic administration at a major university with recognized men's and women's programs, but comparable experience in other executive or senior management will be considered. Must have superior leadership ability, effectiveness in sound fiscal and personnel management, and a demonstrated commitment to educational objectives.

The position is available July 1.

Applications and nominations will receive full consideration if they are received by March 23, 1987. Mail to: Prof. Maurice B. Webb, Search & Screen Committee for AD, 157 Bascom Hall, UW, Madison 53706.

The UW-Madison is an equal opportunity, affirmative action employer and encourages applications from women and members of minority groups.

The Job Mart

Wanted: Sr position in materials mngmnt. BBA'55, 20+ years responsibility in sls/mktng, materials mngmnt, mfg mngmnt. Exclnt analytic and prblm-slvg skills. People oriented, high regard for participative mngmnt style. Member #8210.

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 Street, Madison 53706.

Leopold *continued from page 14*

to think independently; it addressed "the social causes for misfortune, rather than merely describing the misfortune or feeling sorry about it."

Leopold kept a relatively loose rein on his graduate students. By the spring of 1937, six were under his tutelage. Logistics alone demanded their self-reliance. In the early years, he required them to live on and assume responsibility for a demonstration area, acting as game managers while conducting research. At any given time, half of them were away at Faville Grove, or the Riley farms, or Prairie du Sac, or at Elkhorn. Once a semester, more often if necessary, Leopold met each one individually, in his campus office, to offer suggestions, encourage interpretation, and bring up deficiencies in their data.

Every so often Leopold visited them in their study areas. Art Hawkins remembered this as "a high point in the scholastic life of his students." Leopold often brought along other students and professors on these outings, "which were, more than anything else, a contest in perception. . . . The field trip became a test of observational skills among all participants. There were no losers; everyone learned through this process."

He was concerned foremost with the accuracy of his students' data and its clear exposition in well-written scientific papers. Every student was required to produce a publishable thesis, and most came away with stories of the dozen revisions these went through before Leopold deemed it publishable. In the spring of 1937, Leopold's first four students received their degrees. Leonard Wing earned a doctorate for his work on wildlife cycles and went to work for the Tennessee Valley Authority. Harry Anderson took a master's in zoology and game management after studying the avifauna of the UW Arboretum. Ellwood Moor, a forester on leave from the New Jersey Conservation Department, finished his master's and returned east. Art Hawkins took his master's and decided to stay with Leopold for further research into game foods.

As an educator, Leopold was facing a disconcerting but challenging dilemma: the need for education was increasing even as the subject matter was growing more complicated. In a report to WARF, filed in June 1937, he confessed that, while his program was making headway, "if anyone hoped for research to produce a set of simple formulae which could be blindly followed by laymen, that hope is gone glimmering." He pointed out, though, that wildlife management was opening up "entirely new vistas of cultural value," and predicted that "the time is coming when education which omits to picture man's indefinitely delicate symbiosis with land will not be considered education." □

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The Smithsonian

is Coming to Town

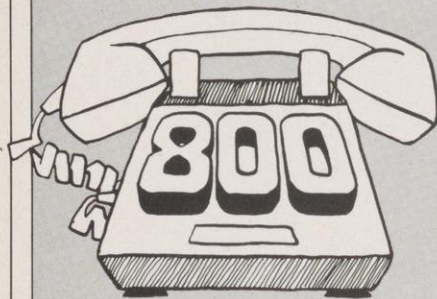
(See story on p. 24.)

Smithsonian Week

May 27–June 1

DATE	EVENT	LOCATION/TIME
Wed., May 27	Treasures of the Smithsonian <i>Lecture: \$3</i>	Union Theater 7:30–8:30 p.m.
Thur., May 28– Sun., May 31	Native Americans in U.S. History <i>4-Day Seminar: \$295</i>	Historical Society 9 a.m.–4 p.m. daily
	Space Exploration: Recent Past and Near Future <i>4-Day Seminar: \$295</i>	Astronomy/Space Science Dept. 9 a.m.–4 p.m. daily
	Diversity in Nature: Challenge in the Great Outdoors <i>4-Day Seminar: \$295</i>	Arboretum 9 a.m.–4 p.m. daily
	Antarctic Adventure: Unraveling Geological Riddles <i>Lecture: \$3</i>	Brogden Hall 7:30–8:30 p.m.
	25 Years of Manned Space Flight <i>Lecture: \$3</i>	Humanities Bldg. 7:30–8:30 p.m.
NOTE: According to publicity, each of the four-day seminars has a capacity of "about forty people." Tickets for <i>all</i> events <i>must</i> be purchased directly from the Smithsonian. Send check or money order to: Smithsonian Institution, Lecture and Seminar Program, 1100 Jefferson Dr. SW, Washington, D.C. 20560.		
Fri., May 29	Making Tracks: A History of American Railroading <i>Lecture: \$3</i>	Humanities Bldg. 7:30–8:30 p.m.
	Diplomats in Buckskins: 19th Century Indian Delegates <i>Lecture: \$3</i>	Humanities Bldg. 7:30–8:30 p.m.
Sat., May 30	Education Nationwide: A Workshop for Teachers and Museum Educators: \$10	State Historical Museum 9 a.m.–5 p.m.
	Shells as Homes <i>Workshop: \$5</i>	Madison Children's Museum 9 & 11 a.m., 1, 2, & 4 p.m.
	Photographing Nature: A Closer Look <i>Seminar: \$20</i>	Madison Art Center 10 a.m.–1 p.m.
	The Magical World of Minerals and Gems <i>Workshop: \$10</i>	Weeks Hall, Geology Museum 1–4 p.m.
	Music in My Pockets: American Folksongs and Ballads <i>Concert: \$3</i>	Old Music Hall 7:30–8:30 p.m.
Sun., May 31	Grand Illusions: Hollywood Portraits of the 1920's and 30's <i>Lecture: \$3</i>	Elvehjem Museum of Art 2–3 p.m.
	Working Americans: Expressions in Song <i>Seminar: \$20</i>	State Historical Museum 1–4 p.m.
	Beyond the Ocean, Beneath a Leaf <i>Narrated Film: \$3</i>	7:30–8:30 p.m.
Mon., June 1	Abstract Expressionism in America, 1945–1960 <i>Lecture: \$3</i>	Madison Art Center 7:30–8:30 p.m.

Don't Make a Move Till You Make a Call



The University keeps track of you through its Alumni Records Office*, which is plugged-in to a campus toll-free number. If you want to report an address change, one call does it. That's for *all* the mail you expect from the campus: this magazine, reunion notices, "On Wisconsin," Foundation mailings, the works.

In Wisconsin, except Madison:
800-362-3020
(In Madison: 263-2355)
elsewhere,
except Alaska and Hawaii:
800-262-6243

Call between 7:45 and 11:45 in the morning or 12:30 and 4:30 in the afternoon, Madison time. Be sure to ask for the Alumni Records Office.

You're seeing this because you read *Wisconsin Alumnus Magazine*, but there are other alumni less classy than you. Open your heart to these unfortunates. Tell them about the 800 number. Or use it on their behalf.

*The Alumni Records Office is not a part of WAA. The good people there can't answer a question about your membership or a tour or a reunion date. We'll be glad to do that. Our phone numbers are on the index page.

Coming Up

For club programs—Founders Day observations and Wisconsin Singers concerts—mailings go to all area alumni for whom the club has an address. If you are not on the mailing list, we have provided the name of the club member to contact.

This list includes concerts by groups from the University's Arts Outreach program. These are indicated by (*). Watch the local newspapers for time, admission, etc., or call the scheduled location or the Arts Outreach office here on the campus, (608) 263-4086 between 9 a.m. and 4 p.m. Madison time.

Antigo: Apr. 6, Founders Day. Speaker, Regent Tom Lyons. Contact: Peter Hafemeister, 627-4851.

Appleton: May 20, Founders Day. Speaker, Head Football Coach Don Morton. Contact: Tom Prosser, 235-9330.

Ashland: Apr. 28, Founders Day. Speaker, Dean Arnold Brown, Medical School. Contact: Carole Huhn, 682-4563.

Austin, Texas: Apr. 29, Founders Day. Speaker, Dir. of Bands Mike Leckrone. Contact: Mark Wallace, 447-6306.

Boston: May 3, Founders Day. Speaker, Dean of Students Paul Ginsberg. Contact: Jean LaMack, 617-275-0300.

• Buffalo: Mar. 19, Concert Choir (at Delaware Ave. Baptist Church).

Burlington: Mar. 27, Wisconsin Singers Concert. Contact: Phillip Reinheldt, 763-7603.

Chicago: Apr. 8, Founders Day. Speaker, UW System President Kenneth Shaw. Contact: John Gable, 701-5581.

• Cleveland: Mar. 20, Concert Choir (at 1st Cong. Church, Elyria).

Dallas: Apr. 28, Founders Day. Speaker, Dir. of Bands Michael Leckrone. Contact: Tom Mucks, 458-2582.

Denver: May 2, Founders Day. Speaker, Assoc. Ath. Dir. Otto Breitenbach. Contact: Kendra Padgett, 797-2329.

Detroit: • Mar. 21, Concert Choir (at 1st United Methodist Church, Plymouth). May 3, Founders Day. Speaker, Head Football Coach Don Morton. Contact: Doug Griese, 540-5755.

Eau Claire: Apr. 4, Founders Day. Speaker, Assoc. Dean Fannie LeMoine, L&S. Contact: Stephen Weld, 839-7786.

Fond du Lac: • Mar. 28, Chamber Orchestra (at Marian College). Apr. 22, Founders Day. Speaker, Dir. of Bands Mike Leckrone. Contact: Michael Turk, 923-6335.

Green Bay: Apr. 9, Founders Day. Speaker, Assoc. Dean Fred Hayward, L&S. Contact: Paul Liegeois, 433-1626.

Green County, Wis.: Apr. 1, Founders Day. Speaker, UW System President Kenneth Shaw. Contact: Verla Babler, 527-2593.

Harrisburg, Pa.: May 1, Founders Day. Speaker, Dean of Students Paul Ginsberg. Contact: Phil Dobrowgowski, 780-4519.

• Haverford, Pa.: Mar 16, Concert Choir (at Haverford School).

Hot Springs Village: Apr. 27, Founders Day. Speaker, Prof. Robert Samp MD. Contact: Veldor Kopitzke, 922-2848.

Indianapolis: Apr. 23, Founders Day. Speaker, Eunice Meske, chair, School of Music. Contact: Laurie Hurst, 773-8816.

Janesville: Apr. 3, Wisconsin Singers Concert. Contact: Judy Holt, 756-4121.

Kenosha: Apr. 5, Founders Day. Speaker, Dir. of Bands Mike Leckrone. Contact: Dave Gensicke, 658-5264.

Kokomo: Apr. 24, Founders Day. Speaker, Eunice Meske, chair, School of Music. Contact: Randy Rusch, 453-0818.

Louisville: Mar. 26, Founders Day. Speaker, Dean James Hickman, School of Business. Contact: Mary Kaiser, 425-8273.

Manitowoc: May 21, Founders Day. Speaker, Head Football Coach Don Morton. Contact: Mary Kull, 684-8092.

Marshfield: Apr. 9, Founders Day. Speaker, Head Basketball Coach Steve Yoder. Contact: Rosann Endres, 387-7641.

• Menasha: Mar. 27, Pro Arte Quartet (at UW campus).

Menomonie: Apr. 5, Founders Day. Speaker, Assoc. Dean Fannie LeMoine, L&S. Contact: Tom King, 232-1627.

• Middlebury, Vt.: Mar. 18, Concert Choir (at Middlebury College).

Milwaukee: • April 3, Pabst Theater Showcase.

continued

• Monroe: April 14, Jazz Ensemble & Dance (at Art & Activities Center).

Naples, Fla.: Mar. 23, Founders Day. Speakers, Elroy Hirsch, Arlie Mucks. Contact: Phil Schlicting, 262-8800.

New York City: • Mar. 17, Concert Choir (5:30 p.m. at Equitable Life Assurance Co., 787 7th Ave.). Apr. 30, Founders Day. Speaker, Dean of Students Paul Ginsberg. Contact: Kevin McKeon, 718-204-0798.

Pittsburgh: • Mar. 15, Concert Choir (at Memorial Park Presb. Church, Allison Park). May 2, Founders Day. Speaker, Dean of Students Paul Ginsberg. Contact: Emmy Lou Anderson, 781-8988.

Portland: Mar. 19, Founders Day. Speaker, Jay Noren, acting vice-chancellor, Health Sciences. Contact: Dennis Stejskal, 626-6775.

St. Louis: Mar. 27, Founders Day. Speaker, Dean James Hickman, School of Business. Contact: S. Richard Heymann, 231-8600.

Salt Lake City: May 1, Founders Day. Speaker, Assoc. Ath. Dir. Otto Breitenbach. Contact: James Berry, 530-3915.

San Antonio: Apr. 30, Founders Day. Speaker, Dir. of Bands Michael Leckrone. Contact: Wade Smith, 223-9661.

San Francisco: Mar. 21, Founders Day. Speaker, Jay Noren, acting vice-chancellor, Health Sciences. Contact: Dan Cloutier, 408-496-0111.

Sarasota: Mar. 22, Founders Day. Speakers, Elroy Hirsch and Arlie Mucks. Contact: Allan Jones, 921-7811.

Seattle: Mar. 20, Founders Day. Speaker, Jay Noren, acting vice-chancellor, Health Sciences. Contact: Claudia Pogreba, 281-6530.

Superior/Duluth: Apr. 27, Founders Day. Speaker, Dean Arnold Brown, School of Medicine. Contact: David Wiltrout, 392-6211.

Tampa: Mar. 21, Founders Day. Speakers, Elroy Hirsch and Arlie Mucks. Contact: Don Winner, 442-5875.

Vero Beach: Mar. 18, Wisconsin Singers. Contact: Joe Schemel, 231-3800.

Viroqua: Apr. 3, Founders Day. Speaker, Engineering Prof. Max Carbon. Contact: Kathryn Kreinz, 637-3137.

Washington, DC: Apr. 6, Founders Day. Speaker, UW System President Kenneth Shaw. Contact: Roland Finken, 202-724-7492.

Watertown: Mar. 19, Founders Day. Speaker, Engineering Dean John Bolinger. Contact: Gary Palmer, 261-6767.

Waukesha: Apr. 24, Founders Day. Speaker, Jill Geisler, TV 6 news reporter. Contact: Mary Knudten, 521-5435.

Wausau: Mar. 26, Founders Day. Speaker, Dir. of Bands Mike Leckrone. Contact: Bill Tehan, 845-4336.

West Bend: Apr. 28, Founders Day. Speaker, Marian J. Swoboda, assistant to UW System president. Contact: Marge Pok, 677-5974.

The Wisconsin Singers



A Dynamic Videotape That's A Sure Cure For Chasin' The Blues Away

The Wisconsin Singers will "Shake Your Blues Away" and leave you smiling and feeling good all over when you add this high-quality videotape to your collection.

In their new show, unparalleled in its level of quality and energy, you will be entertained with selections from the best in popular music, plus familiar favorites from the past, including our own Badger Medley.

This highly polished performance is nothing short of professional ... from the dazzling costumes and choreography to the dynamic vocal arrangements that combine to create that famous "Wisconsin Singer Sound."

Don't miss out on this opportunity to own your own sure-fire blues chaser. Orders are shipped on a first come basis. Act now and make sure you are one of the select group who receive a copy of this limited edition videotape. To receive your 48

minute tape for only \$20, plus \$3 for shipping and handling,* complete the coupon below and mail it to **WAA Services Corp., 650 N. Lake St., Madison, WI 53706**, along with your check or money order made payable to **WAA Services Corp.**



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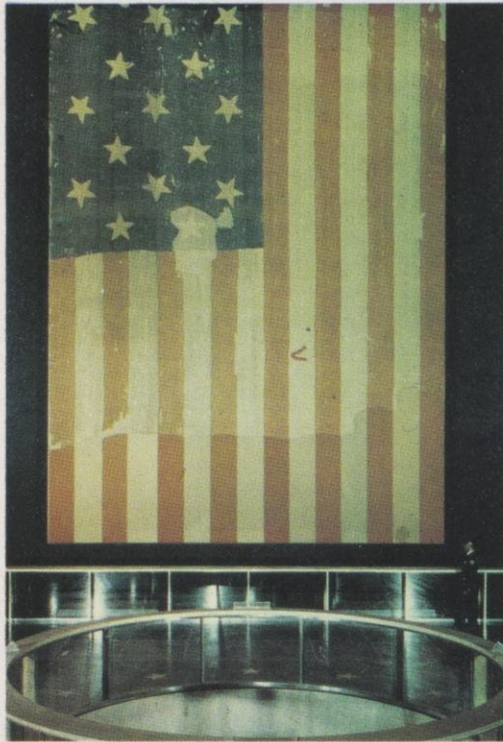
Check one: VHS Beta

Allow 2 weeks for delivery.

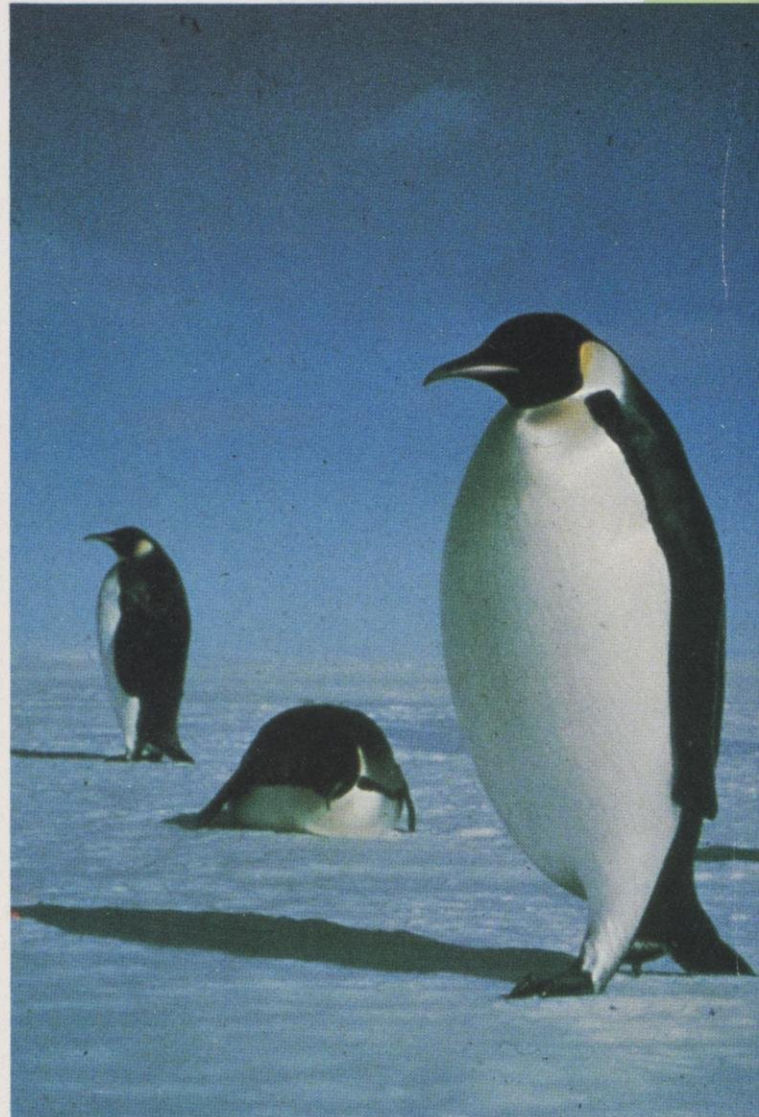
*Wis. residents add 5% sales tax and any applicable county sales tax on total of tapes, shipping and handling.



The slide-illustrated "Treasures of the Smithsonian," takes the audience through (counterclockwise from top right) the exhibit of inaugural gowns of the nation's First Ladies; the jewelry collection which includes the Hope diamond; the history of the American flag; and the twelve museum buildings, of which "the castle" is the landmark, completed in 1855. The penguins do walk-ons in the film, "Beyond The Ocean, Beneath a Leaf."

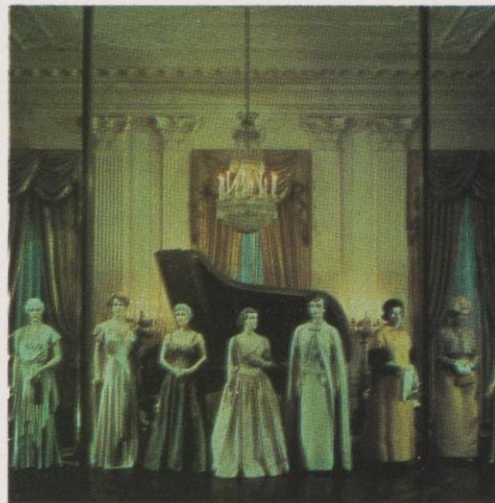


S The mit



sonian

is Coming to Town



In late May, the Smithsonian Institution is coming to town. Through films, lectures, and seminars the campus community will get a close look at the workings and artifacts of our great national repository.

Across the campus and along State Street—the week is co-hosted by the University and several community groups—visitors can pick from eighteen events, most of them illustrated lectures, for as little as \$3. Or, for \$295, they can enroll in one of three four-day seminars: they might choose “Native Americans in U.S. History” at the State Historical Society, or probe the future of space exploration at the Astronomy Building, or go out to wander through the Arboretum at its springtime best for “Diversity in Nature.” There will be a one-day workshop on nationwide education for teachers (\$10), children can learn about “Shells as Homes.” The Elvehjem Museum of Art will show Hollywood glamour photos of the '20s and '30s and the Madison Art Center will offer American Abstract Expressionism, 1945–1960.

Smithsonian curators and officials—backed by UW faculty in many cases—will be the presenters of each event.

Attendees at Smithsonian Week will have an edge on the 25 million annual visitors to its twelve museums and zoo in Washington. Here they'll have a chance to see the cream of its estimated 100 million specimens. On the mall in Washington, that's an impossibility, since only 1 percent can be shown at one time.

For the schedule of Smithsonian Week, see page 21.

T.M.

Your gift of real estate... benefiting you and the University of Wisconsin

Alumni and friends frequently express a desire to make a significant gift to the University. It is sometimes difficult, however, to anticipate future needs and to make a contribution of cash or securities now that may be needed in later years.

But, did you know that the Tax Reform Act of 1986 continues to make it possible for you to make a charitable gift of real estate—your residence, vacation home, farm or undeveloped property—during your lifetime, and to continue your present use of the property. In addition, you will avoid capital gains taxes, now at ordinary income rates, and obtain a substantial tax deduction for the value of the gift.

Here is an example of how this kind of gift might work. A couple, ages 75 and 73, owns a residence with a value of \$200,000. If they make a lifetime gift of this property, reserving the right to continued occupancy, they would be entitled to a charitable deduction of approximately \$54,000. The exact figures must be based upon a qualified appraisal.

This couple will succeed in reducing their tax bill for the year of the gift and beyond, and their current lifestyle will remain unchanged. Ultimately they will provide a substantial gift to the University, which they will have the opportunity to designate for a specific discipline, department or college within the University.

Can you think of an easier or more affordable way to gain a present benefit from your property and, at the same time, provide a future benefit for the University of Wisconsin-Madison?

**For further information, please contact:
Fred Winding, Vice President
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
608/263-5554.**



University of Wisconsin Foundation

Member News



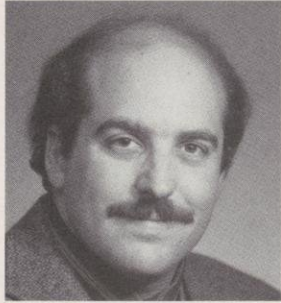
Korell '69



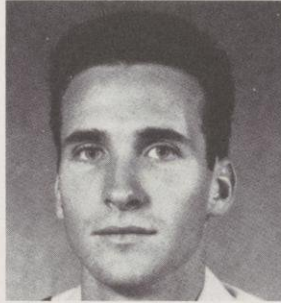
Musty '70



Zupanc '74



Vallance '75, '83



Bannigan '85

30s-50s

RICHARD W. BRUST '45, vice president for taxes with 3M Company in St. Paul, is the new president of the National Tax Association-Tax Institute of America.

BERNARD SWEET '47, Mendota Heights, Minn., retired vice-chairman of Republic Airlines, was honored here in December by our School of Business as one of its distinguished alumni. He joined North Central Airlines during its first year of operation in 1948, as an accountant, and rose to its presidency by 1976. (Through a merger, North Central became Republic in 1979.)

ELMER S. JUNKER '48, '52 has taken emeritus status from the marketing faculty at Ferris State College, Big Rapids, Mich.

Another honoree of our School of Business in December was RICHARD G. JACOBUS '51, '59 of Milwaukee, vice-chairman of Robert W. Baird Company. He is active in several investment and real estate partnerships, and was, for twenty years, CEO of the Heritage Wisconsin Corporation.

JOHN S. PHILLIPSON MA '49, PhD '52, now retired as professor of English at the University of Akron (Ohio), continues to keep busy as founding editor of the *Thomas Wolfe Review* and as a bibliographer for the Modern Humanities Research Association and editor of its newsletter.

JOY NEWBERGER Picus '51, a Los Angeles councilwoman, is the new chair of Women in Municipal Government, an organization sponsored by the National League of Cities.

In Gaberville, California, PATRICIA SEARLES Miller '58 has been appointed PR director of the Southern Humboldt Community Hospital District. She is also a board member of the Meiklejohn Education Foundation.

60s-80s

RICHARD PEARSON '61 has moved back to Madison from Dayton, Ohio to form an engineering consulting firm.

Also in Madison, Smith Barney has promoted SUSAN WEISS Lubar '64 to resident manager of its offices.

When you get to New Delhi, be sure to call on CHARLES H. ANTHOLT '64. He is with the U.S. Agency for International Development and has been moved there from Washington as assistant director for agriculture and resources management. Charlie writes that there is "a permanent welcome mat out for visiting alumni."

PAUL C. GARD '65 and his wife Marcia have moved from Edina, Minn. to Spooner, where he is now director of personnel for Stresau Laboratory.

Sr. LUCILLE MCKILLOP PhD '65, president of Salve Regina College in Newport, R.I., has been honored by Chicago's St. Xavier College. Among the "outstanding contributions to education" for which Sr. Lucille was cited are her board membership on the Council for the Advancement of Small Colleges and the National Association of Independent Colleges and Universities. She is also a member of her state board of the National Conference of Christians and Jews.

HARRY L. WINN '66, formerly the treasurer of Baxter Laboratories in Deerfield, Ill., has moved to Princeton, N.J. as the new president and treasurer of the Squibb Corporation.

After ten years out of the country, AARON A. GESICKI '69, '74 writes that "it's great to be back in Wisconsin." He has moved with his wife and three children from Ontario to Neenah, where he is the new technical director at the Neenah Foundry.

The newly arrived president and CEO of Residential Funding Corporation in Edina, Minn. is MARK L. KORELL '69. He joins the firm from a bank holding company.

TIM MUSTY MS '70 has been appointed director of social services at Palo Verde Hospital in Tucson. He continues as a lecturer in psychiatry at the University of Arizona.

MARY LYNN ZUPANC Jones '74, MD, a pediatric neurologist on our medical faculty, was named one of the Ten Outstanding Young Women of America for 1986. These winners are picked from more than 100,000 nominees. Dr. Zupanc is co-president of the local chapter of Physicians for Social Responsibility and a member of its national and international boards, and serves on the State DOT's vehicles review board.

DENNIS C. ZUELKE PhD '75, Superior, is co-author of a new textbook, *Conflict and Decision Making in Elementary Schools*, published by University Press of America.

In Schenectady, MICHAEL A. VALLENCE '75, PhD '83 has been appointed director of a new polymer research project at GE's R&D center.

Air Force Capt. TOD M. KUNSCHKE '77, a weather officer, has arrived for duty at the Global Weather Center, Offutt AFB, Nebraska.

Searle Pharmaceuticals cited TIMOTHY YOUNG EAGLE '83, Wauwatosa, as one of fifty-eight top sales reps out of a field of 550.

RICHARD M. SEGALL '84 of Cliffside Park, N.J., has joined H.E.R. Associations, a stationary sales firm, as a partner.

At its Madison offices, Oscar Mayer Foods Corp. promoted TODD A. TAYLOR MBA '84 to senior financial analyst in one of its divisions. He joined the company in 1980.

Second Lt. ALOYSIUS BANNIGAN '85 graduated with honors from pilot training at Columbus (Miss.) AFB. The Air Force doesn't tell us where he went from there. □

Announcing ...

The University of Wisconsin Executive Lamp



Symbolizing a tradition of excellence for the home or office. Solid brass swing arm lamp. 17" tall, extends 13½".

We take great pride in offering the *University of Wisconsin Executive Lamp* to alumni, students, faculty, and friends. This beautifully designed solid brass lamp offers nothing less than the unsurpassed quality you deserve and symbolizes the image of excellence, tradition, and history we have cherished at the *University of Wisconsin*.

The craftsmen of **Sirrica, Ltd.** have created this exquisite design which will provide lasting style and beauty for generations. The seal of the university is richly detailed in gold on the black parchment shade. Its features inspire memories of the serenity of Lake Mendota, Lincoln Statue, Carillon Tower, studies, and the fun and fellowship we were fortunate to share.

This gift for a lifetime is ideal for an executive office, writing table, or any room in your home or office. **Sirrica, Ltd.**, the finest source for brilliant brass, offers this original design at an outstanding value—similar lamps retail for as much as \$150.00. When it comes to value and handcrafted quality, we're the best in the business.

Take this special introductory opportunity to acquire this exceptional lamp for yourself, a relative, or an upcoming graduate and enjoy this treasure for generations to come.

MAIL ORDERS TO: SIRRICA, LTD.

Post Office Box 3345, Wilson, NC 27895

Please accept my order for _____ Executive Lamp(s) of Wisconsin @ \$79.00 each. (Shipping and handling included in price.) I wish to pay for my lamps as follows:

- By a single remittance of \$ _____ made payable to **Sirrica, Ltd.** which I enclose.
- Charge to: VISA MasterCard

_____ Full Account Number Expires _____

_____ Signature _____

Name _____
Address _____

Allow 4 to 6 weeks for delivery.
Lamp available without seal if requested. NC residents add 5% sales tax.

Deaths

Names in capital letters are those on student records. Women's married names appear in parentheses.

The Early Years

- PAGE, GUY FRED '07, Berlin, Wis., in December.
- COSTER, GLENN STANLEY x'11, Milwaukee, in January.
- WEIR, JAMES HENRY '12, Monroe, in November.
- HALL, EUGENE WM. '13, Minneapolis, in August.
- DAHLE, BEULAH '15, '23, Mt. Horeb, in January.
- FLETT, HELEN ANN (Adams) '15, Seattle, in 1985.
- TEGGE, MARY S. '15, '24, '27, Highland Park, Ill., in November.
- BROWN, MARION CLARKSON (Jamieson) '16, Poynette, in 1984.
- FOWLER, HAROLD DOUGLAS '16, Gordon, Wis., in May.
- BECK, ARNOLD JOEL '17, Madrid, Iowa, in September.
- GRANT, RALPH ANDERSON '17, Alexandria, Va., in May.
- HAESSLER, HELEN (Loeffler) '18, Boston, in August.
- RAIMEY, MABLE WATSON '18, Milwaukee, first black woman to be admitted to law practice in Wisconsin, and founder of Milwaukee's Urban League; in November.
- SERGEANT, MARSHALL W. '18, St. Clair Shores, Mich.*
- BYERS, RUTH (Robinson) '21, Coldwater, Mich., in November.
- KLUG, LYLE P. '21, Rocky River, Ohio, in October.
- MEYER, HELENE FRANCES (Mills) '21, Newport Beach, Cal.*
- PARKINSON, MARY JANE (Rehfeld) '21, Madison, in December.
- DONALDS, JOHN EUSTACE '22, Ft. Lauderdale, in 1986.
- HOLDAHL, ISABELLE T. '22, Glendale, Cal., in September.
- LEE, EDWARD NOBLE '22, Evanston, in November.
- LINDEGREN, CARL CLARENCE '22, '23, St. Louis.*
- O'MALLEY, CHARLOTTE M. (Sewall) '22, Edina, in December.
- BORCHERS, BARTEL BENJAMIN "DEKE" '23, Oshkosh, in November.
- BUNYAN, LEONIDAS MA '23, PhD'30, Lexington, Ky., in 1985.
- HARLEY, GERTRUDE RUTH (Lamb) '23, '25, Madison, in December.
- NEWTON, BERNICE ELVA (Will) MA'23, Saratoga, Cal., last May.
- TAYLOR, LLOYD RAYMOND x'23, Rhineland, in July.
- VERGIN, CHARLES JOHN '23, York, Pa., last May.

*Informant did not give date of death.

Deaths

ZIMMERMAN, ETHEL MARGARET (Giles) '23, Kaneohe, Hawaii, last May.
 CALESON, ESTHER MARIE '24, Superior, in November.
 HABER, SAMUEL LOEB '24, New York City, in 1984.
 HENRY, ERMA NELSON (Peterson) '24, Bismarck, N.D., in November.
 MITCHEM, JOHN FOSTER '24, Harvard, Ill., in November.
 NELSON, FLOYD ARTHUR '24, Houston, in 1985.
 BARTLE, GLADYS LEORA '25, '29, '41, Dodgeville, in December.
 GALLAGHER, KATHRYN A. '25, '31, Madison, in November.
 GIBSON, EARL ARTHUR '25, '30, Ripon, in November.
 HANSEN, MILDRED ELIZABETH (Osgood) '25, Milwaukee, in November.
 GIBSON, WALTER MESSER '26, East Lansing, in December.
 HERRLING, EUGENE HENRY '26, Waunakee, in November.
 HOLLINGSWORTH, LIDA ELIZABETH (DuBois) '26, Toledo, in October.
 MURPHY, RAYMOND EDWARD MS'26, PhD'30, Sonoma, Cal., in 1986.
 SCHLOSSTEIN, BELMONT HARRY '26, '28, Cochrane, Wis., in December.
 PRICE, JOSEPHINE HARRIET (Thranow) '27, LaBelle, Fla., in December.
 BIERBECK, NORMAN JOHN '28, MD'29, Dayton, in November.
 ENGELKE, WALTER WILLIAM '28, '30, Madison, in November.
 CALL, DORIS MAURINE (Leatherberry) x'28, '38, Beaver Dam, in December.
 FOSTER, FREDERICK KIMBALL '28, Fond du Lac, in December.
 GIBSON, DOROTHY HELEN (Thompson) '28, Clearwater, Fla., in December.
 KRATZ, WINSTON WEIDNER '28, Santa Barbara, last May.
 LUNDT, GLADYS MARIE (Hallerberg) '28, Wickenburg, Ariz., in November.
 TRENARY, DONALD CALVIN '28, Milwaukee, in November.
 BUSSE, LUCILLE KATHRYN (Ameely) '29, Green Lake, in November.

continued

To Provide Death Notices

Send written notification to the Registrar's Alumni Record System, Peterson Building—Rm. 60, UW, Madison 53706. Please include the deceased's full name as a UW student, approximate year of graduation, city of last permanent residence, and date of death. Include your name and relationship and, if convenient, a telephone number where you can be reached during the daytime, in case further clarification is necessary. Because of printing deadlines, notices may not necessarily appear in the first issue after their receipt.

Or use the 800 number to phone the information, following the procedure in the ad elsewhere in this magazine.

Season ticket orders accepted after April 1, individual game ticket orders (home or away) accepted after May 18.

Mastercharge, Visa customers: To contact the athletic ticket office, call (608) 262-1440. **Others:** Complete and mail the coupon below. The ticket office will send you the appropriate order blank. Send no money with the coupon.

The 1987 Schedule

All home games at 1:05 P.M. (Subject to change if televised.)

Sept. 12— Hawaii	Oct. 24— Northwestern (HOMECOMING)
Sept. 19— Utah, (Band Day)	(Reunion, Class of '62)*
Sept. 26— Ball State	Oct. 31— at Purdue
(Parents' Day/Badger Blast VIII)	Nov. 7— Ohio State
Oct. 3— at Michigan	(Club Leadership Conference)*
Oct. 10— Iowa	Nov. 14— at Minnesota
Oct. 17— at Illinois	Nov. 21— Michigan State
	(W Club Day)

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

UW Athletic Ticket Office, 1440 Monroe Street, Madison 53711

- Please send order forms for season tickets (7 @ \$14 ea.).
 Please send order forms for individual games: "home" @ \$14 each;
 "away" as soon as these 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

continued

FORBES, MARJORIE LOUISE '29, '30, St. Petersburg, in November.
HOLLAENDER, ALEXANDER '29, '30, '32, Washington, D.C., in December. He was the retired director of the biology division of Oak Ridge National Laboratory. In 1981, he and his wife gave the Elvehjem Museum thirty-four avant-garde CoBrA (Copenhagen, Brussels and Amsterdam) paintings from their prestigious collection, and last year loaned an additional forty-four works by other moderns.

30s-40s

MCCAFFERY, PHILIP '30, '32, Oakland, Calif., last March.
OLSEN, CLARENCE BYRON '30, Wauwatosa, in November.
LOWE, THOMAS MARVEL MS'31, Atlanta, in September.
BECK, HERMANN ARTHUR '32, Plymouth, Ind., in October.
CHESLEY, EMILY JANE (Kuehn) x'32, San Jose, in 1985.
CLEENEWERCK, ELEANOR W. (DuBane) '32, Naples, Fla., in December.
KRAUT, ADAM LEON '32, Hardy, Ark., in October.
MARSDEN, RALPH WALTER '32, '33, '39, Duluth, in November.
WALKER, LURA MARJORIE (Kammholz) '32, Winnetka, in December.
HENDERSON, JAMES FENWICK PhD'33, Ottawa, Ontario.*
KASDIN, BEATRICE '33, Madison, in November.
MURPHY, FRANK ALBERT '33, '34, Manitowoc, in November.
PETERSON, COREEN D. (Brown) '33, Naples, Fla., in November.
WHEARY, GEORGE HENRY '33, Racine, in November.
CARLSON, GUNNAR WILLIAM '34, Elgin, in November.
DESSLOCH, ELI M. '34, MD'35, Prairie du Chien, in November.
KOLB, ELMER ROBERT '34, Lake Forest, Ill., in 1984.
PARKE, GEORGE '34, MD, Richland Center, in November.
SALINSKY, LESTER VANCE '34, MD'36, Milwaukee, in 1985.
DETTWILER, HERMAN ANDREW '35, Greenfield, Ind., in November.
FOSTER, HAROLD HOMER PhD'35, Clemson, S.C., in October.
GIBSON, JAMES PATRICK '35, Milwaukee, last April.
JALOSKY, HERMAN H. '35, Edina, in October.
JANDACEK, EMIL JAMES '36, Owensboro, Ky., in September.
MUELLER, HAROLD WALTER '36, '39, '48, Manitowoc, in November.
SUTTER, ROBERT LEONARD '36, Milwaukee, in November.
WRIGHT, JANE (Abrahamsen) '36, Silver Spring, Md., in December.
BERKHOLTZ, HAROLD HARVEY '37, '40, West Bend, in November.

HORKAN, DONALD JEROME '37, Wausau, in November.
LUDER, BERNICE LENORE (Kahl) '37, Madison, in December.
SNYDER, HAROLD HERBERT '37, '42, '45, Greenville, Del., in November.
STOKSTAD, ESTHER (Haug) '37, Stoughton, in December.
COON, GEORGE LORAIN '38, Dearborn, Mich., in 1985.
HAVENRICH, EDITH SALLY '38, Highland Park, Mich., in November.
MARKWORTH, ARNOLD HERMAN '38, Milwaukee, in October.
GILLIGAN, FLORENCE '39, Rhinelander, in November.
RIPP, GENEVIEVE ELIZABETH (Klinge) x'39, Madison, in January.
BRIESKE, CARL WILLIAM '40, Cincinnati, in August.
MARKS, ROBERT MICHAEL '40, San Jose, in November.
MARKSTRON, HAROLD JAMES '40, Rhinelander, in December.
MICO, THOMAS C. '40, Irvine, Calif.*
MOYER, BYRON CLYDE '40, '47, Oxford, Wis., in July.
PETERSEN, CARL HOLGER '40, Bartlesville, Okla., in July.
STEEL, MARJORY M. '40, Manitowoc, in December.
USHER, JACK x'40, DDS, Monroe, in November.
MELLIN, LOIS VIRGINIA (McCollum) '41, Granville, Ohio.*
BARTON, DOROTHEA H. '42, Knoxville, Tenn., in November.
GREEN, JOSEPH EDWARD '42, Wausau, in December.
HASS, WM. ALEXANDER '42, Bethesda, Md., last May.
HUNTER, LELAND HANNOLD '42, Emmaus, Pa., in October.
NEFF, ELIZABETH ELLEN MA'42, Chilhowie, Va., in August.
REIDEL, ARTHUR FREDERICK '42, Sacramento, last May.
COBURN, CARL GEORGE '43, Florissant, Mo., in September.
OVERFIELD, JAMES RALPH MS'43, Princeton, Ky., last June.
SPERO, DONALD E. x'43, Baltimore, in September.
STUDEBAKER, ELEANOR E. (Dawes) '43, Lakeport, Calif., in November.
PACKARD, POLLY (Blackmore) x'45, Port Charlotte, Fla., in December.
BARBEAU, FRANCYS MARIE (Kiehl) MPh'46, Milwaukee, in December.
HARDY, JOHN GARRICK PhD'46, Montgomery, Ala., in November. He was a retired sociology professor at Alabama State University and, according to that school, the first from an all-black Alabama public school to earn a doctorate here.
FREDERICKSON, EVAN LLOYD '47, MD'50, Atlanta, in November.
LEWIS, WALTER RICHARD '47, Milwaukee, in 1985.
SKATRUD, HARLAN VICTOR '47, Sturgeon Bay, in November.
BASS, VERNON VIVIAN '48, MD'50, Saginaw, in September.
HENDRICKSON, ELWOOD R. MS'48, PhD'50, Gainesville, in July.
JACKSON, HOWARD C. '48, Kankakee, in 1986.

KANABLE, P. MARIAN '48, '51, Madison, in November.
LEE, THOMAS EDWARD '48, LaFayette, Calif., in 1985.
WATERMAN, DALE GEORGE '48, La Crosse/Oconomowoc, in December.
ZIMMERMAN, PRICE GORDON '48, Oshkosh, in December.
ALFF, ROGER EARL '49, Sun Prairie, in November.
BUSCHKOPF, CLYDE DEWAYNE '49, Waupun, in December.
KYLE, WENDELL HENRY PhD'49, Kensington, Md., in October.
WAGNER, VICTOR GUSTAVE '49, Speedway, Ind., in 1985.

50s-80s

FOGARTY, BRYCE MARTIN '50, '63, '64, New York City, in 1985.
GRAVENOR, CONRAD P. MS'50, Canada (city unknown), in July.
MEYERS, ROY JOSEPH '50, Janesville, in December.
STRASSMAN, CARL ANTON '50, Milwaukee, in October.
YOUNG, JAMES ROBERT '50, Hayward, Calif., in October.
CAPLAN, HERBERT CHESTER '51, Sacramento, last May.
MILLER, JOHN HENRY '51, Appleton.*
YANT, ROBERT ALLEN '51, Pepin, in November.
KRASNO, SARA ROSE '52, Milwaukee.*
LEDUC, ALBERT LOUIS PhD'52, Tallahassee, in August.
MCQUEEN, WILLIAM DUANE '52, Mound, Minn., in November.
ORNSTEIN, FRANKLIN HERBERT '52, '54, Long Beach, L.I., in November.
JUOZAITIS, JUSTIN T. '53, Sullivan, Wis., in November.
SKUREK, BERNARD ABRAHAM '53, Reseda, Calif., in 1985.
BARTELS, JOHN ALLEN '54, Milwaukee, well known jazzophile, co-founder of Milwaukee's Jazz Experience which promoted jazz as a way of teaching cultural history, onetime correspondent for *Metronome* and *Downbeat* magazines; in December.
DONCHECK, JOHN MARTIN '54, San Jose, in 1986.
GRAHAM, HELEN ELIZABETH MS'54, Freeport, Ill., in November.
WERNER, JOAN KATHLEEN '54, PhD'72, Madison, in December.
LANGER, MARTHA MARY (Stanley) '55, Minneapolis, in November.
NACK, WILLIAM W. '55, Menominee, in December.
BARCLAY, GARY BURKE '58, Berkeley, in 1984.
LACOURSE, RICHARD DAVID '58, Mercer Island, Wash., in 1986.
LAMPE, THOMAS G. x'58, Milwaukee, in December.
REYNOLDS, JAMES ANDREW MS'58, Blacksburg, Va., in June.
MOORE, DONOVAN MERLE '59, '61, Lakeland, Fla., in December.
REGER, ROBERT ALBERT '59, Sun Prairie, in December.

On Wisconsin

REYNOLDS, CHARLES ARTHUR '59, Beaverton, Ore., in November.
PORWIT, EDWARD IGNATIUS '64, Mosinee, in 1985.
SHERMAN, CATHERINE ANN (Cooney) '65, Houston, in November.
SOMMER, MARCIA LYNN '65, Sarasota, in 1985.
JOHNSON, WELBURNE DEWITT MS'66, Chicago, last March.
GOSS, RICHARD C. '67, Portland, Ore./Honolulu, in December.
STEVENS, DANIEL DUVALL MM'68, Charleston, S.C., in September.
HANSEN, GREGORY HUNT x'69, Big Pine Key, Fla., in December.
SAUEY, RONALD T. '70, Baraboo, in 1986.
WALLSTON, BARBARA STRUDLER MA'70, PhD'72, Nashville, in January. The book she co-authored, *Women, Gender and Social Psychology*, won the Distinguished Publication Award from the Association for Women in Psychology in 1985.
DAVIDSON, GLENN ALLEN '71, Delavan, in November.
OLP, DAVID ROBERT '73, Toledo, in December.
ASPLUND, CYNTHIA J. (Mitchell) '75, Fox Point, in November.
BEATTY, FREDERICK KARL '75, Madison, last May.
MCKAY, BRIAN GERALD MD'75, Tampa, in November.
MOORE, ARLAN LEE '75, Sun Prairie, in December.
REBMAN, TERESA MARIE (O'Connell) '78, Mosinee, in October.
BLEGEN, ALANA MARIE (Giammarino) '80, New York City, in November.

Faculty, Friends

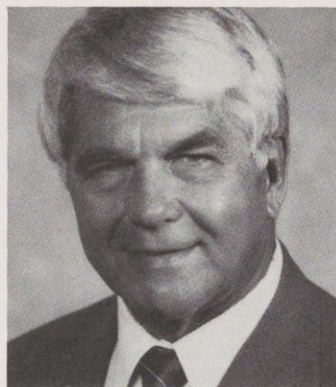
WILLIAM G. HUNTER MS'62, PhD'63, Madison, in December. On the faculty since 1963, he was a professor of statistics and industrial engineering, and director of our Center for Quality and Productivity Improvement.

KEN OHST, 64, Madison, on the staff of WHA and WERN-FM since 1946, longtime host of "Chapter a Day" and "Jazz Classics"; in January

Emeritus bacteriology Prof. KENNETH G. RAPER, 78, Madison, in January. In 1943, while with the USDA in Peoria, he discovered an ingredient in cantaloupe mold which led scientists to double the production of penicillin during the crucial days of World War II. He was on our faculty from 1953 to retirement in 1979.

KENNETH E. RINDT '41, on the faculty of the Extension in community development and business-and-management since 1952, and a holder of Extension's Distinguished Service Award; in December.

VERNON E. WOODWARD, 77, Madison, in January. He was assistant boxing coach, then coach, then coordinator of athletic facilities from the late '30s to retirement in 1980. He took over from Coach John Walsh on Walsh's retirement in 1958, after Badger teams had won eight NCAA championships and thirty-eight individual crowns. Two years later the sport was dropped after a fighter died of ring injuries.



BY ARLIE M. MUCKS, JR. '43
Executive Director

During this busy second semester as many faculty and administrators travel to alumni club events, we are reminded of the University's role in public service. You know the concept and the fact of The Wisconsin Idea—"the boundaries of the campus are the boundaries of the state"—although those parameters have long since been extended far beyond state lines to the nation and the world.

In this issue, our lead story about our Information Services Division is a typical example of that broad service. ISD is a one-stop cost-recovery scientific and technical information center for business and industry. It is sponsored jointly by the Kurt F. Wendt Engineering Library and our University-Industry Research program.

The latter was established in 1963 to help transfer the results of research from here into the industrial and economic mainstream of the state. Under the capable direction of W. Robert Marshall, the former dean of the College of Engineering, UIR offers a range of services.

It arranges introductory meetings between industrial and University people to discuss mutual research interest and to develop cooperative arrangements.

It schedules visits so that representatives of industry can take a personal look at our research labs, our facilities and projects.

It offers seminars for targeted industries on current research in pertinent fields long before that research is published.

It holds briefings for industry on the latest research and technology in multi-discipline areas with commercial application.

And it is helping market the new University Research Park to prospective tenants.

In 1984 the UW Madison established another organization to foster the important research links between its researchers and their counterparts in the private sector.

Our Biotechnology Center is directed by Richard R. Burgess. It is the focal point of one of the largest concentrations of research biologists in the world. More than 200 scientist in forty-five departments are involved in some aspect of biotechnology research, projects of particular interest to an estimated fifty Wisconsin companies actively pursuing the development of products and services linked to the expanding field.

These and many other campus undertakings attract new industry to the state and contribute greatly to its economic growth. How did they come about? They're due primarily to our outstanding faculty and their ability to draw federal and private grants.

In addition to their many research achievements, more than half the Madison faculty report significant involvement in public service, according to a survey made between 1980-85. These people took part in projects organized by the local community and county, the state, the federal government and international organizations and governments.

Professor Michael Petrovich is one of these faculty members, and in this issue he talks candidly with you about the changes he's seen over some thirty years. He is speaking for himself, yet the University community know that he represents nearly 4000 others here whose devotion to their calling goes far, far beyond the "boundaries" of the office, the classroom and what too many assume is a limited day. Petrovich represents the greatness of the UW-Madison, of which all of us should be constantly aware and always grateful. □

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Alumni Weekend

May 8-9 '87



◆ Remember the good times! ◆

Events include—

Friday, May 8

- Class of '37 campus bus tour.
- Half Century Club Luncheon (all alumni through '37) in Great Hall.
- Induction of Class of '37 into Half Century Club.
- Seminar with Paul Ginsberg, Dean of Students
- Alumni Dinner, Great Hall, followed by awards ceremony and concert by the Wisconsin Singers

Saturday, May 9

- Campus bus tours, Classes of '42 and '52

Seminars

College of Agricultural & Life Sciences
Computers in Writing Instruction
Research Libraries in an Electronic Age

Tours

School of Education
College of Engineering
School of Nursing
School of Business
Elvehjem Museum of Art
McBurney Resource Center
Family Resources & Consumer Sciences
Renovated Music Hall
School of Veterinary Medicine

Class of 1932 Lake Safety Tower dedication
Class of 1936 Plaza dedication

- FRCS Alumni Breakfast (All info, reservations through Margaret Strauss, 4409 Boulder Terr., Madison 53705. (608) 274-3365.)
- Class of '37 Luncheon
- Emeriti Grads Luncheon (all alumni through '36)
- Social Hours and Dinners for classes of '27, '32, '37, '42 & '52

Reservation deadline for all meal events, April 27

All alumni welcome, schedules, reservation forms mailed to members of the classes of '27, '32, '37, '42 & '52

----- Detach and Mail -----

Wisconsin Alumni Association
650 N. Lake St.
Madison 53706

Send me _____ tickets for the 1987 Alumni Dinner, May 8, 7:00 p.m. @ \$16/person.

Name _____ Class _____

Address _____

City _____ State _____ Zip _____