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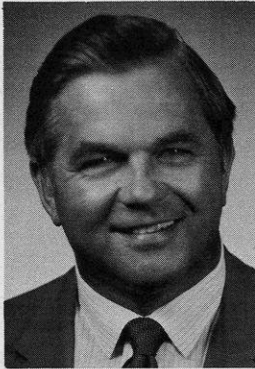
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Wisconsin Alumnus

Volume 75, Number 2
January 1974

The Sea Grant Studies

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

This new year is a very special one for the University of Wisconsin. It was on February 5, 1849 that the first class at this institution was held in a room borrowed rent-free from the Madison Female Academy. A re-reading of the Curti & Carstensen history tells us there were 20 students in that first class, all boys. This great school is 125 years old!

In June of 1854 Levi Booth and Charles T. Wakely became the first to graduate. Since then, some 213,504 of us have received undergraduate or graduate degrees, and more than 168,000 alumni are still with us. Interestingly, Messrs. Booth and Wakely were soon to decide that alumni should band together to lend moral and financial support to the University, and they founded your Wisconsin Alumni Association in 1861. Wakely was its first president.

When the people who were to form the first Board of Regents set the aims of our alma mater, they saw it as "an institution of learning of the highest order of excellence." Nothing has changed in that line. I've just been reading the mission statement for the Madison campus, and find that it is "to provide an environment in which faculty and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help insure the survival of the present and future generations with improvement in the quality of life."

How well that statement reflects what has been going on here during all these 125 years! Isn't it remarkable that there has been this constant concern on the part of faculty, administration, alumni and citizenry to see that the "boundaries of the University are the boundaries of the State" and even of the world. I don't think that too many major universities or colleges can boast of such an unbroken chain of determination. Of course we've had our bad days, our disturbing years, but if anything they have shown us that a surface turmoil needn't disturb the underlying solidity of any unit which gets that solidity from the cooperation of the hundreds of thousands who agree in a common goal. That goal has always been the freedom to learn without interruption, and to take that with us when we go out into the world.

This year—all year—there will be events here on the campus to commemorate this remarkable anniversary. I know that as many of you as possible will want to take part in them. I know, too, that all of you will join all of us here in a private salute to the longevity and unflagging success of the great, old, wonderful University of Wisconsin.



Letters

"Disgusting Presentation"

Re: "Blue-Collar Blues" (Oct/Nov.). To me this was a disgusting presentation, unfit for publication in any UW *Alumnus* issue. Surely you must realize that all alumni like to read about things that make us proud of our University rather than ashamed.

George W. Becker '17
Chula Vista, Calif.

If it were not for the last two paragraphs of the article, I would frankly suggest to you that you had wasted three pages of print. Do you really call it "research" or is it tongue-in-cheek research? Seeing Archie Bunker sitting in on a Degas painting strengthens that tongue-in-cheek theory, and would be the only gratification for such a sordid three-page article in the publication of a great educational institution.

Laura L. Blood '12
Schenectady, N.Y.

. . . This suggestive story carries nothing but Filth and Profanity, and is certainly uncalled for in a publication of this type. This is only degrading, and nothing elevating or constructive. . . .

R. J. Koelsch '21
Tucson

I was pleased to see that you reprinted Professor LeMasters' article. However, as a matter of courtesy, I wish you had indicated that the essay was first published in the Spring-Summer 1973 issue of *The Wisconsin Sociologist*.

George K. Floro, Editor
The Wisconsin Sociologist
UW-Eau Claire

That it was, and we apologize to Prof. Floro for our oversight in not giving proper credit.—Ed.

Words and Music

As the daughter of the late William T. Purdy, composer of "On Wisconsin", I am proud of this world-famous march and wish to set the record straight as to its origins.

In the March, 1973 issue of *Wisconsin Alumnus* you ran the following one-

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Cover Photo/Jean Lang

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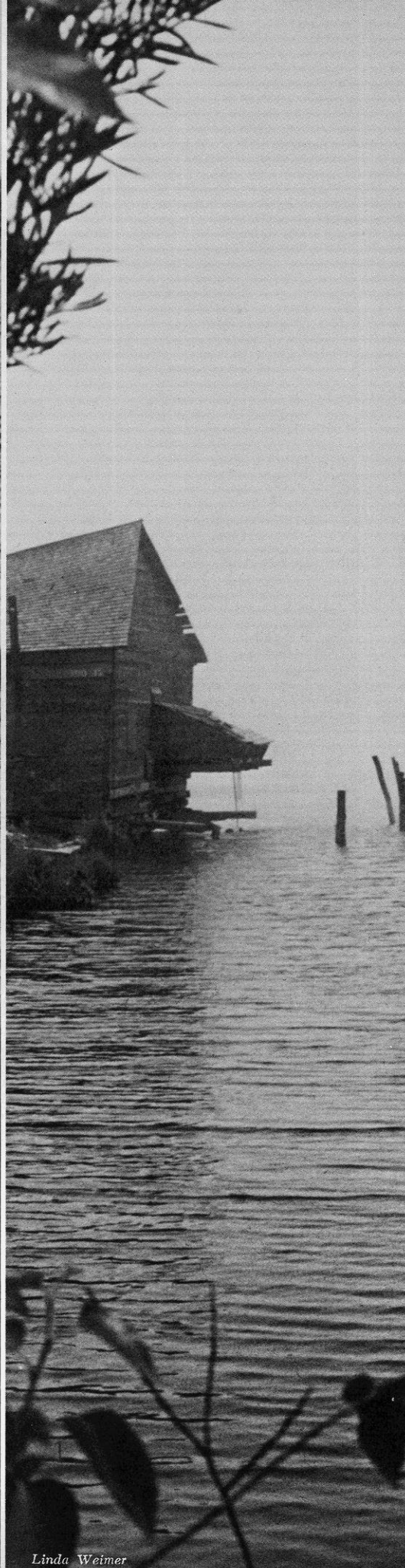
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Marlette Larsen



Linda Weimer



Tom Burroughs

The Seas Among Us

Here on the campus is a vast, new enterprise, a study of the Great Lakes and their future in your life.

by Linda Weimer
Editor, Sea Grant College Program

In the fall of 1972 the University of Wisconsin was named the nation's fifth Sea Grant College in recognition of outstanding achievements in marine research, education and public service.

On the heels of that announcement follows an obvious question—what is a Sea Grant College doing in a place like this, more than a thousand miles from the nearest ocean? This apparent oddity stems from the fact that Wisconsin is actually bordered by two vast, freshwater oceans, Lake Michigan and Lake Superior.

Sea Grant is here because the Great Lakes are here, and because they, of all the world's freshwater resources, may be the most precious. To understand Sea Grant—what it is and what it does—one must first understand our priceless inland seas—their problems and their promise for the future.

About 6,000 years ago the retreating glaciers of the Ice Age left behind a sparkling necklace strung halfway across the North American continent—the five Great Lakes.

Superior, Michigan, Huron, Erie and Ontario. Awesome in their size, these lakes cover 95,000 square miles and constitute the largest reserve of fresh water in the world, an estimated 65 trillion gallons. If spread evenly over the continental United States, the waters of the Great Lakes would submerge us to a depth of nine feet.

The Great Lakes look and behave like oceans. They are subject to many of the same hydrographic forces and, like the oceans, they exert a major influence over the weather of the neighboring region.

Draining off the forests and plains of the upper Midwest, their waters flow west to east, ultimately running down through a 2,300-mile chain of rivers, lakes and canals and out through the St. Lawrence River to the

Atlantic Ocean. Enough water leaves the Great Lakes via this route every ten minutes to supply the city of New York for a day.

Great concentrations of people and industry surround these inland seas. Though the Great Lakes Basin represents only four percent of the U.S. land area, 15 percent of our population lives here, and 25 percent of the nation's industry is located in the basin. By the year 2000 industrial activity is expected to increase fourfold.

Such dense populations are a far cry from the sparse groups of settlers drawn here more than a century ago by a seemingly unlimited supply of natural resources—timber, minerals, furs and land, fish and fresh water. Nevertheless, man's major uses of the lakes haven't changed much since then. Though the graceful wooden sailing ships of the past have given way to huge, steel-hulled lake freighters, shipping is still a major activity on the lakes. Last year, for example, more tons of cargo moved through the locks at Sault Sainte Marie than through the Panama Canal. Recreation, on the other hand, is a more modern use of the lakes' resources. Since World War II the recreation industry has exploded; today it is among the fastest growing industries in the region.

Thus, residents of the region are more dependent than ever on the lakes' freshwater resources. The United States, alone, withdraws about 25 billion gallons of water every day for municipal and industrial purposes.

It has been heavily documented and is now well known to all of us that intensive use of the lakes has brought abuse. Misled by their sheer size and abundance, we've taken them for granted, carelessly dumping wastes and depleting lake resources. According to a U. S. Fish and Wildlife Bureau study, we have accelerated the normal "aging" of

most of the Great Lakes to the point that they are now aging centuries in just a matter of decades.

We've probably read the most about the degenerating quality of the water. This has been dramatized by the smallest and shallowest of the lakes, Erie. Despite its modest size, Lake Erie has gained no small measure of fame as the "dead" Great Lake. The irony is that Erie is actually the most productive lake of all; it's *too* alive. Runoff from agricultural lands and wastes from industries have caused nutrients to build up in it, making it a rich and fertile soup. This has led to a staggering growth of algae—a two-foot thick mat spread over 800 square miles of the western edge. It has also led to a depletion of oxygen in the waters. The result is more plant and animal life, but of a less-desirable nature. Lake Erie still supports the largest commercial fish catch in the lakes, but no longer does that bounty consist of sturgeon and walleyed pike. Today it's perch and rough fish such as bullheads, carp and suckers. Nevertheless, more than half of the perch eaten in Wisconsin still comes out of Lake Erie, the "too alive" Great Lake.

Wisconsin's neighboring Great Lakes fare a little better. Superior, the deepest and largest of all, is also the cleanest. Its cold, oxygen-rich waters remain the purest, despite assaults from Duluth-Superior wastes and from a taconite processing plant along its western edge.

Lake Michigan suffers more intensive use than Lake Superior, and the result is more severe problems. There are about 35 million people living in the entire Great Lakes Basin; of these, some 13.5 million live around Lake Michigan. Moreover, it is the chief source of industrial processing water for the large manufacturing concerns clustered around the unfertile crescent at its southern end. In 1970 the wastewater flow from Indiana alone amounted to three billion gallons a day, and in 50 years the amount of wastes needing treatment is expected to triple. The geography of Lake Michigan compounds its trouble. Dangling like a watery appendix between Superior and Huron, it forms a natural cul-de-sac. Only relatively small amounts flow out through the bottleneck at the top, and little moves out through the Illinois Waterway down below. These conditions conspire to make the flushing time of Lake Michigan very slow—about 100 years—and

permit the build-up of pollutants in the system.

Sitting right in the midst of Lakes Michigan and Superior is the University of Wisconsin System. With campuses located on both lakes, and a strong tradition of applied research, the UW is a logical place to begin probing for ways to solve Great Lakes problems and to insure the future protection and wise use of their resources.

In 1968 an act of Congress established the National Sea Grant Program, now housed within the National Oceanic and Atmospheric Administration of the U. S. Department of Commerce. This program was designed to work through the nation's universities to carry out applied marine research and educational activities.

"The Sea Grant program was originally patterned after the land grant colleges," explains Robert A. Ragotzkie, professor of meteorology and environmental studies, and director of the UW's Sea Grant Program. "In the mid-1800s land grant colleges were established to bring the expertise of the country's universities to bear on the practical problems of the farmer. Over 100 years later sea grant colleges were formed to do the same thing for the fisherman or, for that matter, anyone else with an interest in the oceans." Because the Great Lakes were included in the 1968 Sea Grant Act, the UW, the University of Michigan and the State University of New York joined the national program to focus their resources on the inland seas.

Today, after five years, Sea Grant has grown to a \$1.7 million program at the UW. About two-thirds of the funds come from the federal government; the remainder from the state and private grants.

Though there is a central Sea Grant office to administer the program, the research itself is carried out within the existing centers and departments of the UW System. Six campus units are presently involved—Madison, Milwaukee, Green Bay, Extension, Parkside and Superior. Sea Grant works through organizations such as the Marine Studies Center and the Institute for Environmental Studies on this campus; the Center for Great Lakes Studies at UWM; and the Center for Lake Superior Studies at UW-SUP. Aside from

Sea Grant funds, these centers also receive support from several other granting agencies to carry out their research on the lakes and oceans.

Within Sea Grant there are nearly 100 projects underway. They are intercampus and interdisciplinary, and focus on seven major areas: biological resources, water quality, ports and commerce, electric power, minerals resources, policy studies and a comprehensive study of Green Bay. The scientists ask questions: How high will the lakes be next year and what can be done to minimize the damage from flooding and erosion? What are the effects of the thermal plumes from electric power plants along Lake Michigan's coast? What's the outlook for shipping on the lakes and how can it be improved? What is happening to land values along the coasts? How will the fishing on Lake Michigan hold up, and what are Chicago's wastes doing to Milwaukee's water supplies and what is Milwaukee doing to Chicago in return? Either directly or indirectly, such questions as these touch the lives of everyone living in the Great Lakes Basin.

One area of great concern to scientists and public is the Great Lakes fishery. This story begins with arrival of white settlers in the Great Lakes region. Once here, this hardy crew cashed in on the bountiful aquatic resources and soon established a thriving commercial fishery. Every coastal town became a fishing port, and by the mid-1800s fishermen were hauling in tons of lake trout, sturgeon, whitefish, yellow perch, lake herring and chubs. The industry reached a peak in 1899 when landings in the U.S. and Canada exceeded 146 million pounds.

Since that time, though, the catches have declined, and with decline has come a dramatic shift in the types of commercially important species. In 1967, 95 percent of Lake Michigan's commercial catch was made up largely of alewives and smaller numbers of carp, smelt and yellow perch. The sturgeon is nearly extinct now, and the supply of lake trout and whitefish has dwindled.

To a large extent, the current fishery situation is a direct result of man's meddling with the lakes' ecosystems. Overfishing of stocks, the building of canals to enhance shipping activities, and the pollution of lake water from coastal industries have been the most destructive influences.

The greatest catastrophe to befall the fisheries was the invasion of the sea lamprey, which entered the Great Lakes through the St. Lawrence River and the Welland Canal. During the 1940s lampreys wiped out millions of pounds of such commercially important species as whitefish and lake trout in Lakes Huron, Michigan and Superior. Behind them came the alewives who, in the comfortable absence of predators, moved into Lake Michigan and became the most abundant species. Then, in the wake of a somewhat successful lamprey eradication project, the Wisconsin Department of Natural Resources (DNR) began planting stocks of lake trout and Pacific salmon in Lake Michigan in the late 1960s. With the comeback of lake trout and the arrival of salmon came a new and thriving sports fishing industry. Charter fishing operations, restaurants, motels and sports shops sprung up along the Lake Michigan coast; today sports fishing in that region is valued at about \$4 million a year by the DNR.

But because of the relatively small numbers of these salmon and trout, and because of their high levels of poly-chlorinated biphenyls (PCBs), a potentially harmful chemical, the commercial fishermen were restricted from cashing in on this new crop of fish, and conflicts began to arise between the two groups of fishermen on the lakes. Today, many sportsmen blame the collapse of the Michigan fishery on overfishing by the commercial fishermen, while the latter argue that they are being regulated to death by the DNR, which admits to its sympathies with the sports fishing interests.

Faced with this situation, the University has focused its energies on projects that will ease tensions between these two forces and help the lake's fish populations to flourish so that both industries can exist in profit and harmony.

Since 1970, David Stuiber, a professor of food sciences on the campus, has been working with the commercial fishermen. In conjunction with the Wisconsin Fisheries Council and the DNR, Stuiber has been involved in a variety of fisheries-related activities: each year, he holds a workshop to upgrade sanitary practices in the fish-processing industry; keeps fishermen aware of changing federal and state regulations; and is helping to rewrite some of these regulations for the state





Department of Agriculture. But of all the activities that Stuibler and his associates have undertaken, he is most excited about the prospects of bringing aquaculture into the Great Lakes.

Fish farming has been widely touted as one means of procuring more food from the sea. In fact, many projects throughout the nation focus on salt water aquaculture—scientists from Massachusetts to Washington are raising everything from lobster to salmon. But freshwater aquaculture in this region was a new idea when first tried here last year. Stuibler, together with Harold Calbert, head of the Food Sciences Department, began to raise walleyed pike and yellow perch in the basement of Babcock Hall. Their results so far have surpassed all expectations. The fish they grew under experimental conditions turned out to be ten times as large as similar fish grown under more natural conditions. Furthermore, their fish went from fingerling to eating size in just a matter of months—a growth rate unknown in the wild. This project, together with economic studies and the work done in conjunction with the state's commercial fishermen, indicates that the prospects for fish farming in Wisconsin are bright. If it comes about, it could well breathe new life into the state's troubled commercial fishing industry.

Elsewhere in Sea Grant's Biological Resources Research program, scientists are working with the DNR to help improve sports fishing management on Lake Michigan. Arthur D. Hasler and a group of fisheries biologists at our laboratory of limnology have developed a new technique to attract the spawning coho salmon back to selected sites along the coast of Lake Michigan. The technique is a by-product of basic research which revealed that mature salmon are able to locate their home stream by odors—odors which they were imprinted to as young fish before they left the stream. Knowing this, the scientists have experimented with fish raised in the DNR's hatcheries. First, they expose the young fish to an artificial chemical odor just prior to releasing them into the lake in the spring. Then, during the fall spawning run, they drip small amounts of the chemical into selected rivers and streams along the coast to decoy the fish. The tech-

nique is working so well that hundreds of adult salmon are migrating back to streams they have never even seen before, lured there by their memory of the imprinting chemical.

The Wisconsin DNR people are using this technique in fish stocking programs and are excited about its potential. They can bring the fish back exactly where they want them. At that point, the fishermen can haul the fish in or the DNR can harvest them for more eggs to raise in the hatcheries. This work also has similar implications for the huge commercial and sport salmon fisheries on the Pacific Coast.

The Sea Grant Program has projects to help both the sports and commercial fishermen. But the real emphasis is on working out ways to protect and manage the fish stocks in Lake Michigan on which they both depend.

Despite all the research that has been done by universities, and state and federal agencies, no one really has a good idea just what the present fish population of Lake Michigan looks like—how many fish are out there; what the quantitative predator-prey relationships are; how the different species are distributed. Next year, Sea Grant scientists hope to begin answering these questions through a fish assessment study done in conjunction with the DNR, commercial fishermen and federal government agencies. Then, says John Magnuson, professor of zoology and head of the Biological Resources Program, the DNR will have a better basis on which to make decisions about regulating the Wisconsin fishery in Lake Michigan.

Meanwhile, other Sea Grant scientists are studying such micro-contaminants as PCBs and DDT that have found their way into Lake Michigan's ecosystem through runoff or municipal/industrial wastes.

As mentioned earlier, lake trout can't be sold commercially in the state or transported across state lines because of high PCB content. But what is the real danger from PCBs, and how long will they continue to remain a problem? The effects of PCBs are being studied in man's closest relative, the monkey, to discover whether or not the PCB standards established by the federal Food and Drug Administration are realistic. So far, it looks as though present standard levels, when

fed to rhesus monkeys, can cause a variety of problems including acne, weight loss, swollen eyelids and lips and abnormalities in the stomach lining. Although humans do not normally eat such high levels of PCBs, the implications of this work for man remain to be seen.

Other scientists monitor PCB and DDT levels in the lake to find out how they behave and break down in the lake's system. As a result of better regulations on the part of federal and state agencies and better industrial waste practices, the levels of DDT and PCBs in the lake sediments appear to be slowly declining though they still are high enough to be of some concern.

Beyond the fisheries work there are six other research programs, all focused in similar fashion on the problems and resources of the Great Lakes and oceans.

But research is not the only aim of Sea Grant at the UW. The second major job is education. There are presently about 100 graduate and 85 undergraduate students involved in the Sea Grant College program. Most of them are funded through individual research grants as research or project associates. Though Sea Grant does fund some courses and special lecture programs, the emphasis is on learning by doing and on giving students the opportunity to do field research.

The third major program area is the Advisory Services division, the front on which Sea Grant interacts with the groups that are interested in or need the results of its research. This division supports short courses, conferences, lecture series, publications, and radio, T.V. and newspaper work. There is also a staff of extension agents who focus on specific Great Lakes problems like recreation and water quality. The Advisory Services group is closely connected to the research programs. In fact, many advisory service agents do research while many of the researchers do advisory work.

There are also Sea Grant publications and media projects done specifically for the general public. For example, a daily two-minute radio program, *Earthwatch*, is cosponsored by Sea Grant and the Institute for Environmental Studies. Its programs on the Great Lakes and the environment are carried

by 40 radio stations in Wisconsin, Michigan, Minnesota and Illinois. And, if you want to go ice fishing or stay at home and pickle fish, there are Sea Grant booklets to tell you how.

Sea Grant has been in existence for five years. During that time it has had its successes and its failures, and it is hard to make any general assessment of how effective it has been. But it has begun to build a base of people and knowledge with respect to the Great Lakes, and it has established good ties with industry and government and has the beginnings of good ties with the public.

In some respects it has had to fight an uphill battle. The Great Lakes, as breathtaking and vast as they are, have suffered an identity crisis for many years. On the national scene they have taken a back seat to the oceans; on the local scene they have often taken a back seat to the inland lakes. In fact, some have suggested, not facetiously, that more is known about Lake Mendota than about Lake Superior.

This identity crisis is still apparent in the U. S. scientific community. There is only one academic research vessel on the Great Lakes, though there are over 20 on the oceans. While research facilities are found up and down both saltwater coasts, there is only the faint beginning of a major coastal research facility on the Great Lakes—to be run at Milwaukee by the UW System. Furthermore, there is no federal government agency formed exclusively for the purpose of doing Great Lakes research. When research is done, it is usually as an add-on to oceanographic programs such as Sea Grant.

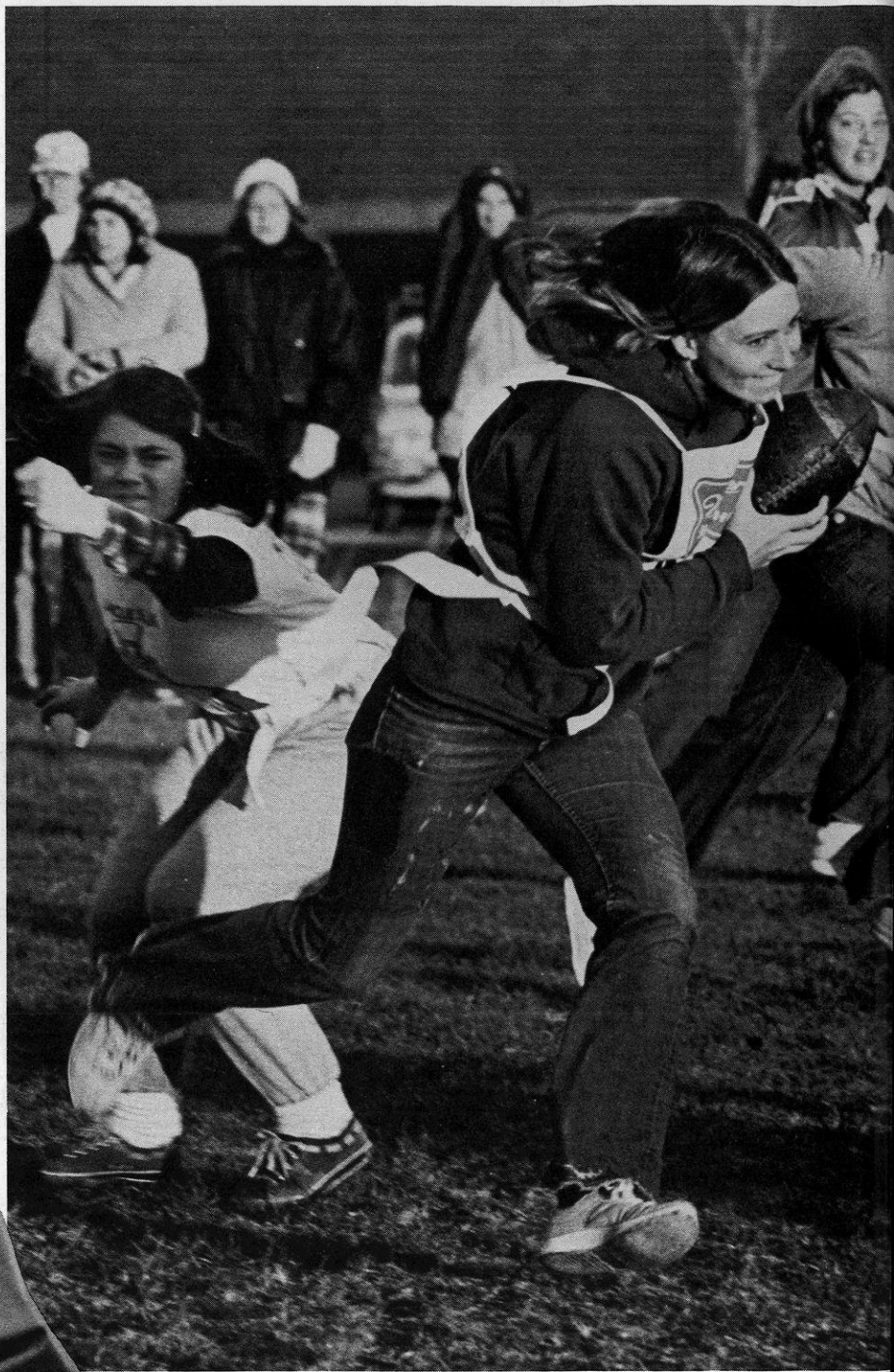
No one is particularly to blame for this situation: the fault lies equally with the federal and state governments and with the public which has never displayed a strong desire to know more about its inland seas.

Of course, there are encouraging signs. A major Great Lakes water quality agreement was recently signed between the U. S. and Canada to protect the Great Lakes from further degradation; the Coastal Zone Management Act was passed by Congress last year, recognizing the country's fresh and saltwater coasts as being of equal importance; and the Environmental Protection Agency has become very active in the Great Lakes Region, enforcing federal water and air quality standards.

The inland oceans attract more and more attention—attention they rightly deserve. We have taken a great deal from the sparkling gift of the glaciers, and in return we have depleted their resources and given them our wastes. But we are still dependent on the Great Lakes—for commerce, for food, for fresh water, for a leisurely holiday. Continued abuse can only result in a tragic loss.

Preserving and protecting the lakes will take more than a single Sea Grant program, university or government agency. It will take more than the public's or politicians' concern. Almost certainly, it will require all of these things and more to insure a healthy and prosperous future for our inland seas.

When Titans Tangle



Though Watergate runneth over and Sonny and Cher split up, around here we can sleep better at night knowing that nothing has stayed the championship game of the Greek Girls' Football League. This year—as most of the English-speaking world knows full well by now—the Theta Thumpers took the DG Daredevils 22–12. An army of nearly 150 packed the sidelines, each parent, each fan rooted to the spot until the final gun or the last of the beer, whichever came first. The action was photographed by Susan Greenwood. Counterclockwise, from top: Sue Davis, a Thumper from Wauwatosa, sprints downfield and happily avoids a DG left hook to the navel; her teammate, Laurie (Steamroller) Heike of Seymour chortles over yardage; another Theta, Sarah Welling, Evanston, takes time out to worry over either the score or the fact that she has lost both hands; and Wauwatosa DG Carol Nelson and Uncle Sam evade the Theta secondary. After the contest the press (Mary Nohl of the UW News Bureau) crowded around victor and vanquished and picked up two comments that showed where the difference lay. Said losing coach Jon Wasserburger, “I should have sent Wendy in for Carol—she’s meaner.” Said ol’ Steamroller Heike, “I may play rough, but I’m mean with a smile.” Next year, a few more mean smiles, you DGs.





Photo/Del Brown

Two for the Students

Semi-private enterprise on State Street.

It is a little past noon on a December weekday, and everybody is out and around, so the narrow stairway leading down from State Street into the Wisconsin Student Association's store is crowded enough to require two lines of traffic edging its way up or down. The store is a few doors east of Lake Street, planted dichotomously under Antoine's Fifth Avenue, a dress shop whose window mannequins are pushing holiday lamé to size-10 matrons. Squeezing your way down the stairs you note that one entire wall is a bulletin board, fish-scaled with notices on paper torn from spiral notebooks by people looking for rides home for Christmas or trying to sublet apartments for next semester.

At the foot of the stairs you can turn left into a co-op bookstore in space rented from WSA. There's a round table and four folding chairs, a moribund couch, a bin of Magritte posters, and rows of high shelves laden with paperbacks, used hardcovers, and such periodicals as *The Arts in Ireland* and *Peking Review*.

If you don't turn in at the bookstore, you are suddenly in the WSA store

proper. It is cramped, happy, gerry-built. The music is loud enough to open drains. It is a rather grubby store. No, it is a very grubby store. It is a split-image store.

The image it provides is dependent upon the attitudes you bring to it. It began back in 1969 when students were vocally, violently anti-Establishment, and so its appeal was to the Left. It was Student, and in those days that meant Student vs. The World. So one image you can apply, if you care to, is that of student upstart. On the other hand, it is a sample of American ingenuity. It is what has never been on the campus before, at least in this scope: a student-owned, student-operated debt-ridden entrepreneurial explosion; a miniscule department store that will survive or fail on the same profit-loss basis as any of its neighbors, the ones it is now making realize that the campus area is no longer strictly a sellers' market, for the first time in generations. The fact that this low-cost operation isn't made use of by



more students bothers store manager Barbara Paine, a pretty Milwaukee girl in bug-eye glasses. So enamoured with the whole idea was Barbara that she stayed on after graduating in English last June, and was to leave, reluctantly, at the end of December. "I guess that rather than talking about a split image for the store, I'd say it's in transition. I wasn't around here when it started, but there isn't that much of a Left around any more. Today, we're just trying to help the kids meet their needs and wants without paying a fortune. "But the Left image *does* still carry over, even with our employees. I could spend my 60 hours every week picking up after the ones who equate messiness with The People. Unfortunately, the transition has brought us to the point where we don't have any great appeal to the radicals, and, because we can't offer *all* the things we want to, we don't pull in as many other students as we should. Apathy has set in, I guess." During this exam week, with vacation about to begin, stocks are unusually low. "But that isn't just inventory programming," explains Kelly

Tremble, the store's business manager. "It's also because of our financial problems." She has to get \$3,000 from somewhere to pay the bills the first of the year. She thinks she can do it. What stock there is is carefully placed to departmentalize the confined floorspace. In what might be called the drygoods department there's a stack of Indian throws, bedspread size, for \$6.50 ("They're ten bucks up the street," says Kelly.), blue bandannas for 35 cents; jeans for \$6.50 and throw rugs at \$4.10. In another niche are groceries: canned goods, empty egg cartons, staples, pickles, bamboo shoots, soaps with no phosphorus, red kidney beans in plastic bags. There are Wolf Moon cookies, banana bread and onion rye from a place on Williamson Street called Nature's Bakery, and bagels from Kloske's Polish Bagel Factory at the same address. In a tiny Housewares section you find Drano and cake pans, mops and egg whisks, and a hand-lettered sign:

"Anyone interested in voicing complaints, please feel free to write them and put them in my mailbox. I'll try to answer each personally. S/John LaVanway, Mgr., Housewares Department."

One reason for the crowded stairway was the long line at Project Collate, a lecture note service. On the back of the booth is a listing of 39 lecture sessions from 20 Freshman subjects. With the cooperation of the faculty involved, the store has a stable of 25 students, mostly TAs, who either attend each class and take notes or get copies of the instructor's lecture. Students can buy an entire semester's notes for \$7, and this week business is booming as they cram for exams. At the beginning of next semester, Kelly Tremble says, the department will do \$8,000 in new orders.

Next to Project Collate are three spavined pinball machines, with astounding scores scrawled on the frames in felt pen. Across the room is the music department. This is the major hope, major problem of the store. If you want to reach a student market in your general store you sell record albums, and you undersell

the competition. The store's current debt is \$75,000 ("Be sure and say that it used to be \$90,000," prompts Kelly), and much of this is due to early efforts to sell the lowest-priced records in Dane County, apparently. Moreover, the rip-off ratio in records is awesome. This combination of thievery and zany pricing put the music department in a bad way, indeed. The store's attorney, Robert Gruber, has been working with suppliers to achieve a method of settling the debt. Without record albums to sell, business can't get much better; without some hope of collecting back accounts, record companies are not about to listen to requests for further credit. As it is, they have been heroic in their patience. "Any number of these record companies could have taken us to bankruptcy court at any time, but they haven't," says Barbara. "Some are now talking about settling for 25¢ on the dollar, and that might save us." The record bins are lonely today; Joe Cocker, Nina Simone, Shawn Phillips with great gaps between. There's a classical section, and this alone is crowded, with \$2 remakes of Kirsten Flagstad or Pinza. On the wall beneath a Simon poster someone began a graffiti anthology of unpleasant things to do to Melvin Laird, and apparently it caught on: there is a tight little circle of inventive obscenities in pencil, pen and Bic Banana. The music department also sells used guitars: there are 10 beauties hanging on a line, the cheapest at \$40. On the floor is a row of used cases; there's a rack of music books and a small case of harmonicas. This has become a symbol to Barbara Paine. "We knew we were beginning to be a competitive force along the street when a music store threatened to quit carrying that line of harmonicas if the distributor didn't stop selling to us."

Back in the business office, behind the wall that houses the dairy cooler and the racks of beer and Pepsi and a sign explaining that the management understands the ecological goals of its customers but that most breweries don't make returnable bottles, we talked about the operation. The store has been in this location—which, incidentally, was the kitchen

area for Langdon Hall—only about a year. It began a block farther west, in the old store building that at various times housed clothing outlets or Co-op spillover—the last business address before the library and quonsets.

Is the downstairs location a major cause of the store's lack of popularity? "Probably not," says Barbara. "True, we're harder to find, but the first location was so small that people would look in, see what appeared to be a mob, and move on down to Rennebohm's. No, I think that any slowdown in business is due to the fact that now we've become just another store. Apathy."

It seems logical to ask, then, why they all keep trying. "The place grows on you. And the idea grows on you," says Kelly Tremble. "When you think that it's a bunch of kids who are doing this with no help, it becomes a private world. I mean, the little day-to-day successes or failures become very personal. There are maybe 30 people involved, and we feel very deeply about it."

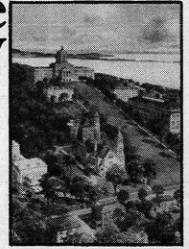
"The cost of living around here is something else," says Barbara. "We're really fighting some great odds, and that's a real satisfaction."

"We sell *nothing* at suggested retail," says Kelly. "Of course, we've had to stop practically *giving* the stuff away, but we still cut prices straight across the board. We're especially good in school supplies; we can undersell either Brown's or the University Bookstore; and when we had health and beauty aids, we could a lot of times come in cheaper than Rennebohm's."

"I wish we'd make it," says Barbara, "and a few more places like this would start up. I mean, we're all so *trapped* on State Street. Who has a car? You buy along here or you go without." If you do not wish to go without, you can buy what you want—or what the creditors have shipped—at the WSA store in the basement, then go upstairs and wind back to what used to be the Langdon Hall dining room, and you are in the WSA Community Pharmacy. Here the walls are white with small maroon medalions that match the carpeting, the woodwork is scrubbed and white, and there is that drugstore smell that you thought went out with nickle fountain Cokes. The WSA Pharmacy is a separate operation from the store and is and has been relatively free of financial troubles since it began in the fall of '72. True, it is less than a

howling success, but it pays its way, said John Rensink of Janesville, WSA president, who happened to be working behind the counter this afternoon. The pharmacy suffers something from poor location, too. You go through the WSA basement or you go past Rennebohm's back door, and greater trust has no small pharmacy than to try getting customers via that route. Yet the customers do come, for the same reason they go to the WSA store, better pricing. And a well-scrubbed efficiency, friendliness and, it is safe to predict, no jostling crowds.

The pharmacy is managed by Peter Kiesch, one of two full-time pharmacists in a staff of 20, only two or three of whom need be on hand at any one time in the store's 12-hour day. There is no fountain; none of the hardware or food or electrical appliances that clutter the floorspace of its big competitor on the corner. There is only the small display area filled with health and beauty aids, chummy signs (On a case of shampoo: "Some bottles broke. That is what the stuff on the bottles is. They are still good."), several diplomas and official-looking certificates, and a small counter area. So far, that small counter is all that is needed, but the WSA and the store's crew hope that they can hang in there and continue to build.



Photo/Del Brown

Alumni Club Spark Plugs. *The 1973 winners of the Association's coveted Spark Plug awards were announced at the annual Leadership Conference last fall. Here they are, just after receiving their awards. Alfred DeSimone '41, Kenosha, organizer and past president of that club; Paul Smith '52, director and past president of the Racine club; Don Frank '47, past president and two-time member of the board of the Louisville club; Jack Bartingale '55, past president, past director of the Eau Claire club; Ernest Suhr x'29, vice president of the Chicago club, a committee chairman, and the man in charge of the club's membership activity and young graduate program for many years; and Richard Theisen MD'53, founder and president of the Orange County, California club.*

Crowley Heads Meds

Dr. Lawrence G. Crowley, former associate dean and acting chairman of surgery at Stanford University School of Medicine is the new dean of the UW Medical School. Dr. Crowley, 54, received his medical degree from Yale University School of Medicine in 1944.

He has been in practice with the Southern California Permanente Group, was in the private practice of surgery, has worked with the VA system as well as having taught and done research at Yale, Southern California and Stanford.

Dr. Crowley replaced Acting Dean Henry C. Pitot, who became director of the McArdle Laboratory for Cancer Research. Dr. Pitot, a faculty member since 1960, was chairman of pathology before being named acting dean of the Medical School in October of 1971.

Named associate vice chancellor for health sciences was William G. Davis, of Washington, D. C., Naval commander and former assistant comptroller for budgeting and financial management of the Navy's bureau of medicine and surgery. He will

serve as executive assistant to Vice Chancellor for Health Sciences Robert Cooke.

Business School in Top Five

The School of Business rates in the top five in the country in scholarly productivity. A study conducted by Georgia State University rated the University of California—Berkeley, UCLA, Stanford, Cornell, and UW—Madison as the nation's leaders.

Dean Robert H. Bock of Wisconsin commented: "These results, which approach an official national evaluation, confirm what we here already knew—that this is one of the really great business schools in the U. S. A relatively young faculty and leadership from previous deans have resulted in a status that is just beginning to emerge among the very best. Because we are new to this realization, the best is yet to come." Results of the study will appear soon in *The Journal of Business*, published at the University of Chicago.

Class of '24 Project

Expansion of Memorial Union building facilities will be the primary objective of fund-raising by the Class of 1924, which celebrates its golden anniversary next spring. Martin Below, Chicago, is chairman of the class gift fund committee.

The class, in its student days, under the leadership of its president, Walter A. Frautschi, Madison, was one of the first to initiate fund-raising among students to construct the original Union building. According to Below's announcement, the 50th anniversary committee considered it "singularly appropriate for our class to help finish the job and usher the Union into a new era of service to the University community".

The specific goal of the class is to finance the construction of a large reception-meeting-dining room opening into the Union's Great Hall and expanding the hall's capacity, at an estimated cost of \$60,000. Presently, hundreds of alumni, faculty and student functions have had to be scheduled elsewhere because the Union does not have a room of this size and kind.

Grid Honors to Marek, Webster

Offensive center Mike Webster and running back Billy Marek came out of a bad season as picks on the Associated Press's All-Big 10 team. Webster was also the first-team selection of United Press International. Offensive tackle Dennis Lick and defensive tackle Jim Schymanski won second-team spots on the AP poll, while Gregg Bohlig, Jack Novak, Ken Starch, Mike Vesperman and Rick Jakious earned Honorable Mention.

Webster was chosen MVP by his teammates and received the Demetral Trophy at the football banquet. Defensive back Kit Davis won the Ivan Williamson trophy for sportsmanship and athletic and academic excellence; and Kevin Froelich, defensive tackle who is deaf and reads lips to pick up signals, took the Mel Walker award as most courageous athlete.

Crazy Legs Sues Crazylegs

Athletic Director Elroy Hirsch brought suit against the Johnson Wax Company last month for using his name without paying for it. Since 1972 the firm has marketed a shaving cream for women's legs called "Crazylegs." Hirsch, who filed in circuit court in Racine, said he has sole rights to the nickname, given to him by then-UW publicist Robert Foss. He said he has used the name in business as well as sports, and that "Crazy Legs" was the title of the biographical movie which still makes the late-late TV show.

Hirsch did not ask for an injunction to stop sales of the product. "We don't want to interfere with the market operations of a Wisconsin firm," his attorney told the Capital Times. "We just want what's coming to us."

What's coming to him, Hirsch feels, is \$600,000 if the label was unintentional—\$500,000 for the use of the name and \$100,000 for the "indignity" of being associated with a shaving cream for women's legs. But if the use of the name was intentional, the company should pay another \$500,000 in punitive damages, Hirsch contended.

Do-it-Yourself Majors

Twenty-year-old Abigail A. Curkeet of Mt. Horeb plans to graduate from the University next December with a degree in "writing for the market." Her major isn't listed in any of the catalogues or bulletins, though: she designed it herself. She and some 60 of her undergraduate classmates have tailored their own course of study under the L & S individual majors program.

The program was set up in September, 1971 to accommodate "a developing interest in interdisciplinary study which often carried our students beyond a single department," explains L & S assistant dean Patrick C. Runde. Any student with an academic yen unsatisfied by existing majors can enter the program, Runde says, but it takes a lot of time and effort to legitimize "doing your own thing." Students submit a major proposal outlining the courses they wish to take, and explaining how each course contributes to the whole. The proposals are screened by an interdisciplinary faculty committee. "We try to take into consideration what a student's plans are for the future, but we've never scrubbed a program on the grounds that it wouldn't

be valuable on the job market," Runde says. Most of the proposals are accepted. "The kind most frequently rejected are submitted by students who come in late in their junior year, or as early seniors, with an array of courses that suggests they're trying to pull something together out of what they've already taken," Runde says.

Basil Georges, a Milwaukee senior, will graduate next May with a degree in "The Nature of Black Music and Its Cross-Cultural Origins." His studies have included courses in anthropology, African and Afro-American history, and the school of music. He played guitar in a black music ensemble this past semester. "Setting up the major was a lot of work, almost like setting up another department in the school," says Georges. He believes the University should offer a regular major similar to the one he designed.

Abigail Curkeet, originally a political science major, switched to the program to concentrate on courses immediately pertinent to developing writing skills. She pieced together a curriculum from the departments of English, comparative literature, classics, journalism, and communication arts. She hopes her studies will help her find work as a television writer. Dean Runde has received calls of inquiry about the program from interested students all over the country, but doesn't anticipate a flood of individual majors in the near future. "It isn't for everybody," he comments.

Prof Rates State Industries

Wisconsin industries with the greatest potential for filling the need for 183,000 new jobs in the state's growing work force by 1980 have been identified by a University business economist. Prof. William A. Strang, researcher in the Bureau of Business Research and Service, has rated 185 state industries according to their ability to contribute to the state's future development. Also identified in studies by the research bureau are factors that make Wisconsin attractive to industry and encourage economic growth.

"We came up with a list of industries Wisconsin's economic planners may want to promote," Strang explained. "As guidelines, we considered the desirability of an industry

from a quality-of-life standpoint as well as the economic opportunity it offers the state." Sponsored by the State Planning Office, the study was aimed at encouraging economic expansion in Wisconsin by attracting desirable new industries and helping established ones grow.

But at a time when citizens are painfully aware that economic growth often leads to a polluted environment, maintaining the quality of life in Wisconsin is just as important as economic expansion, according to Strang.

Industries were evaluated on two scales. Strang rated state industries desirable if they offered high employment potential, quality employment, and were rated low on such negative environmental factors as high water usage and high electricity consumption per job. The second scale was an opportunity index based on economic factors. These included expected growth in employment and number of establishments and present number of establishments.

Non-manufacturing industries received the top five ratings, although most of the industries studied were in manufacturing. Miscellaneous services, business services, wholesaling and insurance and motor freight rated high in both desirability and opportunity. Highest rated manufacturing industries included electronics, commercial printing, communications equipment and industrial machinery and equipment.

Among other industries rated highly in this study were plastic products, and motor vehicle production.

Strang is aware of the subjectivity of this rating system.

"Although other methods of evaluating industry desirability and opportunity might be developed with different ratings resulting, we feel that the highly rated industries according to this system are in fact beneficial," he said.

"This report can serve best as a working study for economic planners to use in evaluating industries for economic expansion. They may want to attach different weights to the scales I used."

In an article printed in the current issue of the campus's UIR Research Newsletter, Jon G. Udell, director of the University-Industry Research Program, points out that it is not possible to achieve full employment in Wisconsin in the years ahead without a considerable growth in manufacturing. Citing a study by the Wisconsin Department of Industry,

Labor, and Human Relations, Udell said that even with an assumed steady economic growth the state will fall 183,000 jobs short of a four percent unemployment goal by 1980.

"Agricultural employment has been declining for many years and will continue to do so. Mining employment has declined almost to the point where there is none left. Growth in government employment is also halting. This leaves only manufacturing and the service industries to meet the employment needs of our people—and manufacturing is our major economic sector and our state's largest source of employment."

Strang and Udell interviewed 56 corporation presidents and other high-level executives and found that the quality of Wisconsin's labor force was the state's strongest industrial advantage. Sixty-three percent of the executives cited Wisconsin's excellent supply of skilled labor as a decided plus. Other factors included proximity to major markets, excellent transportation system, the supply of raw agricultural materials, and quality of education and government.

The state's environment, recreation, culture, and related features topped the list of favorable characteristics. Even though interviewing was conducted in the coldest months of the year, almost a third of the executives said they liked the climate.

Industry, labor, and the general public are all acutely aware that the prosperity of Wisconsin's citizens is dependent upon expansion of the state economy, Udell writes, and they are united in their appeal for a more favorable environment for business and employment growth in the state.

"In fact, labor executives were more vigorous in recommending industrial promotion than were business executives," Udell says.

Five things would help Wisconsin maintain a healthy economy in the years ahead, according to Udell: a favorable tax climate; enhanced industrial perception of the government attitude toward business; recognition that measures placing Wisconsin industry at a competitive disadvantage are harmful; enhanced growth of research and development in Wisconsin industries; greater cooperation between industry, labor, government, universities, and the general public in efforts to solve the problems.

Mary Ann West

Honors Grads

Ten students graduated in December with the honors degree from the College of Letters and Science. The ten and their major departments are: James P. Alstad, Verona, computer sciences; from Madison, Philip J. Grosz, philosophy, Janet L. Jensen, music, and Evan F. Koenig, economics and mathematics; Henry M. Johnston, Stevens Point, molecular biology; Stephen Schwark, Fond du Lac, political science; Eric Sirkin, University City, Mo., chemistry; Anne E. Spraker, Kenosha, English; and from Milwaukee, Linda Maiman and Sandra B. Ozols, both journalism.

Ag Enrolment Up

This year's increase in undergraduate enrollment in the College of Agricultural and Life Sciences is among the largest at all land grant universities.

About 1,550 undergraduate students are currently enrolled in the college. This is a 22 percent increase over last year and about double the enrollment of 10 years ago, according to George Sledge, associate dean of resident instruction.

Over 60 specialized majors are available to undergraduates in the college through 22 instructional departments under five different curriculum options.

The number of students with farm backgrounds has remained very constant over the years, but now the college is also attracting many more urban students. About 62 percent of the undergraduates have urban backgrounds, and 18 percent, though they come from rural areas, do not live on farms. Twenty percent are from farms. More than a quarter of the students are women. This compares to 12 percent five years ago. Almost 90 percent of the undergraduates are Wisconsin residents.

According to Sledge, a large percentage of the students who enroll in the college get degrees. Over 400 will graduate this year, compared to about 260 last year.

Some of the more popular programs include pre-veterinary training in the Veterinary Science Department. The number of students in this department increased 40 percent this year. The Landscape Architecture Department now has 209 students—more than double four years ago. Horticulture's 119 students is also more than double five years ago.

Enrollment has also increased substantially in the Departments of Nutritional Science, Food Science and Agricultural Journalism. Recreational Resource Management, a program which began three years ago, already has 60 students enrolled.

Enrollment in many of the traditional study areas such as dairy science, soils, agronomy, meat and animal science, bacteriology, biochemistry, etc. has remained steady or increased slightly.

Job Counseling Starts Earlier

Freshmen and sophomores are now being counseled about jobs and expected careers. "Most people are multi-talented and could do a number of jobs well. That's why we're now counseling students as they go through four years here," according to Edward W. Weidenfeller, acting director of career advising and placement. "Too many seniors have their minds made up or don't realize the various possibilities open to them. In thinking along a narrow framework, many seniors will find jobs they have been aiming for closed to them."

Weidenfeller predicted some types of jobs are disappearing. "In the next four years, all kinds of new jobs will open up such as those in areas along computer science. In fact, computer science has created many more jobs than it has replaced."

Another reason for earlier career counseling is that freshmen and sophomores can have a longer span to evaluate their strengths and weaknesses.

Weidenfeller added, "the senior getting out is pretty well set on one career or he might say that he wants to work with people. Well, caretakers work with people too. We try to give the freshman a better idea of what areas could interest him. Freshmen should look at all kinds of jobs because their first job may not necessarily become their career."

Last year, a Ph.D. graduating with a major in music is now in banking while another is pumping gas in Seattle. Weidenfeller thinks there is nothing wrong with that.

"An education is supposed to teach how to live not just how to find a job."

Sex bias is less widespread today, according to Weidenfeller. There is a demand for males to teach in the

grade schools as well as kindergarten, and more and more recruiters are talking to women applicants.

"In the past, employers have underestimated the talent of the female. Women are becoming more career-orientated, and they could probably be back on the job one month after giving birth. The method of job-sharing where two women work a half a day each on one full-time job is also proving to be highly successful."

Weidenfeller estimated that 60 percent of the larger employers base their decision to hire an individual on that person's interest in that company.

"We Do Our Part"

Conservation measures accounted for a 7½ percent decrease in the electricity used on campus this November compared with November last year. Usage has been increasing an average of nine percent each November for the past four years. The increases were due to expansion of the campus and new equipment. The rate of increase without energy conservation measures probably would have been nine percent again this year, so the saving in predicted power usage is about 16.5 percent, according to Frank J. Rice, physical plant director. That's enough electricity to supply 4,275 area residences.

Lighting has been cut back in hallways, ventilating fans have been turned off at night, and snow melting devices under sidewalks were never turned on this year. Usually they are turned on in mid-October or early November, but this year they will not be turned on at all. Rice attributes much of the saving to employees and students who have been conscientious about turning off lights when they leave rooms.

More than 1,000 light bulbs had been removed at last report. Rice said the lighting cuts would not affect anyone's ability to see nor diminish personal safety.

Almost all hot water in restrooms had been turned off.

"Plug In Sun": Prof

Energy from the sun is becoming more useful and could go a long way toward curbing future shortages of energy, according to a pair of solar researchers at the University. "Rising energy costs have made solar heat competitive with conventional fuels and it is now an economical alternative in new buildings in many parts of the United States," reports John A. Duffie, past president of the International Solar Energy Society and head of the UW's Solar Energy Lab. Solar powered heating systems are already perfected, and solar air cooling systems may soon be, he explains. But while such systems are easily installed in new buildings, conversion of older homes to solar heat is not yet possible.

Misconceptions about the potential of solar energy are widespread, adds Peter I. Cooper, visiting senior research scientist from Commonwealth Scientific and Industrial Research Organization in Melbourne, Australia. "Cloudy days present no obstacle to the use of solar heat in most areas because a house may be heated by water that was warmed days earlier by the sun and stored in a basement holding tank. A backup, traditional furnace would be used to supply heat during severe cold spells or long periods of overcast skies," he explains. "In a year's time, such a house would use 50 to 75 percent less fuel, offsetting the initially high cost of solar heating equipment," adds Duffie. A solar heating system for the average three-bedroom Wisconsin home would cost \$2,000 to \$3,000, compared to \$400 to \$500 for a traditional furnace. But fuel is free, and operating and maintenance costs would be minimal. "Solar heating systems aren't marketed in the U.S. yet, but there is industrial interest," he adds.

Contrary to some speculation, oil companies are not fighting solar research, though they are showing only marginal interest in it. "For the most part, they leave us alone and we don't bother them," says Duffie. The researcher is currently swamped with requests from businesses for "crash courses" in solar energy, and has organized a UW-Extension short course, scheduled for this month. "What scares me is over-sell," says Cooper. "Charlatans have been hitting the headlines all over the world with wild schemes that stem from fundamental misunderstandings.

"These 'instant solar scientists' perpetuate ideas like large scale solar power generation in the near future. Such a thing is years away and would require a tremendous surface area of solar energy collectors today," he explains.

Cooper feels that solar heat and cooling are the most realistic areas for solar energy use. "The basic components are there, the work now is to put these components together at least cost."

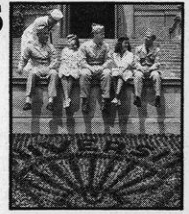
A more immediate answer to the energy crisis, the Australian scientist adds, "is better insulation of buildings and getting rid of this crazy notion that you've got to live in 72 degree temperatures." In Australia, room temperature averages 68 degrees F.

Nuclear power has received attention because of the energy crisis while solar energy researchers feel somewhat neglected, particularly in the money department, says Duffie. "Where we are today is the product of nominal effort in the last 30 years. But this low level of effort has put us in the ballpark, and with a little more, homeplate may be close."

Duffie explains that over \$250 million has gone into nuclear energy research since World War II. "Only a fraction of that amount has supported solar energy research. And nuclear power isn't proportionately that far ahead." But a large scale, crash solar research program isn't the solution either, he says. "That would only waste money. It's still an inherently slow process."

Research at the Solar Energy Lab centers on development of mathematical models of solar heating and cooling systems. Different size systems are 'tested' for a specific location in the U.S. for one year by use of hourly records of wind, temperature and radiation. The most economical combination of the two heating systems for each locale is then determined.

—Mary Nohl



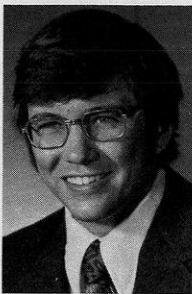
Bunting '32



Alpern '41



Johnson '51



Schmid '73

09/39

Olivia Monona '09, former mezzo soprano with the Metropolitan and Chicago Lyric Opera companies, is back in Madison and anxious to hear from her friends. She lives at 424 N. Pinckney Street.

Wilbur '17 and *Carol (Smith '19) Dickson* are now residents of Frasier Manor in Boulder, Colorado. They're "at home" in Apt. 442S.

Warner S. Bump MD (BS '21), Rhinelander, was presented the Max Fox Preceptor Award by the UW Medical School during the summer.

Arnold Zander '23 has retired from the faculty of the UW-Green Bay. During his business years in the state he founded the American Federation of State, County and Municipal Employees, and served as its president from 1935 to 1964.

After 40 years in promotion with the Milwaukee Sentinel, *Andy Hertel '24* retired in August.

Henry P. Ehlringer '25 is now a professor emeritus of the metallurgical engineering department of the University of Texas at El Paso, continuing as a consultant in its graduate program.

Theodore P. Otjen '30, Elm Grove, has retired from Milwaukee's Northwestern Mutual Life Insurance Company after 38 years.

Robert C. Heyda '31, White Plains, N.Y., is the new chairman of the Westchester Advertising Review Board, and the immediate past president of the Westchester Ad Club.

Mary Ingraham Bunting '32, one of the nation's top biologists, a former president of Radcliffe College and now assistant to the president at Princeton, received an honorary doctor of humane letters degree from the University of Cincinnati.

Russ Rebholz '32, Rio (Wis.) High School coach, has been inducted as a charter member of the Canadian Rugby Hall of Fame, Hamilton, Ontario, for the six years he spent in the early 1930s as a pioneer in that league.

Einar R. Daniels MD '34, Wauwatosa, is another recipient of the Max Fox Preceptorship Award from the med school alumni association.

Harriet Hazinski '34, Dayton, retired in October after 29 years of service with the American Red Cross.

H. C. Moog '35 has moved up to chairman of the board from the presidency of Moog Automotive, Inc., St. Louis.

Marian Mills '37 has given up her freelance PR assignments in Madison, and moved permanently to Honolulu, where she previously spent several years in advertising.

Robert H. Anderson '39, formerly a professor of education at Harvard, moved this fall to Texas Tech University to become a professor and dean of its College of Education.

41/49

Anita F. Alpern '41, Washington, D.C., director of program review and analytical services for the Internal Revenue Service, is the first woman in IRS to reach what it terms the "supergrade" level. Last year the Treasury Department nominated her to receive the Federal Woman's Award.

John A. Buessler MD (BS '41) has been given the title of University Professor by Texas Tech University. He is the first dean of its Medical School.

G. Stanley Custer MD '42, Marshfield, is this year's president of the Wisconsin Medical Alumni Association.

Marvin M. Smolan '42 has been transferred by the Schering Corporation from New Jersey to Lucerne, Switzerland.

Willard W. Warzyn '42, president of Warzyn Engineering and Service Company here, was named "Engineer of the Year" by the Wisconsin Society of Professional Engineers.

Karl H. Beyer MD '43, Gwynedd Valley, Pa., has retired as senior vice president for research of the Merck Sharp & Dohme Research Laboratories.

F. W. Reichardt MD '43, Stevens Point, spent two months of volunteer service last fall aboard the S.S. Hope, which was docked at Maceo, Brazil.

Edgar H. Seward '43, Muncie, Indiana, is the new president of the American National Bank and Trust Company there. His wife is the former *Lois Milmore '48*.

Thomas E. DePauw '48, is the new materials department manager for Caterpillar in its Aurora, Ill. plant.

Franklyn K. Levin Ph.D. '49, Houston, has been promoted to senior research scientist with Esso there.

Norman G. Levine '49, New York City, general agent for Aetna Life Insurance Company there, was elected vice president of the 118,000-member National Association of Life Underwriters at its annual convention in September.

Richard A. Pierce '49, Chicago, has been elected a vice president of the national marketing division of the Blue Cross Association.

50/57

Walter F. Wedin '50 is the first director of the World Food Institute. He is professor of agronomy at Iowa State University.

Charles S. Greiling '51, Florissant, Mo., has joined the Weyerhaeuser Company paper division as district manager for its Clayton, Mo. office.

In September *Vernon C. Johnson '51*, New Orleans, took the oath of office as director of the U.S. Agency for International Development mission to Tanzania. He had been AID mission director in Uganda.

Ronald L. Katz MD (BA '52) has left his position as professor of anesthesiology at Columbia University to become professor and chairman of the department of anesthesiology at UCLA's School of Medicine.

Mortimer G. Rosen MD (BS '52) is the new professor of reproductive biology at Case Western Reserve School of Medicine.

C. L. Yderstad '52 is a construction manager for the Dravo Corporation, Pittsburgh.

George Simkowski '53 is the new group vice president for marketing for Bell & Howell's Consumer and Audio Visual Products Group in Chicago.

Edwin A. Trapp '53, Dallas, is the new president of Hall-Mark Electronics Corporation, with whom he's been associated since 1969.

Stanley Krippner '54, Cotati, California, is a western hemisphere vice president of the International Association for Psychotronic Research, and the new president-elect for the Association for Humanistic Psychology.

Duane L. Larson MD '54, chief of staff of the Galveston Unit, Shriners Burns Institute, was cited last fall by the American Medical Association at a national meeting, and was chosen "Physician of the Year" by the President's Committee on employment of the handicapped. Both honors came for his work in treatment and rehabilitation of burn victims.

Arthur S. Leon MD '57 and his wife *Gloria (Rakita '56)* move from New Jersey to Hopkins, Minnesota, where he is now an associate professor in the University of Minnesota's Medical School and School of Public Health; and she is a clinical assistant professor in the university's department of psychology.

R. A. Thygeson '57 has been appointed general manager of Johnson (Wax) Europlant in the Netherlands.

Leon J. Weinberger '57 has been elected president of Sentry Indemnity Company, the stock agency subsidiary in the Sentry Insurance Complex, Stevens Point.

60/69

Donald R. Stone '60, Minneapolis, is now a vice president of Medtronic, Inc. He has been with the firm since 1968.

The new Army ROTC commandant on campus is Maj. *Charles F. Smith '61*.

Correction

Transposed paragraphs in the last issue may have caused confusion for those interested in the new resident-tuition reciprocity agreement between Wisconsin and Minnesota. Residents of either state can get information on the plan by contacting their state offices. The addresses are: Minnesota Higher Education Coordinating Commission, Suite 550 Cedar, 400 Capital Square, St. Paul 55101; or Wisconsin Higher Educational Aids Board, 115 W. Wilson Street, Madison 53702.

Lawrence J. Cofar '64 is half of the new law firm of Moraitis and Cofar, in Ft. Lauderdale.

Patrick G. Colloton '64 has been appointed assistant director of advanced underwriting of Northwestern Mutual Life, Milwaukee.

Lawrence A. Gardner '64 has been promoted to a vice presidency of the international division of the City National Bank of Detroit. He will be in charge of the Latin America, Spain and Portugal areas.

Kenneth D. Carlson Ph.D. '66, Peoria, an organic chemist at the U.S. Department of Agriculture's Northern Regional Research Laboratory, received a gold medal from the American Oil Chemist's Society "in recognition of both scientific merit and effective delivery of technical papers."

USAF Capt. *Robert L. Keller '66*, now at Randolph AFB, Texas, has been decorated for meritorious service while stationed in Vietnam.

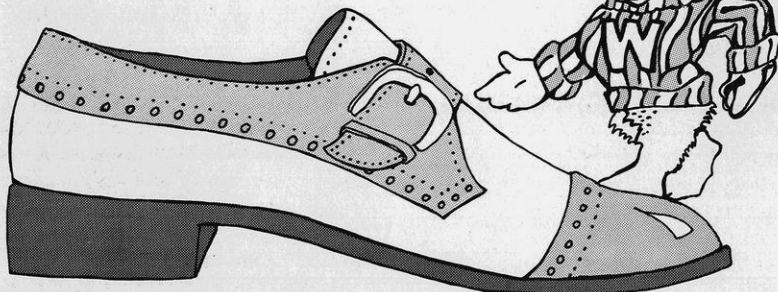
David W. Kinney '66 is now the chief accountant at the Madison plant of Oscar Mayer & Co.

Jan L. Pollnow '66 has moved up to the position of associate actuary of The Hartford Insurance Group, Hartford, Conn.

Jay Lohmiller '67 has been promoted to assistant sales manager at the Milwaukee distribution center of Oscar Mayer & Co.

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USAF Capt. *Jon D. McLean '68* is now at Ellsworth AFB, S. Dak., after graduating with honors from SAC missile combat crew operational readiness training course at Vandenberg AFB, Calif.

Tim Wyngaard '68 is the new Washington correspondent for the Capital Times. He's a staff member of the Washington bureau of the Scripps Howard chain.

USN Lt. *Robert R. Anderson '69* is flying with Fighter Squadron 161 aboard the USS Midway, homeported in Yokosuka, Japan.

In October *John R. Smith '69* was ordained into the ministry of The American Evangelical Lutheran Church in Milbank, S.D.

Karen (Alvstad) Sterzik '69 and her husband, Terry, have moved from Milwaukee to Bettendorf, Iowa. Their son, Christopher Terry, will be a year old in May.

Pamela Tomlinson '69 is working for the United Nations Economic Commission for Europe. She's stationed in Geneva, Switzerland.

Cheryl Rindy Wagner '69 earned her masters degree and is associated with the Greater Manchester (N.H.) Child Care Association. The Wagners live in Barnstead.

70/73

Gregory D. Bruhn '70, Wilmette, has been promoted to real estate officer with Chicago's Continental Bank.

Catherine Gehrke '70, formerly admissions counselor at Interlochen Arts Academy, is now on the faculty of Oberlin (Ohio) College Conservatory of Music.

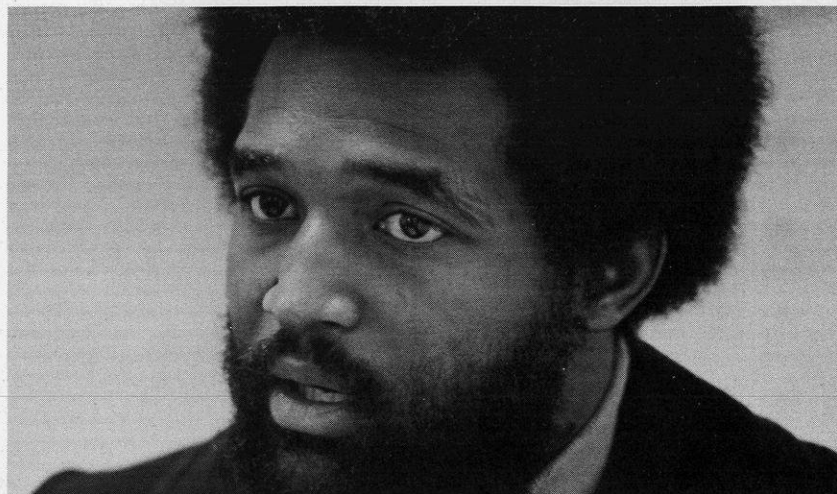
Peace Corps volunteer *James H. Orf '71* is serving as an animal husbandry extension agent in Molo, Kenya, and describes the climate—60- 70-degree days, and nights in the 30s and 40s—as like living in a “perpetual Wisconsin September.”

Carolyn R. Townsend '71 commutes from Milwaukee to Racine in her new position as a marketing research analyst with the S. C. Johnson Company.

Michael W. Brandon '72 has been promoted to a marketing product analyst with the Xerox Corporation, Rochester, N.Y.

Jeffrey Peterson '72, Wausau, has been appointed to the national advisory council of the National Federation of Independent Business. He's vice president of Mel's Big Dollar.

Michael R. Wagner '72 has joined the Peace Corps and is headed for Ghana, where he will serve for two years in



Peace Man

Since the University announced the closing of two minority student centers four months ago (WA, October/November) some feared a confrontation between students and the UW administration might result. Sides had been formed. On one hand the largely minority-student Open Centers Committee conducted a 24-hour-a-day vigil in both the Afro-American and Native American Centers. Numerous press conferences, mini-rallies, and teach-ins were conducted by the OCC to keep the issue of the centers before the public.

On the other hand was Dean of Students Paul Ginsberg. The situation had stalemated. Although there was a continuing discussion of tactics, there had been little meaningful discussion. At a news conference on December 17 Dean Ginsberg and Oliver Evans of the OCC were joined by a third man at the conference table—soft-spoken John H. Smith. Smith is a graduate student from Mobile, Alabama. He had served as academic advisor for the Afro-American Center for a year before it closed. Smith took it upon himself to discuss University ethnic minority programs with Ginsberg and the OCC.

“I realized that both the University and the OCC were interested in meeting the same needs. They were saying many of the same things separately, so I suggested they meet and talk,” Smith said.

After many sessions as go-

between, he asked Dean Ginsberg to outline what was needed to begin negotiations. “He said the students had to agree to discuss issues and concerns that go beyond the questions of individual ethnic centers, and to vacate the centers. I carried this back to the OCC, where, after heated discussions, they agreed and plans for negotiations were started.”

Had his self-appointed mission as arbitrator not worked, Smith predicted one of three things would have resulted: either interest in the issue would have died, or there would have been confrontation between the University and the OCC, or the University would have instituted more potentially unsuccessful ethnic programs and faced the possibility of renewed future problems.

With the centers vacated as of the Christmas semester break both sides agreed to meet for a four-to-six-week period of negotiations. Smith will remain as mediator. “I’ll be trying to at least get people to see what the other side is making. In my semi-professional way, I’ll be pulling out the real ethnic needs on campus.”

One topic agreed on for discussion is the Ethnic Science concept, which Smith is also interested in. “This approach uses scholarly study to look at the problems of an education system that excludes certain groups by not taking into account their culture and characteristics.”

Smith will receive a master's degree in counseling from the School of Education in May.

—Bonnie Bressers

forestry work. *Lynn A. Borchardt '73* takes up her Peace Corps duties in Korea as an education volunteer.

From *Wm. J. Rauwerdink '72* at Harvard Law School came word of '72'ers. He, *Bruce Harms*, *Barb Rogers* and *Louis Weiss* passed their CPA exams last spring. Rogers is with Arthur Young & Co., Milwaukee; Harms is here in Law School; Weiss is in San Diego. *Dick Johnson* got an MBA at Ohio State and was to join the Arthur Anderson Co. in Milwaukee. *Steve Kravitz* and *Armin Taus* were scheduled to resume studies at Harvard Law School last semester.

John J. Schmid '73 is in the polymer process engineering department of the research division of Rohm and Haas Company, Philadelphia. He and his wife live in Langhorne, Pa.



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Mrs. James C. Pinney (*Kathryn Irene Blackburn*) '01, Lakewood, Ohio
Mrs. F. P. Young (*Clara Millemon Stansburg*) '01, Appleton

Frederick Oscar Leiser '02, Madison, in St. Louis. He was one of the founders of the University YMCA.

Hiram Edwin Bailey '03, La Crescenta, Calif.

Charles Joseph Hejda '03, Moline, Ill.

Conrad Charles Lehman '03, Cedarburg

Bernard Eilart Feldkamp '05, Danville, Ill.

Eunice Miriam True '05, Pleasant Hill, Tenn.

Raymond James Hardacker '06, Los Angeles

Mrs. Basil Maxwell Manly (*Marie Merriam Bradley*) '07, Washington, D. C.

Mrs. Earle W. Bailey (*Jennie Belden Wallin*) '08, Naches, Wash.

Mrs. Arthur G. Crocker (*Harriet M. Hutson*) '08, Detroit

Christian J. Kreilkamp '08, Princeton, Wis.

William Ensign Atwell, Sr. '09, Stevens Point

Walter Carl Ross '09, Milwaukee

Mrs. Roy A. Young (*Amy G. Bosson*) '10, Chestnut Hill, Mass.

George Henry Brown '11, Madison

Raymond A. Denslow '11, East Longmeadow, Mass.

Mrs. Richard McMurray (*Anna Pfund*) '11, Neenah

Mrs. Edward Evans (*Margery Vining Jones*) '12, Dousman, Wis.

Steven Aloizy Koszarek '12, Rhineland

Maitland Edgar Palmer '12, Janesville

Paul Pike Pullen '12, Evansville, Wis.

Annie Elizabeth King '13, Ann Arbor

Herman Larsen '13, Dallas

Mrs. Leo Lunenschloss (*Marguerite Coleman*) '13, Madison

Sigvald Asbjorn Stavrum '13, Annapolis

Mrs. William S. Taylor (*Helen Josephine Dodge*) '13, Lexington, Ky.

Mrs. Walter S. Gaspar (*Antoinette Kuehn*) '14, Palo Alto, Calif.

Mrs. Raleigh Welch Gamble (*Gladys June Bautz*) '15, Milwaukee

Forrest Julius Krueger '15, Oradell, N.J.

Lester Roy Nickerson '15, Madison

John Marcher Bickel '16, Myrtle Beach, S.C.

William Norman Fitzgerald '16, Milwaukee

Joseph Kingsbury Greene '16, Hendersonville, N.C.

Harold Dabney Kerr MD '16, St. Michaels, Md.

Roy Hugo Schmidt '16, Davenport, Iowa
Ennis Champ Warrick '16, Wilberforce, Ohio

Mead Burke MD '17, Madison

Samuel Maurice Feinberg MD '17, Highland Park, Ill.

William Semple Macfadden '17, Minneapolis

Frank Victor Birch '18, Milwaukee, in Islamorada, Fla.

John William Boehne Jr. '18, Kensington, Md.

Matthew Joseph Casey '18, New Rochelle, N.Y.

Mrs. Samuel Arnold Medbury (*Helen Margaret Batty*) '18, New Berlin, N.Y.

Hazel Alvilda Sanders '18, Madison

Clarence Nathan Wolf '18, Sag Harbor N.Y.

Mrs. Clyde Carnahan (*Helen Katharine Jackson*) '19, Lakewood, N.Y.

Eva May Thornton '19, Reedsburg

Mrs. Arthur George Tillman (*Florence Whitbeck*) '19, Macomb, Ill.

Mrs. Webb Bogart White (*Florence I. Deakin*) '19, Weston, Mass.

Herman Harry Huber MD '20, Milwaukee

Delmar Wood Nelson '20, Madison

Lucian George Schlimgen '20, Madison

J. Herbert Shellenberger '20, Delray Beach, Fla.

Edward Rockwell Benson '21, Milwaukee

Richard Donald Evans MD '21, Santa Barbara

Frederic Omar Goerlitz '21, Chicago

Mrs. William N. Gowdy (*Mary Agnes Hoppman*) '21, Madison

Howard Blair Hornaday '21, Seattle

Volney Butman Hyslop MD '21, Brookfield, Wis., in Hayward

Lyman Edson Jackson '21, State College, Pa.

Morris Dunn Jackson '21, Dunedin, Fla.

Mrs. J. Bernard Johnson (*Eva Caroline Stevenson*) '21, Beloit

Howard P. Jones '21, Atherton, Cal.

Mrs. Philip Fox LaFollette (*Isabel Lyman Bacon*) '21, Madison

Hazen Hill Petrie '21, Madison

Mrs. Arthur E. Schroeder (*Edna Courtney Gopen*) '21, Monroe

Joseph Edward Fronk '22, Madison

Merritt Albert Giles '22, Kaneohe, Hawaii

Raymond Blaine Homme '22, Stoughton

Elliott Fox Kiser '22, Ft. Lauderdale

Mrs. Frank Touton (*Edith Cammock*) '22, Los Angeles

Clarence Gilbert Trachte '22, Johnson Creek, Wis.

Mrs. Rudolph Voigt (*Frieda Annemarie Meyer*) '22, San Rafael, Calif.

Thomas R. Amlie '23, Madison

Alma Louise Bridgman '23, Waupaca

Frederick J. Ellison '23, Phoenix

Mrs. Gotthold Essig (*Ruth Pointer*) '23, Inglewood, Calif.

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Deaths

William Henry Frederick '23, Madison
Mrs. Robert R. Glenn (*Geraldine Dorothy Kaepfel*) '23, Wilmette
Mrs. William H. Hall Sr. (*Harriet Ann Newton*) '23, Vancouver, B.C.
Lynne Harvey Halverson '23, Frankfort Mich.
William Albert Hartman '23, Dunedin, Fla.
Ernest Andrew McGraw '23, Rhinelander
Mrs. Charles Arleigh Parkin (*Florence Carolynne Schenck*) '23, Madison
Samuel Landfair Rosenberry '23, New York City
Harrington G. Yost '23, Chicago
Edith Thelma Erickson '24, Milwaukee
Lydia Bronwen Hammond '24, Scranton, Pa.
Frederick Lee Hisaw '24, Belmont, Mass.
Merle Emerson Jackson '24, Madison
Donald Alexander MacGregor '24, New Orleans
Rush Porter Marshall '24, New Haven
Anthony Frank Rufflo MD '24, Kenosha
Mrs. Helmuth Schroeder (*Mona Christine Stublely*) '24, Black Earth
Henry Weinrich Starker '24, Burlington, Iowa
Julius Morgan Wheeler '24, Menasha
Mrs. Paul A. Burkland (*Catherine Amy St. John*) '25, Excelsior, Minn.
Nels Lewis Fadness '25, Decorah, Iowa
Rev. Ernest Jerome Johanson '25, Hartford, Conn.
Herman F. Kessenich '25, Madison
Clement Pearl Lindner '25, Atlanta
Ruth Putnam Merrill '25, New York City
Oscar Pfeffer '25, Farmington, Mich.
Mrs. Louis A. Raddant (*Susan Jane Knippel*) '25, Belvidere, Ill.
Herbert Carl Schaefer '25, Sheboygan
Charles Emmet Wall MD '25, Antigo
Mrs. Walter Henry Ziehm (*Blanche Bernice Whitehead*) '25, Eau Claire
Bertha Lorena Carns '26, Superior
William Alfred Christians '26, Johnson Creek, Wis.
Cecilia Mary Ellen Doyle '26, Fond du Lac
Mrs. Alfred Hudson (*Margherita Louise Libby*) '26, Madison
Leslie Michael Klevay '26, Chicago
Frances Elizabeth Roberts '26, Lake Mills
Mrs. William Bowen Sarles (*Marion Elizabeth Reynolds*) '26, Madison
Allan Edward Schilling '26, La Crosse

John Carson Trapp '26, Wonewoc, Wis.
Mrs. G. Kenneth Crowell (*Helen Jeanette Metcalf*) '27, Oshkosh
John Phillip Gillin '27, Chapel Hill, N.C.
Leonard Doyle Harmon '27, Sioux City
Mrs. B. C. Helzberg (*Gladys Gwendolyn Feld*) '27, Kansas City, Mo.
Harold Raymond Kautz '27, Madison
Stevens John Martin MD '27, Hartford, Conn., in Stockholm, Sweden
Charles David Meissner '27, Milwaukee
Douglass Wood Miller '27, Laguna Hills, Calif.
Alfred Reinhardt Nickel '27, Evanston
Charles Francis Drake '28, Glencoe, Ill.

what do you remember
about your

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Rufus Thomas D. Freitag '28, Pasadena
Louis Edward Hawkins '28, Stillwater, Okla.
Socrates Michael Karakiz '28, Chicago
Charles Augustus Lawton '28, De Pere
Haakon I. Romnes '28, Sarasota, Fla., retired Chairman of the Board of AT&T, president of WARF's Board of Trustees, and a recipient of our Distinguished Service Award.
Clifford Young Wiswell MD '28, Williams Bay, Wis.
Robert Walter Haman '29, Orlando, Fla.
Elwyn Clinton Pride '29, Madison
Eugene Charles Ragatz '29, Milwaukee
Mrs. A. O. Reddemann (*Katherine Elizabeth Royce*) '29, Sun City, Ariz.
Mrs. David Humphrey Williams (*Alice Debra Hayden*) '29, Middleton
Peter John Arne '30, Deerfield, Ill.
Philip Raymer Fehlandt '30, Tacoma, Wash.
Walter Albert Graunke '30, Wausau
H. Gordon Kamps '30, Wausau
Mrs. Harold Charles Lucht (*Maxine Sinar*) '30, Buffalo, N.Y.
Harold Theodore Maecker '30, Tucson
Myra Parkinson '30, Madison
Carlton Clymer Rodee '30, Pasadena
David Heancke Gernon '31, Madison
Paul McClusky Golley MD '31, Lookout Mountain, Tenn.
Ulissa U. Helke '31, Chicago

William Melcher '31, Winter Park, Fla.
Margaret Friel Murphy '31, Winona, Minn.
Willard LeRoy Wegner '31, Madison
Charles Snyder Adams '32, Reading, Penn.
Mrs. Joseph Bryan (*Zella Mae Spencer*) '32, Volant, Penn.
Mrs. John Timothy Harrington (*Mary Marcia McKenna*) '32, Madison
Mary Lena Hessman '32, Stoughton
Rev. Thomas Parry Jones '32, Sheboygan
Edmond Christian Melaas '32, Beloit
Charles Hudson Novotny '32, Houston
Feridun Mahmud Askin '33, Afton, Wyo.
Mrs. John Edward Canfield (*Helen May Roberts*) '33, Madison
Mrs. Lloyd F. Jenkins (*Joan E. Melaas*) '33, Chicago
Alfred Emil Poehlmann '33, Denver
Daniel Emil Schuck '33, Slinger, Wis.
Alan McCulloch Drummond '34, Falls Church, Va.
Gaylord Thompson Owen '34, Madison
John Van Matre Paulson '34, Evansville, Wis.
Clarence Ezra Torrey Jr. '34, Annandale, Va.
Gordon Goldberg '35, Madison
Merlin Lewis Hayes '36, Milwaukee
George Benjamin Kay '36, Murray Hill, N.J.
Mrs. Joseph H. Frost Jr. (*Helen Clark Keator*) '37, San Antonio
Columbus Caldwell Bowers '38, Darlington
Caroline C. Kriege '38, Sioux City
Roger Bertram Maas '38, Wausau
Raymond Edward Schrank MD '38, Waupun
Perry Joseph Armstrong '39, Madison
Mrs. Frederick C. Thomas (*Anne Marie Mortonson*) '39, Madison
Clarence Charles Gettelman '40, Westlake, Ohio
John P. Murphy '40, Marshfield
Mrs. Michael Emil Olbrich (*Frances Gaylord Chapman*) '40, Glenview, Ill.
Lowell Raine Huckstead '41, Rochester, Minn.
Paul Ellis Nielson MD '41, Chicago
Henry Arthur Olson '41, Madison
James Samuel McAlpine '41, Madison
Rudolph Ottenbacher '42, Santa Monica
Clyde LeRoy DeLand MD '43, Beilevue, Mich.
Laurence Joseph Intravaia '43, Carbondale, Ill.
Wallis E. Peters '43, Port Washington, Wis.
Robert Jacob Sirny '43, Denton, Tex.
Mrs. Roger Dean Biddick (*Elinor Margaret Bradley*) '44, Livingston, Wis.
Edwin Eugene Faulkes '44, Iowa City
Harold Melvin Ankersen '47, Onalaska

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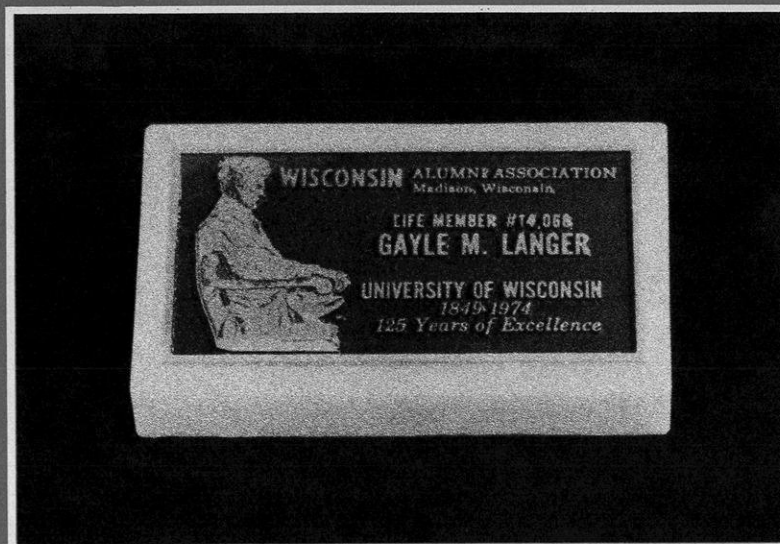
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Deaths

Dan Lowell Burnham '48, Platteville
 Edward Heuer '48, Fort Worth
 Mrs. Herbert James Maxwell (*Eleanor Marguerite Walker*) '48, Des Moines
 Edwin Alan Smith '48, Pittsburgh
 Albert Borenstein '49, Madison
 James Campbell Gates '49, Ft. Atkinson
 Henry Charles Lorgner '49, Sheboygan
 Etienne Stefani '49, Madison
 Victor Fred Dawald '50, Decatur, Ill.
 Harlow Donald Gilbertson '50, Brookfield, Wis.
 Elvin Lukie Conway '51, Rothschild, Wis.
 William Daniel Thompson '51, Kenosha
 Mrs. Loudon Charles Webster (*Jane Ann Bours*) '51, Madison
 David George McKenzie '53, Madison
 Gerald Arthur Frangquist '57, Chicago
 Mrs. Jack Milton Perlman (*Jeanne Sue Terry*) '58, Ann Arbor
 Eldon Nathaniel Prentice Jr. '58, Appleton
 John Corbin Rainbolt '62, Berea, Ohio
 James Overton Brooks '64, Woodstock, Ill.

Melvin William Cooper '64, Madison
 Isaac Neblett '64, Madison
 Gerald Lavern Borchardt '65, Mineral Wells, Tex.
 Elizabeth Louise Graves '68, Madison
 Jacob Gingold '69, Milwaukee
 Jeffrey Allen Lund '71, Pewaukee
 Emily Marie Franz '72, New Berlin, Wis.
 Denis Landry '72, Madison

FACULTY DEATHS

Ralph O. Nafziger, 77, Madison, emeritus professor of journalism and director of the School of Journalism from 1949 to 1966.
 Volney B. Hyslop MD 'x21, Hayward, at the age of 76. A Milwaukee surgeon for 32 years, Dr. Hyslop was well known for performing free surgical procedures for the poor. On our Medical School faculty from 1929 to 1944.
 John T. Salter, 75, Oberlin, Ohio, emeritus professor of political science. He retired in 1968 after 38 years on the faculty.
 Russell T. Gregg, 70, Madison, chairman of the Educational Administration Department from 1967 to 1970, and a member of its faculty from 1938.

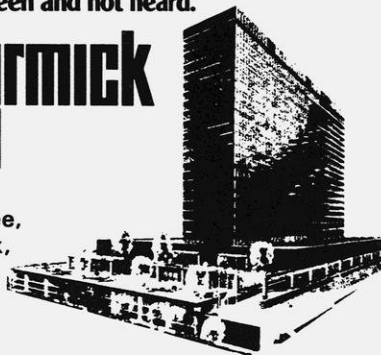
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 2211 Fordem Avenue
 Madison 53704
 Served: 1947-48

R. T. Johnstone '24
 107 Meadow Lane
 Grosse Pointe Farms, Mich. 48236
 Served: 1953-54

John A. Keenan '30
 70 Ship Street
 Providence, Rhode Island 02902
 Served: 1957-58

Warren P. Knowles '33
Inland Financial Corporation
435 East Mason Street
Milwaukee 53202
Served: 1952-53

Lloyd G. Larson '27
The Milwaukee Sentinel
918 North 4th Street
Milwaukee 53203
Served: 1962-63

John S. Lord '04
c/o Camelback Inn
Scottsdale, Arizona 85252
Served: 1917-18; 1918-19

Charles O. Newlin '37
231 South LaSalle Street
Chicago 60690
Served: 1963-64

Sam E. Ogle '20
Northway Apts., #201
2722 North 10th Street
Sheboygan 53081
Served: 1958-59

Fred R. Rehm '43
9722 Watertown Plank Road
Milwaukee 53226
Served: 1972-73

Raymond E. Rowland '25
4989 Barnes Hospital Plaza
St. Louis 63110
Served: 1968-69

John H. Sarles '23
5057 Belmont Avenue, South
Minneapolis 55419
Served: 1949-50

Donald C. Slichter '22
611 East Wisconsin Avenue
Milwaukee 53202
Served: 1967-68

Robert R. Spitzer '44
President, Murphy Products Co.
Burlington, Wisconsin 53105
Served: 1964-65

Truman Torgerson '39
2000 South 10th
Manitowoc 54220
Served: 1969-70

Earl O. Vits '14
635 North 7th Street
Manitowoc 54220
Served: 1932-33; 1933-34

Gordon R. Walker '26
2000 17th Street
Racine 53402
Served: 1955-56

John J. Walsh '38
131 West Wilson Street
Madison 53703
Served: 1966-67

Robert J. Wilson '51
670 South Whitney Way
Madison 53711
Served: 1971-72

Elected Board Of Directors At Large

Terms Expire July 1, 1974
Judge Thomas Barland '51
1617 Drummond
Eau Claire 54701

Eric Hagerup '58
First Wisconsin Trust Company
P. O. Box 2054
Milwaukee 53201

Jack Kellner '41
928-14th Avenue
Grafton, Wisconsin 53024

Martha Maxim Reynolds '42
2707 Colgate Road
Madison 53705

Carl Ruhloff '40
Container Corp. of America
1 First National Plaza
Chicago 60670

Clyde Schlueter '33
3030-7th Street
Wausau 54401

Kenneth Schmidt '29
1816 High Street
Denver 80218

Emmett W. Terwilliger '36
217 West Cherry Street
Lancaster, Wisconsin 53813

John A. Troller, Jr. '55
314 Ritchie Avenue
Cincinnati 45215

Betty Erickson Vaughn '48
839 Farwell Drive
Madison 53704

Terms Expire July 1, 1975
Urban Doyle '51
1224 Sweetwater Drive
Cincinnati 45215

Richard Ellison '42
8220 Cooper Road
Kenosha 53140

Marcelle Glassow Gill '35
830 Farwell Drive
Madison 53704

Earl C. Jordan '39
1120 Golfview
Glenview, Illinois 60025

Joann Oyaas Sanger '46
73 Poplar Street
Douglaston, New York 11363

Harold Scales '49
Anchor Savings & Loan
25 West Main Street
Madison 53703

John Sohrweide '39
4722 Walnut Hill Lane
Dallas 75229

Steven C. Underwood '64
7634 North Seneca Road
Fox Point, Wisconsin 53217

Mayor Ralph Voigt '40
Merrill 54452

Carl Zahn '31
Bank of Sturgeon Bay
Sturgeon Bay 54235

Terms Expire July 1, 1976
Harvey Clements '43
2025 Swainwood Drive
Glenview, Illinois 60025

Lester S. Clemons '26
780 North Water Street
Milwaukee 53202

Louis Holland '65
614 North Cross
Wheaton, Illinois 60187

Warren Jollymore '46
General Motors Corporation
11-270 General Motors Bldg.
Detroit 48202

Carl H. Krieger '33
Campbell Institute
Campbell Place
Camden, New Jersey 08101

Marge Beduhn Leiser '45
3510 Glen Arbor Drive
Houston 77025

Norma Shotwell Normington '48
290 Shore Acres Drive
Wisconsin Rapids 54494

Jonathan G. Pellegrin '67
624 South Main Street
Fort Atkinson 53538

John Poser MD '33
551 West School Street
Columbus, Wisconsin 53925

F. Frederick Stender '49
6120 University Avenue
Madison 53705

Senior Class Directors

Class of 1971

Jack Goggin
Office of the Circuit Court
Cook County
Chicago 60602

Jack Teetaert
1328 South Memorial Drive
Appleton 54911

Class of 1972

Donn D. Fuhrmann
524 Sellery Hall
University of Wisconsin
Madison 53706

Paul Soldatos
4905 Spruce Street
Philadelphia 19139

Class of 1973
W. Grant Callow
421 Tenny Avenue
Waukesha 53186

Keith J. Kuehn
840 South Oneida, Apt. 317A
Denver 80222

Certified Club Directors

John W. Boray '66
148 North Elmwood Avenue
Burlington 53105

Jack Bartingale '55
208 West Heather Road
Eau Claire 54701

Dale A. Hembrook '56
Route 1, Box 230
Rubicon 53078

Norman E. Schulze '31
135 South 26th Street
La Crosse 54601

Robert Westervelt '50
4817 Fond du Lac Trail
Madison 53705

William Gyure '48
1115 21st Avenue
Monroe 53566

Miss Katherine McCaul '25
203 West La Crosse Street
Tomah 54660

Arthur J. Gilmaster '51
25 Mead-Witter Building
Wisconsin Rapids 54494

Edward Dithmar '36
105 West Adams Street
Chicago 60603

Carl Bunde '33
3738 Donegal
Cincinnati 45236

Gordon Howard '61
28180 Lahser Road
Southfield, Michigan 48075

Norman Gauerke '31
505 Ripple Creek
Houston 77024

New York City
Ron Ross '48
233 Woodside Drive
Hewlett Bay Park, N.Y. 11557

Philadelphia
Val Herzfeld '49
1749 Hamilton Drive
Valley Forge, Pa. 19481

Jack Mischnick
2315 11th Avenue, NW
Rochester, Minn. 55901

Washington, D. C.
Russ Mueller '65
4421 North 25th Street
Arlington, Virginia 22207



Needlepoint Nostalgia

Keep your campus memories alive with these distinctive needlepoint works. Each comes silk-screened on 15" square canvas, ideal for framing or pillow-topping. Each has its color-correct fine yarns, needles and easy directions.

The UW Seal is red and white. Bucky is red, white and black.

Each kit **\$25 complete**. (Indiana residents add \$1 sales tax for each kit.)

Creative Crests

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

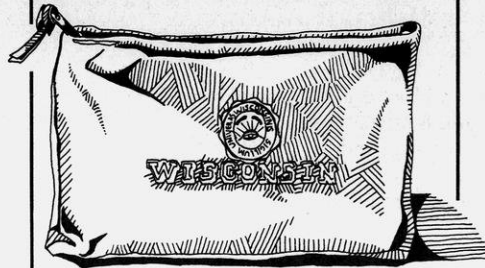
Please send me the ____ UW Seal; ____ Bucky Badger at \$25 each, post-paid. Here is my check for \$_____.

Name _____
 Address _____
 City _____
 State _____ Zip _____

Two to Show



Poncho. High-visibility white, top-quality vinyl. This is real foul-weather gear, with heavy-duty side snaps, snug face opening for minimum exposure. The fighting Bucky and "Wisconsin" are in red across back. Ideal for walking, bicycling, hunting, stadium-sitting in the wettest weather. Width: 54"; length, 36" from shoulder. One size fits most adults. To non-members, \$6; to members, \$4.



Portfolio. Soft, luxurious Naugahyde in cardinal red with UW seal and "Wisconsin" in white.

Roomy: 17" x 11½". Fully and handsomely lined; rolled seams; spongeable inside and out. There's a dependable zipper with a tab you can get your hands on. To non-members, \$10; to members, \$6.

WAA Services Corp.

650 N. Lake St., Madison 53706

Here is my check for \$_____.
 Ship postpaid.

____ Ponchos ____ Portfolios
 Name _____
 Address _____
 City _____
 State _____ Zip _____

Letters

Continued from page 3

sentence filler: "The words to 'On Wisconsin' were written by Carl Beck in 1909 . . ." This statement bothers me because 1) it is the music which made the number an all-time hit, and because 2) the truth is that Beck did not really write the words, but was credited with them by my father in the belief that it would promote the number to have a former student of the UW associated with it. (Beck did attend the University for three semesters, but did not graduate.) Beck was a fraternity brother and roommate of my father's at Hamilton College in Clinton, New York. Of course, there is no denying Beck a credit line for the lyrics since my father authorized it, but I am sure you can appreciate how annoying it is to me and to my mother to see this fact highlighted as in the small item you ran. The music to "On Wisconsin" is used by 989 high schools in the U. S. as their school song with their own lyrics.

Marylois Purdy Vega '35
 New York City

Nothing Has Changed

There is a rather important inaccuracy in the Oct.-Nov. issue. You state that "The campus Center for Health Sciences has changed its name to Wisconsin Clinical Cancer Center." While our Center for Health Sciences was designated one of eight clinical cancer centers, this did *not* change our overall mission *nor did it change the name of our center*. Its mission continues to be teaching of health professionals, service to the people of Wisconsin in the health sciences field and also research in this great area.

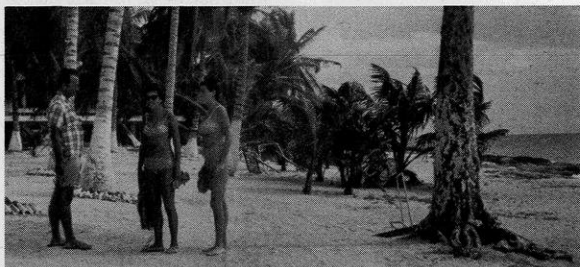
Only one area of the center's mission—that of cancer treatment, research and teaching—is involved in the change, which includes the addition of federal funding to more specifically zero-in on bringing the detection and treatment of cancer to the people of the areas served by the Wisconsin Clinical Cancer Center.

Kurt H. Krahn, Director
 Public Information
 UW Center for Health Sciences

We knew better than to imply a sudden specialization in cancer over at the Health Center, and apologize for careless editing.—Ed.

You're Entitled!

You're pulling through the dullest winter in 30 years. Don't you think your brave little heart deserves a reward? We do.



Cozumel

March 8-15
8 days / \$479

For WAA members and immediate families.

COZUMEL is a "new" island — new to tourists and virtually untouched by commercialism. It's in the Caribbean Sea, 11 miles east of Yucatan off the mainland of Mexico. For 400 years it was a sacred island of the Mayas, who made annual pilgrimages there to their shrine of the Moon Goddess. In 1519 Cozumel was the first stop for Cortez when the Spaniards began their conquest of Mexico. Here is a lovely little freeport, just 20 miles long and 8 miles wide. Its population is less than 4,000. Its capital and only town is SAN MIGUEL. There are no noisy casinos, no glitter. But there *is* pure air, and lagoons so clear you can see 200 feet straight down! And there's a temperature that almost never goes above 82° or below 72°. There are reefs that still hold the secrets of Spanish galleons, and a jungle that's an archeological wonderland. Miles of beach and sea. Plus tennis,

fishing, water sports. We'll have a Mexican tour director to help in every possible way. We fly from MILWAUKEE on a Braniff 727 Jet, and in Cozumel we stay at the Caribe Hotel — small, immaculate, with old-world service. All our rooms are air-conditioned and each has its private beachfront terrace. Troubadors stroll near the beach bar and swimming pool. Our rates include breakfast and dinner. Please add \$22 in taxes to our \$479 per-person rate. Single rooms are \$75 extra. Please enclose \$150 with each reservation, and show relationship of all for whom you make reservations.

The Rhine

AMSTERDAM/RHINE CRUISE

April 30 — May 10

10 days/\$659

For WAA members and immediate families

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

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

Yes! I *do* deserve a special reward, and it took you to point that out!

Here's what I have in mind:

Send brochure only	No. Res.	Tour	Base Price	Tax	Single Room	Deposit/Person	Total Enclosed
		Cozumel	\$479	\$22	+\$75	\$150	
		Am/Rhine	\$659	10%	+\$100	\$200	

Charge my Master Charge BankAmericard Card No. _____

Exp. Date _____ Interbank No. (Master Charge only) _____

Name _____ Phone No. _____

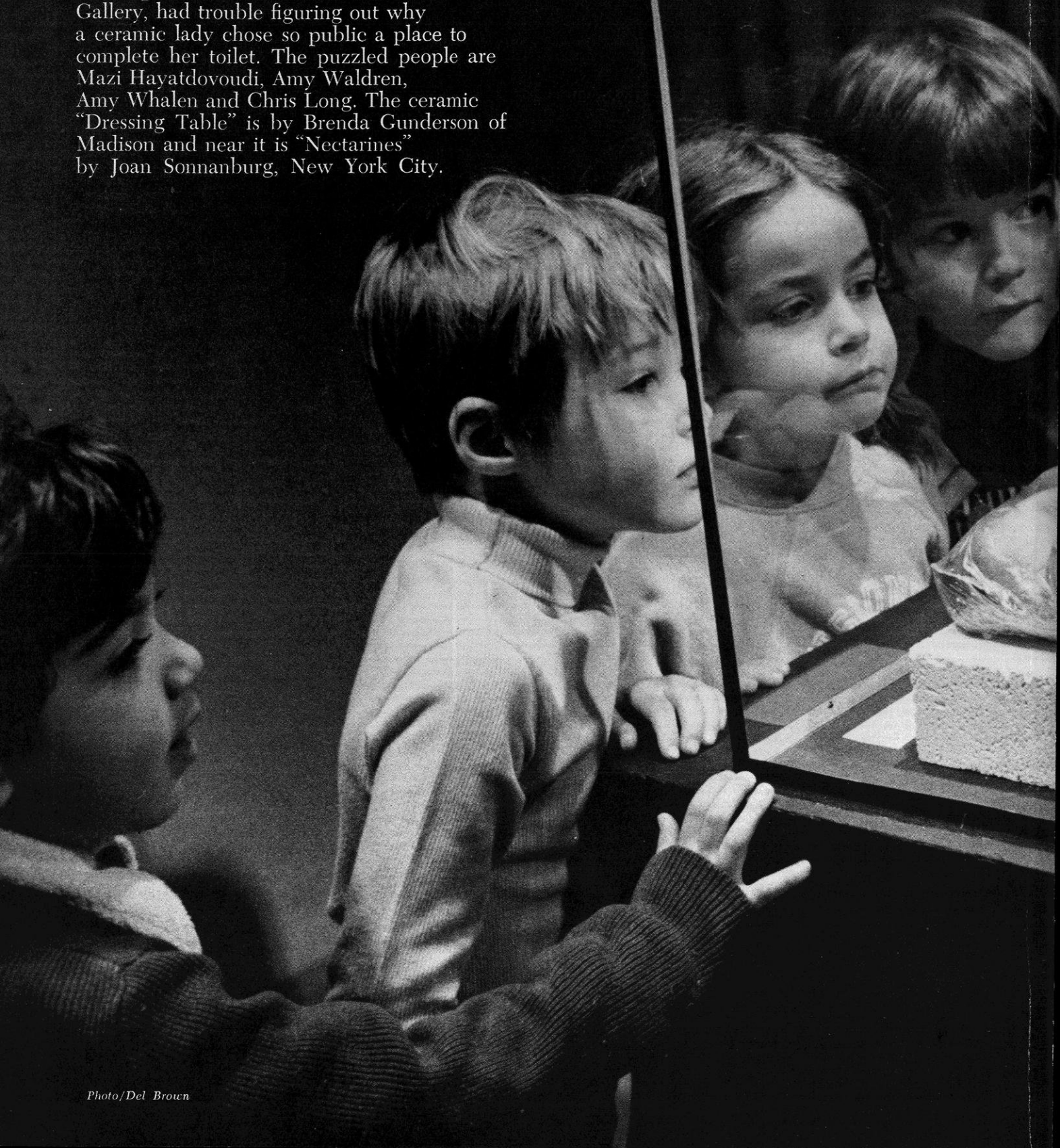
Address _____

City _____ State _____ Zip _____

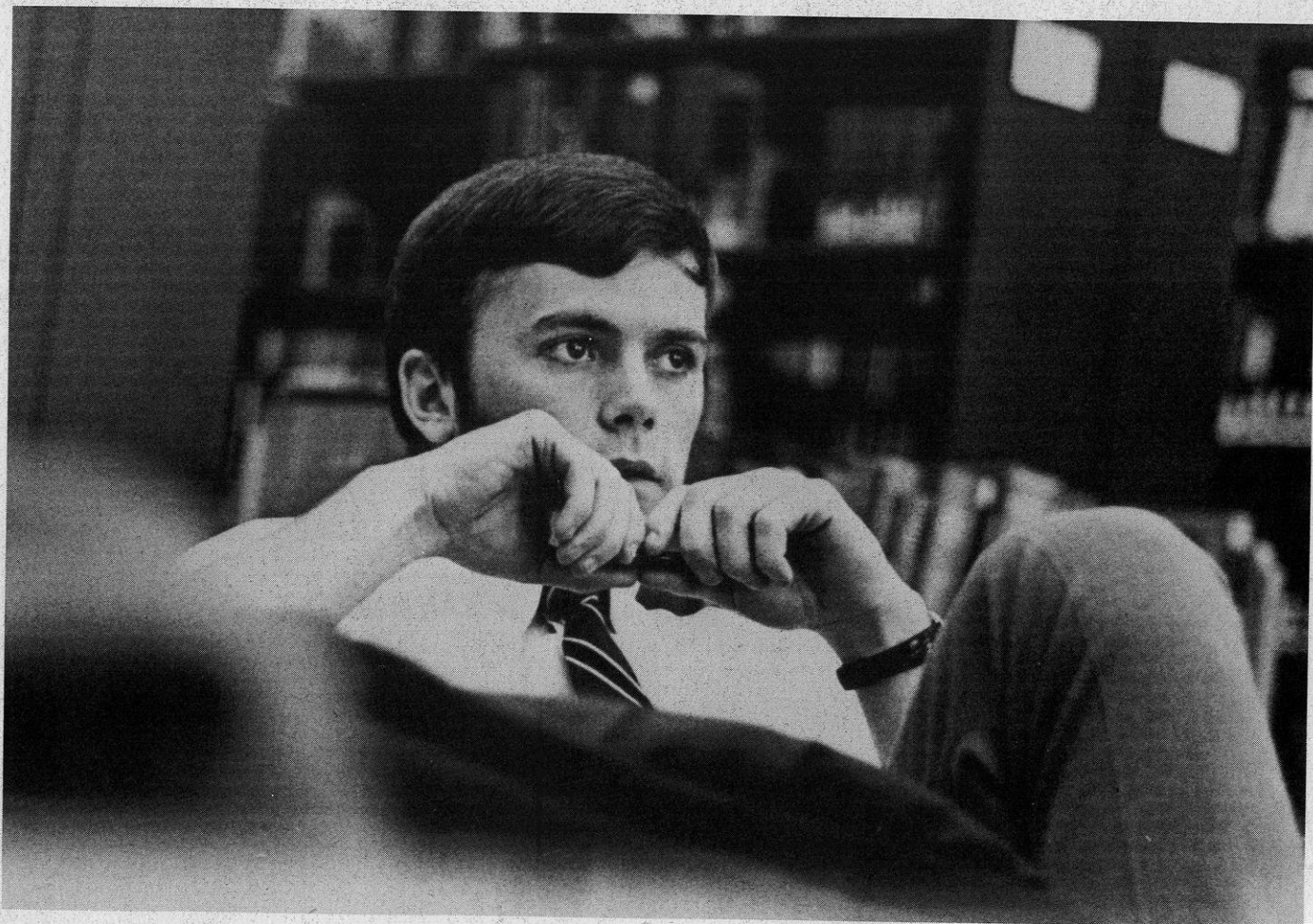
Please make checks payable to: **Badger Holidays**

Why is she doing that in there??

Four visitors from the Wisconsin Union Day Care Center, browsing through the December showing of student crafts in the Union Gallery, had trouble figuring out why a ceramic lady chose so public a place to complete her toilet. The puzzled people are Mazi Hayatdovoudi, Amy Waldren, Amy Whalen and Chris Long. The ceramic "Dressing Table" is by Brenda Gunderson of Madison and near it is "Nectarines" by Joan Sonmanburg, New York City.







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