



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Wisconsin alumnus. Volume 76, Number 5 July 1975

[s.l.]: [s.n.], July 1975

<https://digital.library.wisc.edu/1711.dl/QGZB5COYM65WR83>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

SERIALS DEPT
MEMORIAL LIBRARY UW 8881104411
MADISON WI 53706

Report:

The Campus Confronts Rape.

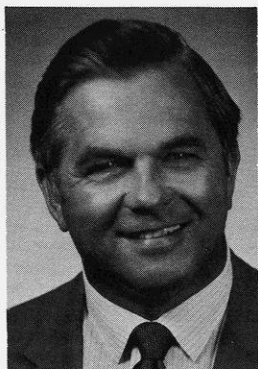
Who is susceptible; what do campus and local agencies do; how can a victim's family help her; what makes a rapist.

Inflation: How it happened and how we can do something about it.

*by Prof. Jon G. Udell, Director, Bureau of Business Research,
UW-Madison School of Business.*

Notables in our grove of academe.

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

The Wisconsin Alumni Association has offered an outstanding program for 114 years chiefly because of the quality of our volunteer leadership. On the first of this month we welcomed our new officers, directors and special representatives for the coming year, as they were elected by our Board of Directors at its meeting in May. Our new officers are pictured here, and our other leaders, newly elected or re-elected (*) are as follows: *Directors-at-large*: Al DeSimone, Kenosha; *Urban Doyle, Cincinnati; William Gyure, Monroe; Mrs. Al (Pat) Jorgensen, Milwaukee; *Mrs. Frank (Joan) Sanger, New York City; *John Sohrweide, Dallas; Anthony Stracka, Madison; *Steve Underwood, Milwaukee; Fran Woolard, Chicago; *Carl Zahn, Sturgeon Bay; Mrs. Karl (Ann) Beyer, Philadelphia.

Representatives on the UW Athletic Board: Mrs. Charles (Betty) Vaughn, Madison; Francis V. Hoffman, Madison; Lloyd G. Larson, Milwaukee; and George R. Simkowski, Chicago. (In addition, Robert Palm, MD, Detroit, was appointed to the board to fill the term of the late Warren Jollymore; and Mrs. Geisler continues as our member of the Union Council.)

These people have a long record of achievement in alumni involvement and have given hundreds of hours of their time to the Association. They receive no financial reimbursement, even for expenses involved. But each has received a quality education here on the campus, and each is responding to the needs of the University and its alumni.

This is the time of the year when there is a general "changing of the guard" throughout our volunteer program. Alumni clubs have new officers and directors, reunion committees are being appointed, and there is new leadership in our fifteen standing committees—alumni, students and faculty who act in an advisory capacity for our many programs.

The members of our staff join me, representing you, in thanking all of them. Their support and yours is vital to this great University.



Our new officers for 1975-76: Back row: Harold Scales, Madison, first vice-president; George R. Affeldt, Milwaukee, second vice-president; F. Frederick Stender, Madison, treasurer. Second row: Urban L. Doyle, Cincinnati, third vice-president; Carl H. Krieger, Philadelphia, chairman of the board. First row: Mrs. Charles Vaughn, Madison, secretary; Earl C. Jordan, Chicago, president. George S. Robbins of Marinette, assistant secretary, is not shown.

Letters

March and the KKK

I was pleased to see the special attention given (WA, May) to the recent passing of Frederic March. Obviously the excerpt from the Badger Yearbook of 1921 reprinted in the obituary section was complete and uncensored. For that reason I was somewhat disturbed to see the Ku Klux Klan included as an extracurricular activity. Frederic March distinguished himself in his career and in his life as a thoughtful, intelligent, and selfless individual. . . . In his political bent he made known his liberal leanings. This makes it that much more difficult to understand. . . . The Ku Klux Klan is so far-out from what one would associate with a man of Mr. March's calibre . . . that I wonder if a contemporary or former classmate of (his) might explain.

Ed Dobrow '47
Laurel, Md.

Wisconsin Alumnus

Volume 76, Number 5
July, 1975

- 4 The Nightmare: Rape
- 8 Campus V.I.T.'s
- 11 Understanding Inflation
- 14 Alumni Weekend in Pictures
- 16 University News
- 21 Class News

Wisconsin Alumni Association Officers, 1974-'75

Chairman of the Board: Carl Krieger '33, Campbell Institute for Food Research, Campbell Place, Camden, N.J. 08101

President: Earl C. Jordan '39, Massachusetts Mutual Life Insurance Company, 111 West Jackson, Chicago 60604

First Vice-President: Harold E. Scales '49, Anchor Savings & Loan, 25 W. Main Street, Madison 53703

Second Vice-President: George Affeldt '43, 740 N. Plankinton Avenue, Milwaukee 53203

Third Vice-President: Urban L. Doyle '51, Whiteway Mfg. Co., 1736 Dreman Avenue, Cincinnati 45223

Secretary: Betty Erickson Vaughn '48, 839 Farwell Drive, Madison 53704

Treasurer: F. Frederick Stender '49, Madison National Life Insurance Co., 6120 University Avenue, Madison 53705

Assistant Secretary: George S. Robbins '40, Chamber of Commerce, 601 Marinette Avenue, Marinette, Wis. 54143

Staff

Telephone (608) 262-2551

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

Associate Director: Gayle Williams Langer '59

Director of Alumni Programs: Elma Keating Haas

**Director of Communications
and Editor, "Wisconsin Alumnus":** Thomas H. Murphy '49

Business Manager: Martha M. Wright

Alumni Club Coordinator: Dawn Michel Bosold '72

THE WISCONSIN ALUMNUS is published six times a year: January, March, May, July, September, and November. Second-class postage paid in Madison, Wis., under the act of March 3, 1879. Subscription price (included in membership dues of the Wisconsin Alumni Association) is \$20.00 a year. Editorial and business offices at 650 N. Lake St., Madison, Wis. 53706.



When rapes occur in Madison and on the campus, several agencies are ready to help.

Nightmare When Awake

By Thomas Murphy

The statistics are, of course, incomplete. Society has seen to it that rape victims are sufficiently degraded by public attitudes, traditional police methods and defense attorneys so that as many women refuse to report a rape or press charges as those who do. So on this campus and in this city and county, as in yours, rape statistics are limited to those in which the police were called. Mercifully—and it might be hoped that they are a reflection of the truth—those figures are relatively low.

According to a study released last January, of 251 reported rapes or attempts* in Dane County between January 1971 and the end of June 1974, only fourteen took place on the campus. Fourteen too many, but not more than that. The figure involves a semantic which should be understood. "The campus" refers to University property; so a rape committed against a University student on Langdon Street, for example, is a "city" rape. This technicality alters attempts to describe an average rape situation for a UW woman; we must set two scenes. The rape study, done by Madison attorney Barbara Page Heaney SJD '55 for Law Professor Herman Goldstein, indicates that on a citywide basis seventy-two of the 251 reported cases occurred

* If reported, attempted rapes were classified in this study as rapes. Mrs. Heaney says that the actual figures are: 191 in which the rapist succeeded in having intercourse; sixty in which he did not. Of the 251 total, twenty-three were, after initial investigation, called "unfounded" which means the police concluded that the complaint was false or that the act was some other sexual violation which can not at present be legally classified as rape.

when the victim was in her home. But when we narrow-down the locale to the campus, Detective Karen O'Donahue of the University Department of Protection and Security says that most of the cases have occurred out of doors. One was in the Arbo-retum, early on a summer evening; some took place late, along a dark Bascom Hill sidewalk. The Heaney report found the heaviest incidence, logically enough, between midnight and 4 a.m. on a Sunday in July.

The degree of care being taken by the victim is not in any public report, but Joan Rubel '72 takes umbrage at what she sees as a popular and easy conclusion that the victim "should have been more careful." She is director of the Dane County Project on Rape, a non-governmental agency which serves as an aid and counselling source to victims, including seeing them through the often grueling court sessions if they decide to press charges. In the first place, she says, most of the victims she has come in contact with could not be expected to have done anything differently. "If a woman lives on or near the campus and has been studying until midnight, or reports for her hospital job at 2 a.m., maybe she *has* to be walking alone. Students are no longer the high-income group they were years ago. Most of us don't have cars and a lot can't afford to call a cab. The victim probably knows full well how precarious the situation might be, but she has no choice." Of rapes occurring in the student's off-campus apartment or room, Rubel is as aware as most of you are that campus-area landlords are not noted for spending their vacation money on better door locks or window bars, that hall lights are too often dim or dead, that entrances may be shrouded with shrubbery.

But beyond that, she says "No woman

should have to be put in the position of locking the door immediately if her roommate takes the dog out for a few minutes, or of suffocating in a hot apartment because she's afraid to open a window."

While rapes reported on the campus were consistently committed by strangers according to Detective O'Donahue, the city-county study assumes a fairly high percentage of non-reported violations of women who knew their assailants. Here the assumption is often that the woman met some character in a saloon, which, of course, has been known to happen. But more often than not, the known assailant is a friend or even a relative, and, again, Rubel believes it's time that full guilt be put where it belongs. "The problem isn't with the woman, it's with the man. If he's got it into his head that he's going to rape someone, he'll *find* someone." She points out that if a man is robbed along the street or beaten in his home by person or persons known or unknown, he gets sympathy. If a woman is raped under those conditions, "she should have been more careful." Rubel attributes that attitude to a "time-lag," explaining that "women come and go more freely now than they did fifteen years ago, and society has to protect their rights to do this, just as it protects the male's rights. But too many men—both in and out of the courts—judge her by where *they* think she should or should not have been."

Detective O'Donahue thinks the low incidence of on-campus rapes would have been still lower if some of the victims had been "more alert to their surroundings. You see women walking along and looking straight down at the ground instead of at what's ahead." Whether rape victims or the women students she instructs annually in anti-rape tactics, she finds two general categories who may not take the necessary precautions: the women from much larger or much smaller cities than Madison. "I've had victims tell me 'I'd never have taken such a chance at home in Milwaukee!' The person from the metropolitan area is cautious there, but thinks nothing can happen here. And the one from the smaller town, where everyone knows everyone, may be conditioned to trust too much."

If a rape takes place within campus boundaries, Karen O'Donahue is called, day or night, whether officially on duty or off. She meets the victim at the hospital (usually at the

The rapist as 'victim'

In an April article in the Wisconsin State Journal, Prof. Morton Perlmutter of our School of Social Work, and psychologist Ingeborg Casey '67 told reporter Robert Pfefferkorn '66 that "without condoning for a minute the inexcusable act of rape," they believe that most are only a logical conclusion of the way society teaches boys how to be men. Casey is a consultant to sex crime offenders at Central State (Waupun) Hospital.

Perlmutter believes that "men are victimized by the constant perpetuation of the myth of masculinity," and Casey adds that "stereotypes created by society force males to express emotional needs in distorted ways," and "rapists frequently share feelings of a desperate sense of inadequacy, great emotional need, and tremendous anger toward women." The woman becomes the rapist's "enemy," Perlmutter says, "because he lacks an appreciation and respect for himself and others—a clear view of women," and this reacts badly with the fact that he is the "victim of a single-minded view of masculinity built on aggression."

Understanding this combination of forces is "the key to understanding the tense and troubled

University Hospitals, although the woman is given her choice), comforts her, stays with her during examination by one of a group of gynecologists who—at University Hospitals—have had special sensitivity training in such procedures, takes her to the University police headquarters on North Mills Street where she probes gently to uncover all facts which may help apprehend the criminal, and finally escorts her home or to a friend's house and advises her of the various counselling agencies available to her to help ease the trauma.

And the trauma probably will be there, in varying degrees of seriousness and from a combination of causes as mixed as people themselves. Rubel says that in her experience the after-effects are the most painful when the assailant has been someone the girl knew and trusted—thereby

personality of a potential rapist," Pfefferkorn wrote.

Perlmutter adds that "The irony is that we males do this to ourselves. The males control the advertising, media, sports, movies, law, and everything else that perpetuates the stereotyped masculine image. From early childhood, parents, schools, books, and television, among other forces, begin molding stereotypes of boy and girl. These become almost like masks, hiding essentially similar human needs. The masks not only prohibit one person from truly seeing another, but we learn that the one with the boy mask ought to be cool, strong, in control, and most of all, aggressive and violent."

"But something is hidden," Casey adds. "Little boys are taught to repress their own needs to be close, to be comforted. They're taught to be afraid to show weakness or fear, tenderness or affection." At the same time, for the male to be sexually active is not only to be accepted, it is exalted and even demanded. The problem is compounded as many laws tell us that the wife is the property of the husband, the Old Testament says that woman is unclean, slang—especially profanity—treats women, sex organs, and the sexual act in derogatory, demeaning and utterly contemptuous terms. "A very real way we have victimized the male is that we have denied him the freedom to see woman as a human of equal value," Perlmutter says.

stripping her of her sense of self and good judgment—and/or when close family and friends—especially the males—react in all the wrong ways, such as one reported in a recent study who comforted his wife with "I forgive you." "If those close to the woman see her as the victim of a crime where sex was merely the *weapon* she can often get over it more easily. But when they judge her as the instigator, she's going to have trouble!"

The instigator? "The father who says that his daughter's skirt is so short 'she asked for it' is going to have to work through those feelings before he can do anything but harm her more." (Incidentally, Detective O'Donahue reports that of probably twenty rape cases she has worked on since arriving here with a criminology degree from Florida

State University eight years ago, none of the women was inappropriately dressed according to campus fashions and/or the activity she was engaged in when the attack took place.)

A woman psychologist in our department of psychiatry sees one or more of three traumatic reactions as common. First, there is the conviction that the event must not be talked about; must be bottled-up. Second, there may be guilt feelings for being in the wrong place at the wrong time or for having unwittingly done something that led the rapist to her. And, third, there is gut fear that it may happen again, so that victims have been known to move from lodging or even city and totally rearrange their life styles. In short, no woman goes through rape unscarred.

But here, much is being done to keep the hurts to a minimum and to erase the scars. The woman psychologist is a member of the campus's Project Assist, which is available to victims through county, city or University police. It is composed of six professional women in medical and paramedical fields—MD's in psychiatry, Ph.D's in counselling or psychology, RN's with a minimum of two years in psychiatric nursing. "Frankly, we were a little wary of getting involved with it," she says. "I think most of us feared that our time would be spent in undoing the damage of not only the rape itself, but the 'official' handling of the case when the woman reported it. But after noting the compassion of the University and city police; watching as more *policewomen* are assigned to rape investigation and to suggest counselling, our views have changed. We're most impressed by all the help the victim gets immediately, and we can see how it improves her ability to benefit from counselling if she comes to us."

If she does not choose to turn to Project Assist, the woman student has the Rape Crisis Center, composed of non-professional women who are available daily from 7 p.m. to 7 a.m. They offer confidential peer counselling, support and information to victims regardless of where the rape occurred or whether it was reported. The Dane County Project on Rape is also open to students for advice and a necessary shoulder as well as advocacy efforts for the woman who chooses to press charges, as mentioned above. And there are the counsellors in the Office of the Dean of Students.

And Detective O'Donahue checks back with "her" cases—all that occur on the campus—several days after the rape to reassure, to answer questions and go over the facts again, and to offer TLC in general and the comforting knowledge that the victim has not become a mere statistic now that the initial shock is over.

There is too, on the campus, the vital ounce of protection. The University police, specifically O'Donahue, spend the first four-to-six weeks of each fall semester appearing before women students in University housing. She shows films, explains the fundamentals of caution and protection while moving about campus and city. Basic to her lectures is the truth that dormitory security is only as good as the residents make it, and that any woman is a potential rape victim, almost from cradle to grave. ("It's difficult to get women to deal with this reality," she says.) She advises them of the presence on the campus, since the fall of 1973, of the Women's Transit Authority, the operation of a group of volunteer women who run free transportation service for female students during part of each night. Its resources are limited—there are only three cars, pick-up spots are few and delays may be long—but the service averages eighty free passengers a night carried safely to their homes within a five-mile radius of the campus.

Equally important in the prevention lectures is the plea to report a rape if one happens. "So many make the mistake of thinking that if they call the police they have to press charges. Certainly we urge them to do so—they might prevent other rapes if they do—but it isn't compulsory."

Were many of the campus assailants caught? Unfortunately, no. Detective O'Donahue sees a pattern among them—most are drifters who move on out of town. Many, too, proved to be recidivists when apprehended—men who, O'Donahue reminds women students, might have been caught if previous victims had reported their rapes.

Of course, some do press charges, and it is to be hoped that more will in the future. One reason may be a bill which is before the State Legislature at this writing, authored by Sen. William Bablitch '68 of Stevens Point. The Bablitch bill is not unlike some others which have been passed in a few states, and it strikes a vital blow at the primary fear of most complainants in

To those closest

A hand-out prepared by the Dane County Project on Rape, adapted from one distributed by the Washington D.C. Rape Crisis Center, includes these points aimed at the families and close friends of rape victims. More than anyone else, it is those closest to the victim who influence how she will deal with the attack. Most women who have been raped do not react to the sexual aspects of the crime, but instead to the terror and fear involved. Often the immediate reaction is "I might have been killed." But many of those around them, especially men, may find themselves concerned with the sexual aspects of the crime. The more this preoccupation is communicated to the woman, the more likely she is to have difficulties in dealing with her own feelings. Probably the best way to understand is to recall a situation in which *you* felt powerless and afraid.

Often she needs much love and support the first few days. Affection seems to be important. Stroking or caressing can be comforting; it helps break down the loneliness and alienation. It is impossible (for a husband) to generalize about how the woman will (now) feel about sex, nor should he try to guess. At an appropriate time try to discuss how she feels in general about the attack, about you, about sex. [An appropriate time is *not* right after the rape.] Some women will be anxious to resume normal sexual relations as a way of forgetting; others will be more hesitant. In the case of virgin rapes, female support seems most important. It is good for the mother

a rape case: it prohibits the defense from indiscriminantly questioning the victim about her past sexual experience. It also removes the crime from one against sexual morality to one against bodily security, thus reducing sexual connotations; cuts-back the penalty, which, its supporters believe, will make convictions easier to get; includes various other forms of sexual violation which now come under

or a friend or a sister to discuss the pleasure involved in sex as well as to re-assert the woman's right to decide when and with whom she wishes to have sex.

It seems advisable for the woman to talk about the rape, but it is not possible to generalize how much she should be encouraged to do so. Victims do not seem to appreciate specific questions; these tend to be to probing and callous. Instead, ask her about how she feels now and what bothers her. Such questions are not threatening, and they allow her to talk about her most immediate concerns. Remember, too, that she wants to talk about other things and it's important that she be allowed to do so. Probably the most practical suggestion is that you communicate your own willingness to talk.

Because of your closeness to her, she may be more sensitive to your feelings. If the rape distresses *you*, it may be impossible for her to talk to you, or she may wish to protect you. If so encourage her to talk to someone she trusts. Remember that the rape has brought up feelings of powerlessness, and these will be increased if she feels she *has* to talk to you.

Whether or not professional counselling is sought, it is not a replacement for warm, concerned loving communications; it cannot replace your role in the relationship. Rape not only affects the woman, but also you, as it plays upon your fears and fantasies. Try to recognize these for what they are, otherwise you may project them on the woman and cause serious problems for her and your relationship.

Finally, it should be noted that if the woman presses charges the process involves numerous hassles and stresses. Your awareness of the legal practices and problems involved, and your support, will be helpful.

different laws, and, according to a letter from the Wisconsin Task Force on Rape, "extends to the person who has been attacked some of the civil rights that the accused is given automatically."

In the meantime, here as everywhere across the nation, the threat remains. Rapes do happen on and around the campus, but when they do, lasting help is on the way.

*In pictures,
the nobility of
this most familiar
grove of
academe.*

Campus V.I.T.'s

Research by R. Wm. Thomas '74
Photos by Mary Schjonberg '76

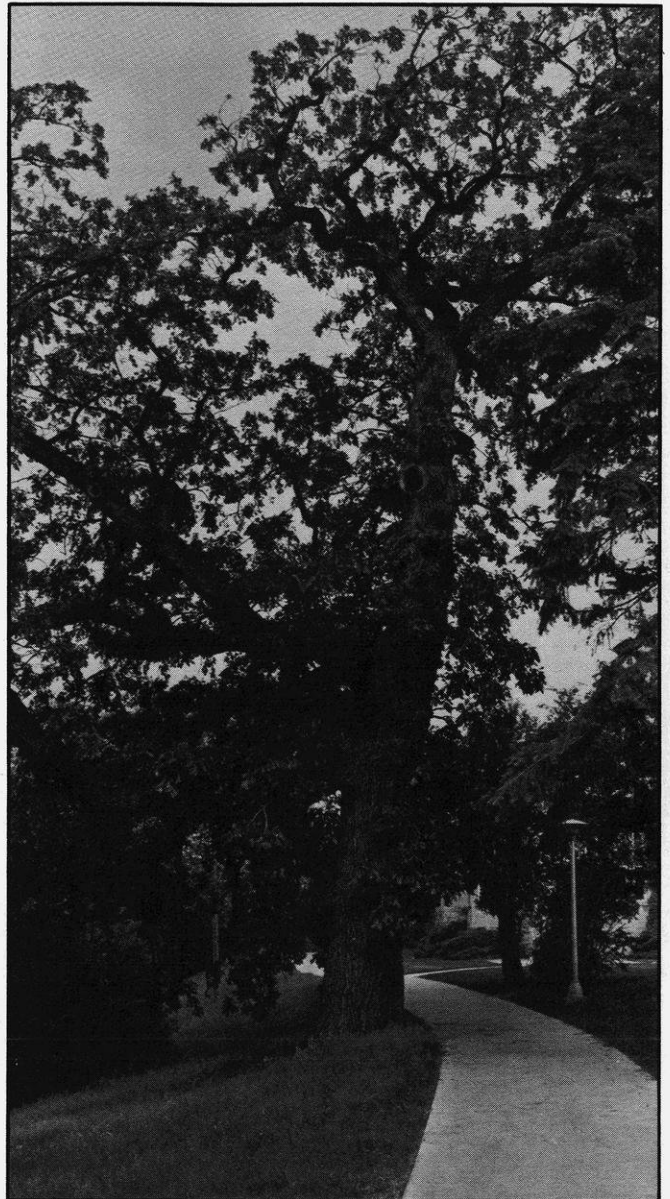
*Miss Schjonberg, of Madison, is
a senior in Journalism. Mr. Thomas
of Columbus, Wis., is working on
his masters degree in ornamental
horticulture, with research including
the study of campus trees.*

The President's Oak

This venerable bur oak on Observatory Hill is one of the true old-timers of the campus, its age estimated at 200 years. A large bark wound, sealed with concrete years ago, is believed to have been the result of Northern soldiers using the tree for rifle practice while stationed at Camp Randall. Still healthy, the oak measures fifty-one inches across.

The Harvey Oak

This black oak stands in the southwest corner of Camp Randall park as a memorial to Louis Powell Harvey, Civil War-era governor who may have rested in its shade to chat with Northern troops stationed there. He died while on a trip south to visit the wounded after only four months in office.





The Bascom Elms

The American elms on Bascom Hill have been with the University almost since its beginning. Many were planted in 1851-52. Old age and Dutch elm disease are taking their toll, but three native Wisconsin species are being planted: red oaks, hackberries, and sugar maples will become the dominant trees on The Hill.



Yellowwood

The largest of its kind in the state, this is one of two American yellowwoods growing in the courtyard of Adams Residence Halls. A rare, southern-Appalachian native, it has truly yellow wood and bears white flowers each June. The campus lost three others of the species, but in the shelter of the courtyard, these two have thrived for years.



The Willows

In the late 1890s John M. Olin, professor of law, directed the construction of the drive along the lakeshore, and the planting of golden and crack willows. More were set out when the road was widened in 1928, and again in 1958, and cuttings have been taken from these for future plantings. In the late 1800s cuttings were brought here from the willows atop Napoleon's grave on St. Helena. It is known they were planted in Madison and legend says it was along the Drive, but no one is sure.

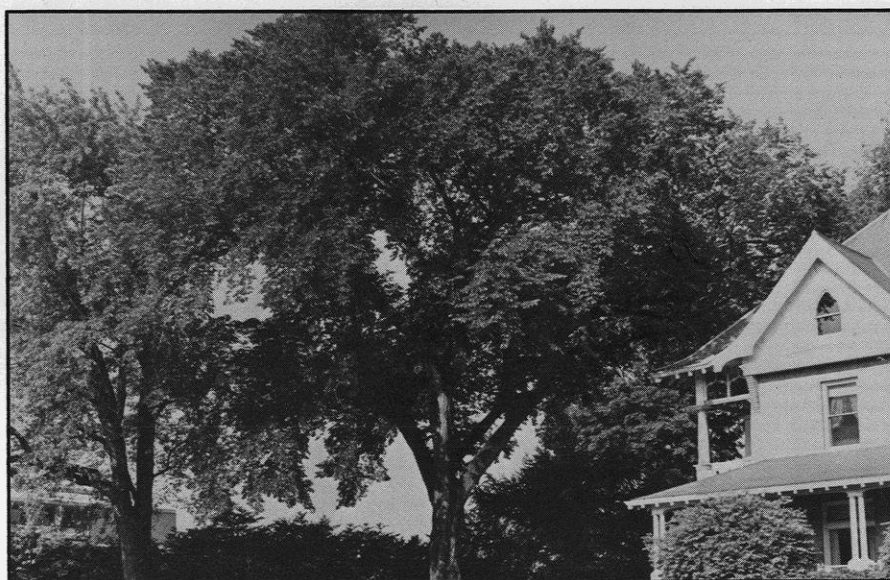
Autumn-Purple White Ash

Off the southwest corner of the Home Ec building someone planted this white ash a long time ago. In 1961 Prof. G. W. Longenecker, of the horticulture department, impressed by its form and autumn brilliance, took several grafts from it and gave them to the Arboretum, the Boerner Botanical Gardens in Hales Corners, and a local nursery. The result is that the offspring of this colorful campus tree now grow in places across the nation.



Goff Larch

Being a conifer, the European larch normally grows straight and tall. Not so this one, which followed a more whimsical spreading pattern since it arrived as a seedling from Door County in the 1890s. It was planted at 10 Babcock Drive, where the dean of the School of Agriculture traditionally lived, and dedicated to Emmet S. Goff, professor of horticulture at the time. Cuttings from it have been placed between Elizabeth Waters and Van Hise halls. True to form, they've grown properly erect, leaving their parent unique.



Euthenics Oak

In 1925 Prof. Abby L. Marlatt and her students laid-out the rock garden that bears her name on the grounds of the Home Ec building. From its midst grows this magnificent oak, a 1929-replacement for the original.



*It isn't that hard
to grasp, or even
to help do something
about it.*

Understanding Inflation

By Prof. Jon G. Udell

*Director, Bureau of Business Research,
UW-Madison School of Business*

Inflation is a vicious economic cancer, a malignant growth within an economic system. If prolonged and rapid, it can destroy healthy economic cells and, ultimately, the total system. The current symptoms and ill effects of this disease include reduced real purchasing power, rising unemployment, general social discontent and recession.

It's amazing, but most economists failed to predict the current recession and its severity. With prices rising at a horrendous rate in the early years of this decade, a severe inflation-induced recession was absolutely inevitable because when the rate of inflation erodes real purchasing power for a prolonged period of time, reduced real output must follow. Why have prices risen so rapidly? The causes are several, including:

1. *A growing demand for food which exceeds the expansion of supply.*
2. *The rapid expansion of the money supply in the years preceding 1974.*
3. *A rapid growth of government spending and large deficits, especially at the federal level. (Government deficits have long been recognized as an anti-recessionary device. But if they occur when the economy is expanding, the result is higher prices.)*
4. *The rise of taxes and Social Security levies. Many tax rates have risen, but even when tax policy is unchanged, total tax payments increase because of the progressive nature of such taxes as the personal*

income tax. When taxes rise, our after-tax (disposable) income declines. We then want higher wages, and industry wants higher prices. The end result is still greater inflation.

5. *Government regulation of industry.* Supposedly, regulatory agencies are meant to protect the public interest. Instead, they often remove the forces of competition from the regulated industry and breed, in their place, government-induced industrial inefficiency. (There are well known examples of this in the transportation industry.) As a result, such agencies have come under vigorous attack from divergent sources such as Lewis Engman, chairman of the Federal Trade Commission and Ralph Nader, consumer advocate.
6. *Price gouging by the Arabs.* Imported petroleum prices increased fourfold during 1974, producing a major inflationary impact.
7. *Shortages in many key commodity and material industries during 1974.* The inevitable laws of supply and demand were operating.

In addition to these, there is a less-obvious and major cause of current inflation—the recent price control program.

Its purpose was to stop inflation, but when controls came to an end in April 1974, prices were rising more rapidly than when the program was initiated in 1971! Worse than that, the stage had been set for one of the most rapid escalations of prices this country has ever known.

Now, how could a price control program actually encourage inflation? Let's look at some data which provide a fairly clear answer. As we do, please keep in mind that during 1973 and 1974 the capacity of our basic industries was inadequate to supply demand—that's a highly inflationary situation.

In order to bring forth adequate capacity, industry must have a rate

Mr. Udell earned his advanced degrees here after graduation, and in the past five years has won four major national and state awards for his research and teaching in economics.

of return sufficient to prompt necessary investment. Using financial data for 1958 through 1972, Bob Smith (a graduate student) and I successfully tested the fairly obvious hypothesis that rates of return in one year are positively correlated with investment in the years immediately following.

More important, the data reveal that during the late Fifties and most of the Sixties, such basic U. S. industries as steel, petroleum, aluminum, cement, paper and textiles earned a rate of return on long-term debt, preferred stock, and common equity which was somewhat below the average return of all other large corporations. Nevertheless, there were substantial capacity investments during those years because the rate of return on investment was well above the high-grade corporate bond rate. For example, in 1965 the paper industry earned a 9-percent return on its investment. While this was less than the average 11.7-percent return of other large corporations listed in the Compustat® tapes, it was almost *double* the average high-grade corporate bond rate of 4.7 percent. Under these conditions, it is easy to see why many paper manufacturers were able to invest in new capacity.

The situation changed in 1970 when our economy entered a mild recession. The average rates of return for the major producers of steel, textiles, paper, oil, cement and aluminum fell below the high-grade corporate bond rate. Price controls were initiated in 1971 and, as you may recall, economist Kenneth Galbraith recommended that there be stringent control of prices in the basic industries. He unwisely reasoned that if the prices of basic industrial commodities were held down, inflation would be controlled.

Apparently, the price regulators followed his advice. Rates of return in most other industries were allowed to rise while those of the basic industries were held down. For example, during a recent year, paper earned 5.9 percent on investment, and steel earned 5 percent, while other major corporations averaged almost 10 percent. Unfortunately, the high-grade corporate bond rate was 8 percent, and in an era of rapid inflation, it is almost impossible to finance new investment if an industry's rate of return is well below the high-grade corporate bond rate.

Unfortunately, from the point of view of suppressing inflation, the

nation's economy expanded rapidly in the 1971-73 period. The demand for basic industrial commodities grew as the nation's real economy expanded almost 13 percent in 1972 and 1973. Despite this growth, there were almost no capacity additions in the basic industries during the 1969-1972 period. Therefore, we entered 1973 and 1974 with alarming shortages of raw materials. Such shortages were highly inflationary because of the excess of demand over supply, and because shortages create inefficiencies in other industries as production lines slow for the want of raw materials.

Under a free market, we probably would have had slightly greater inflation during the *early* period of price control. But we also would have had a greater *expansion* in the basic industries, and undoubtedly would not have experienced the highly inflationary shortages of 1973 and 1974 and the resulting inefficiencies. In short, we are led to the conclusion that the recent price control program was a major contributor to our current inflationary condition.

What Can We Do About It?

The critical question confronting all of us is "How can *we* control inflation? What can one homemaker or one small businessman do that can possibly have any effect?" Well, at the outset, keep two things in mind.

First, while most of us are not wealthy, together we earn and control most of the national income. Collectively, we have power. Second, remember that the key to much of what can and should be done lies in our free market. How we use that freedom—whether on the grain exchange or at the supermarket check-out counter—can control or contribute to our national economic problems. It's fundamental that when the rate of inflation approaches the growth of one's personal income, his real purchasing power is reduced to the level of what's left after higher prices and taxes. Of course, for a short time one may continue to maintain his or her standard of living by using debt or savings, but ultimately one is forced to cut back because there is no money with which to expand real purchases.

Multiply that by millions of us, and we have a recession.

So we must put our free market to work for us.

(A.) *We can and should reduce our consumption of those goods, such as sugar and petroleum products, which experience the greatest rise in prices.* It works: our national reduction of beef purchases brought about a decline in price, and more recently we've seen the same result as we cut back our purchases of sugar. (We should be selective, if possible, because if we reduce purchases from industries which are in a severe recession we further add to that recession.)

(B.) *And essentially an extension of the point above—by limiting waste we cut demand.* This is especially important in the food arena, of course, for economic and humanitarian reasons. Less waste is extremely important in our use of energy because of the great exodus of money to foreign suppliers of oil. In fact, our major reason for conserving petroleum today is no longer the *immediate* shortage of energy, but the shortage of *capital*—capital needed for investment in new homes, expanded industrial capacity and increased productivity.

(C.) *We can and should call for governmental action on some measures.* One of them is the provision of a greater incentive for personal saving. *Inflation has cost us dearly in taxes.* For example, in 1974 an 8-percent rise in personal income brought about a 15-percent rise in individual tax payments. We need to get some of this back in a non-inflationary form which will encourage the savings necessary for big-ticket purchases as well as capital formation. One way would be for the government to provide a limited tax exemption for interest on savings, similar to—but broader than—the exemption allowed on the first \$100 in corporate dividends.

The average citizen can't afford to make large investments and needs to keep his or her savings in a highly liquid form, such as bank deposits. We have many older citizens who have saved several thousand dollars for emergencies and retirement; now these savings are being eroded by taxes and inflation. There are many younger citizens who are trying to accumulate enough equity to make a down payment on a home. But how can one do this if he or she earns only

5-to-8 percent on a savings deposit, then has to pay taxes on the income? One can easily see why the average American might just give up and spend all his or her income.

By providing you and me with a limited exemption on savings income, the government would slow the rise in our tax burden, stimulate deposits in financial institutions and saving in general, provide additional funding for housing and other capital needs, help to lower interest rates by increasing the supply of private capital, and enhance national productivity by providing much-needed investment capital. (The exemption would *not* be another tax loophole for the wealthy, many of whom already enjoy tax advantages. They can, and do, place their savings in \$10,000 treasury bills, properties with rapid depreciation write-offs, and tax exempt municipal bonds.)

A limited tax exemption of \$500 interest-income per person would cost the federal treasury only \$2 billion per year. And *we* would have this much more after-tax income available and would have a greater incentive to save for investment and big-ticket expenditures.

A limited-interest exemption would also increase the appeal of our banks and savings and loans, who, until the recession, saw their net deposits decline. This constituted a serious threat to our financial system and the entire economy.

Our nation's construction industry is in a depression. Housing starts are only 40 percent of the 2.5 million level of early 1973. The savings-and-loan and banking industry simply did not have the capacity to finance more housing starts. So by increasing their supply of funds through tax-exempt deposits, we would be coming to the aid of a depressed industry.

By the way, a \$500 interest-income deduction would not require huge savings in order to benefit the average consumer. Anyone with a 7.5-percent certificate of deposit with interest compounded daily—which is the usual practice—would need only \$6329.11 in savings to take *full* advantage of the exemption, and savings of less than that would receive some tax advantage. President Ford has emphasized that most Americans can

economize, but I believe that he and the Congress have to provide an *incentive*, rather than a tax *penalty*, for saving a portion of our income.

(D.) *The government must reduce the rapid rise of its spending.* Each year our local, state and federal governments take a larger share of the total economic pie. In 1929 the government spending was 10 percent of our nation's GNP; last year it was 33 percent; and this year it will be 34 or 35 percent. Since 1929, our population has expanded 75 percent; federal government expenditures alone have expanded 10,000 percent. All government expenditures currently exceed, by \$30 billion, the public's *total* spending for food, clothing, shelter, automobiles, automotive parts, gasoline and oil. Government expenditures this year are likely to reach \$555 billion. That's \$7792 for every household in the U. S.! Government simply has to learn to live within its means. If it doesn't, many of us, especially those on relatively fixed incomes, are destined to financial disaster, and, ultimately, the entire economy is likely to undergo a major financial crisis. On the other hand, a definite slowing in the rise of government spending to a rate which does not exceed the growth of the national product would take much of the pressure off rising costs and prices, and would leave more money in the private sector. There would be more money available to the capital markets, consumers and industry and a more rapidly expanding tax base for the support of government.

At this point, we might take a quick look at the future.

What's Ahead?

Recession is a bitter pill to swallow, but it's probably the *only* cure for rapid inflation; even now it is reducing the pressure on some prices. Many industries have excess capacity again, and prices are weakening. For example, lead was recently reduced from 22¢ to 19¢ a pound.

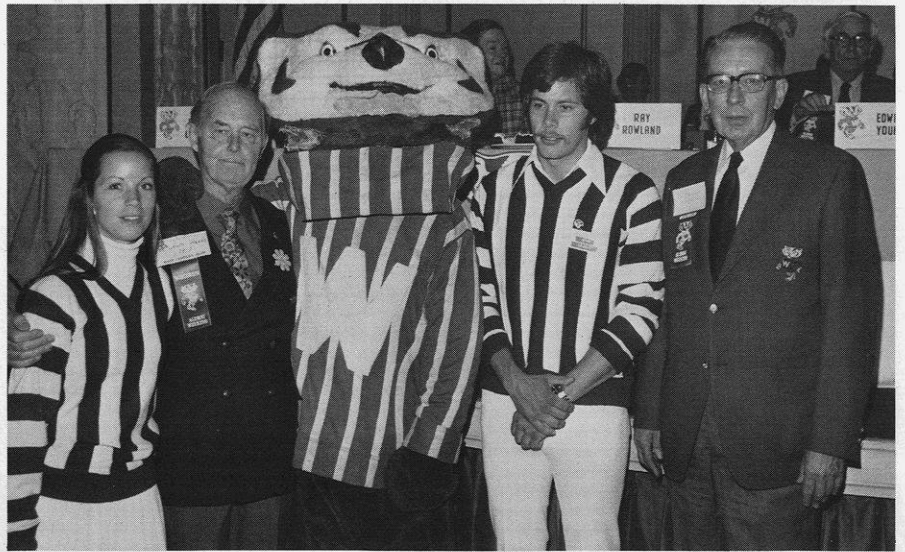
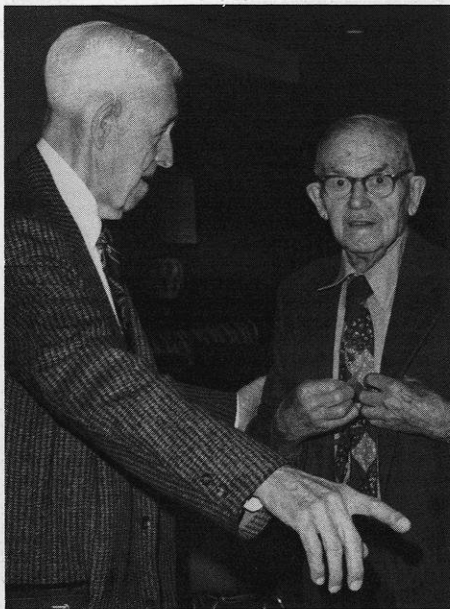
The wholesale price index retreated for four consecutive months and then rose in April and May due to higher farm prices. The decline during the first quarter was the greatest in twenty-five years. (In reality, the decline has been understated because the index is based upon *list* prices, while actual *transaction* prices are frequently less than list during a recession. Also, with some legislators proposing new price controls, most companies are reluctant to reduce their list prices.)

In recent months, consumer prices have been rising at a slower rate than a year ago. Another favorable development is the softening of interest rates, and they may fall even further, thus reducing one of the costs of doing business.

Two major problems in the battle against inflation remain food and petroleum. Hopefully, Mother Nature will be kinder to us this year. Currently the outlook for crops is good, but meat prices are rising because of a previous cutback in the size of herds. I doubt that the Arabs will be able to increase oil prices significantly in the near future. (If they do, they could plunge the world into an economic chaos.) Moreover, world petroleum demand is down and this has created economic pressures against a substantial rise of the cartel price. Therefore, petroleum prices should not add great fuel to the fires of inflation in the year ahead. On the other hand, the higher import tax and the need to reduce our massive export of American dollars for imported petroleum is likely to increase gasoline and energy prices in general.

A third threat to our success is forthcoming federal government deficits. When they hit \$60-to-\$100 billion, they increase the need to expand the monetary supply, raise the cost of money (interest rates), and reduce the supply of capital needed for productivity improvements.

In summary, inflation continues to be a cancer on our society. The current recession is reducing temporarily, at least, the growth of this malignancy. While recession is causing severe hardships for some, inflation afflicts almost everyone. Moreover, we cannot lose sight of the fact that we are in an *inflation-induced recession* and the only *permanent* cure is to end the rise of prices. If we fail, the ultimate result is likely to be an economic blood bath, perhaps even worse than that of 1929. On the other hand, if we succeed, our nation's real economic health will return as it did in the non-inflationary period following the recession of 1960.



Alumni Weekend '75

May 9-11

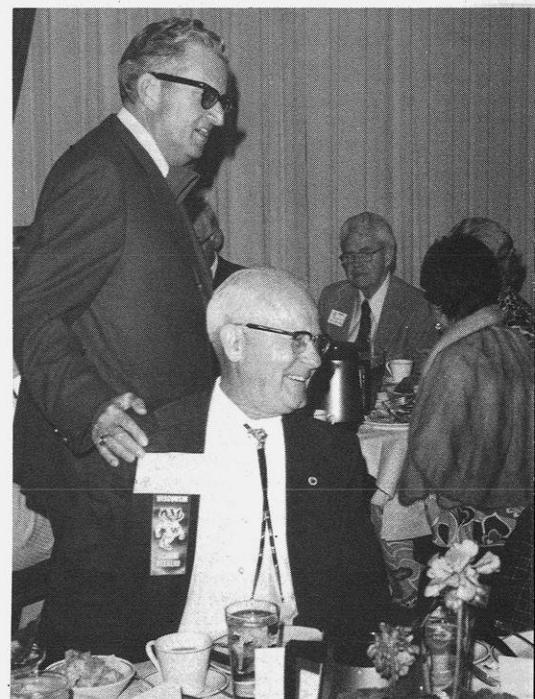


Photo at right: System President John Weaver made a stop at class dinners.

Photos/Gary Schulz



Photo at left:
Dale R. Thompson '50 and Jack
R. DeWitt '40
chaired their
class reunions.



Photo at left: Grace
Paris Chatterton, co-
chairman of the Class
of '25 event, at left,
with friend.

Records Now Available To All Former Students

Any student who registered at any time at the University may now request to see his or her education records. A student may also challenge information contained in the records which he or she feels is "inaccurate, misleading or inappropriate."

Strict controls now govern what kinds of information can be released to parties outside the University. These rights have been given to students through the provisions of recent federal legislation—The Family Educational Rights and Privacy Act of 1974.

Under one of the provisions, certain information termed "directory" will routinely be given out to any inquirer unless the student exercises his right to have any or all of the directory items withheld through written notification to the University registrar. This "directory" information includes name, address, telephone listing, date of birth, major fields of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received, and the most recent previous educational agency or institution attended.

Any former student who wishes to file a form withdrawing some or all of this information, may contact the Office of the Registrar, 130 A. W. Peterson Bldg., 750 University Avenue, Madison 53706. Further information may be obtained by calling (608) 262-3811.

Gerrard, Erdman Appointed as Regents

Wisconsin Governor Patrick Lucey '49 announced late in May that he had appointed M. William Gerrard '46, La Crosse, and Joyce Mickey Erdman '46, Shorewood Hills, to the Board of Regents of the UW System. State Senate confirmation is required.

Since 1965 Gerrard has been one of Lucey's primary fund raisers,



Those Bedouin Badgers continue to meet regularly and to come up with entertainments you don't find on Main Street, U.S.A. For example, they've been Christmas shopping along the Persian Gulf, and at this, their Founders Day meeting in April, somebody brewed up a batch of beer with which to drink their toasts. Here's the current personnel of the chapter, which headquarters in Dharan, Saudi Arabia. Front row: Joanne Dachlet, Barbara Salstrom, Karen Volkmann Witte '72, Barbara Breuch Weaver '57, and Richard Morris '59. Second row: Lois Elmgren Baumann '57, Mary Kienow Huetter '65, H. W. Baumann '56, Ellen Meyer, and Richard Weaver '64. Third row: Nell Hass, Tom Witte '72, Marge Morris, Dave Rex '58, Marge Volkmann Johansson '60, and Jack Meyer '64. Back row: Harold Hass '58, Bob Tilidetzke '70, Bob Dachelet '64, Duane Huetter '64, and Folke Johansson '60.

and in 1971 was elected Democratic Party chairman, a position he held until resigning this spring. He is a real estate broker.

Mrs. Erdman is in her second term as the first elected woman president of Shorewood Hills. She is also president of Kiddie Camp, Inc., and the regional director of the Wisconsin Conference of Christians and Jews.

If confirmed, Gerrard will succeed John Dixon '31 of Appleton, and Mrs. Erdman will succeed Walter Renk '24, Sun Prairie, both of whom were appointed in the Sixties by former Governor Warren Knowles.

Faculty Gives Teaching Awards

Six members of the faculty have been cited for distinguished teaching by the campus Faculty Senate. For their outstanding classroom achievements and dedication to students, citations and \$1000 checks were presented by Vice Chancellor Irving Shain to:

Prof. Wayne M. Becker, botany; James S. Donnelly, Jr., history; Glenn G. Eye, educational administration; Darrel G. Morrison, landscape architecture; Mary Ann P. Yodelis, journalism and mass communication; and Theodore E. Rose, Spanish-Portuguese and curriculum and instruction.

Chancellor awards went to Becker



and Yodelis; Amoco Oil Foundation awards to Donnelly and Morrison; the Prof. William H. Kiekhofer award to Eye; and the Emil H. Steiger award to Rose.

Class of '25 Gives \$108,000

The Class of 1925 has presented the University of Wisconsin Foundation with a gift of \$108,000. The presentation took place when the class was inducted into the Half-Century Club on Alumni Weekend in May.

Raymond E. Rowland, St. Louis, class gift-fund chairman, indicated that \$58,000 of the money would be used to expand and renovate the art gallery in the Wisconsin Union and to fund the publication of an updated UW history from 1925. The remaining \$58,000 will establish several scholarship programs on the campus.

The Class of 1950, which entered the Quarter-Century Club that weekend, presented \$12,000 for the establishment, in its name, of a lecture-ship in American Trends. Gift chairman was the class president, F. Anthony Brewster, Madison.

Curtin, Cutlip Resign; Blame Budget Cuts

Two faculty members resigned in May, each blaming the governor and budget restrictions. Prof. Philip Curtin, a nationally recognized scholar in African history, has accepted a position at Johns Hopkins University, saying the "governor's policies make me feel that there isn't that much future for the University here, especially for people in research. The attempt to make what is an intellectual enterprise into a factory-like operation makes me feel like it is time to go."

Prof. Scott Cutlip, who has taught public relations in the School of Journalism since 1946, announced that he will move to the University of Georgia, Athens, where he was a visiting teacher for the spring semester. His original announcement said he would be doing research there, but subsequently he said that he had been "drafted" as acting dean of

its School of Journalism. "I got a wonderful deal down there that Wisconsin couldn't match," Cutlip said at the time of his first statement. "I'm not bitter. I'm terribly depressed over the fate of the (UW) School of Journalism."

Curtin was offered \$36,500 by Johns Hopkins. His salary here was \$28,800. He said that the money was not the main thing, however, and that he had turned down a similar offer two years ago.

Curtin is credited with making the UW probably the foremost center for African studies in the nation. He built it into an interdisciplinary field encompassing history, literature, languages and anthropology. He expanded the area of third-world studies here in the history department and was instrumental in attracting large sums of outside money for research, including more than \$500,000 from the Ford and Carnegie foundations.

Cutlip's UW salary was \$25,900 last year, with an additional \$5,422 for teaching summer school. He will take a \$780 monthly Wisconsin pension with him to Georgia, where his research salary was said to be close to \$34,000.

He said that the UW School of Journalism is "caught in the vise of steadily increasing enrollment and a steady decrease in staff and supplies because of Gov. Patrick Lucey's indiscriminate and unjust budget-cutting over the past three years."

This statement caused Prof. Harold Nelson, outgoing director of the school, to comment that "His announcement of our obituary and decline in something like tubercular condition is premature."

A story in the CAPITAL TIMES described the reaction of other colleagues: "The ship is not sinking, as he implies," said one irritated Uni-

versity source. "The point is that people get ahead by moving around, trying to get more money."

"Other faculty members fear that what they view as essentially a personal grievance of Cutlip's will overshadow the story of the loss of a number of top-flight scholars to other universities who are offering more money.

"The problem is much larger and more serious than Scott Cutlip's petulant outburst," said one professor.

"Others said that Cutlip did damage to the University's efforts to restore budget cuts made by Lucey.

"How can we explain to taxpayers that the University is being short-changed in the budget when they read about Cutlip's salary and his teaching load? The tragedy is that a lot of people who really deserve the salary—real scholars and scientists—are those who will be hurt," commented a member of the faculty."

It's Now "Ronald E. Mitchell Theatre"

The Ronald E. Mitchell Theatre is the new name for the 321-seat facility formerly known as the Thrust Theatre in Vilas Hall. The new name honors the professor who retired this spring from the University's Department of Theatre and Drama after thirty-six years of teaching and directing.

Mitchell came to the Madison campus in 1939, beginning his directing duties with a summer production titled "A Hundred Years Old." Last October he directed "Love for Love" in the theatre that now bears his name and finished the season by directing "Capriccio" for The Opera Theatre this spring.

For twenty-five years, from 1942 to 1967, Mitchell was Director of Theatre for the Madison campus, coordinating the theatrical production program of the former Wisconsin Players and the then Department of Speech.

The University Theatre, which is the laboratory for the Theatre and Drama Department, has two theatres in Vilas Hall. Until now they have carried names descriptive of their

Lab Report

Discovery and achievement by campus researchers.

NOW YOU CAN check-out the nutritional value of your personal eating habits with a computerized plan worked out by nutritionist Nancy E. Johnson. You feed the computer a list of everything eaten in a week, and it measures the nourishment you've gotten. Not only is it good for the obvious—to prove that diets of cola and potato chips don't do the job—but it can show nutritional overachievers if they're paying for more than they need.

HIGHWAY PLANNING must include a measurement of traffic noise, until now a procedure requiring expensive (\$4500) precision equipment and special training. Engineer John Bollinger has developed a simpler technique, the equipment for which costs only about \$800, is easily operated, and does the job just as well.

WILDLIFE MANAGERS may some day predict the number of game birds available in a given year by using a mathematical model created by zoologists Warren Porter and Trina Schulte. It evaluates how vegetation and climate will affect the temperature of bird eggs and predicts what percentage will hatch.

SHORT-LIVED radioactive gases are now being used at University Hospitals in a new diagnostic method. Isotopes of carbon, nitrogen and oxygen are inhaled by the patient, then their diffusion is immediately photographed to tell whether certain organs are functioning properly (i.e. lungs in testing for emphysema). The gases are transported by special pipes from 1500 feet away in Sterling Hall, and patient exposure to them is as safe as it is to x-ray.

CHILDREN who are frequently scolded tend to eat not wisely (and often too well), and to grow more slowly, according to tests by nutritionists Christine Olson, Dorothy Pringle, and Mary Ruth Horner.

A METHOD of "inoculating" an area against earthquake has been devised by Bazalel Haimison, professor of rock mechanics and mineral engineering. Tried successfully in Colorado oil fields, the procedure involves triggering a series of small eruptions near a fault, causing it to slip and fill.

DERMATOLOGIST Sture Johnson says that kitchen shortening will lubricate skin just as well as do expensive oils. He adds ways to reduce skin itching: brief, less frequent baths; elimination of perfumed soaps and bubbly liquids; cutting back on tea, coffee and the wearing of knits which contain formaldehyde; and forgetting the old practice of adding baking soda to the bath water.

FOOD ADDITIVES are unfairly maligned as health dangers, says F. M. Strong, biochemist. Any food taken in excess can be toxic, of course, but, he points out, laws rigidly guard against excess additives. Further, measure for measure, they're less dangerous than too much sugar, salt or saturated fats.

A NEW WAY to check hormone and drug levels in the blood has been developed by Stuart Updike MD. Such checking is common, but by incorporating the isotopes in a dry gel, Updike's way cuts assay time to thirty minutes instead of the usual four to twenty-four hours. Further, it eliminates the need for a centrifuge, and can be done in the physician's office.

THERMOGRAPHY is a common test for breast cancer, but it isn't particularly accurate, says John R. Cameron, professor of radiology and physics. It uses infrared pictures to look at the heat distribution from a woman's breast, and a "hot spot" may indicate a tumor. But, says Cameron, the national average cancer detection rate of thermography is only 39 percent. That means that 61 percent of 5000 women with proven breast cancer didn't appear to have it on thermograph tests, and in addition a fairly large number without cancer had an abnormal thermogram and were encouraged to have x-rays. The procedure is still experimental, says Cameron, and should be considered as such.

type of stage or potential use. The Thrust Theatre referred to the thrust stage that juts into the auditorium. At present there are no plans to name the Experimental Theatre, a box-like room allowing flexible seating and staging arrangements.

Newlin New Foundation President

Charles O. Newlin '37 has been elected president of the University of Wisconsin Foundation at the 30th annual meeting of the non-profit, educational fund-raising organization. Newlin is a vice-president of the Continental Bank, Chicago. He succeeds Gordon R. Walker '26, Racine industrialist and former UW Regent.

Elected to the board of directors of the foundation were: Atty. Patrick W. Cotter '38, Milwaukee; Robert F. Froehle '49, president of the Sentry Corp., Stevens Point; Myron W. Krueger '35, vice-president of Hercules Inc., Wilmington, Del.

In other action, the UW Foundation, which solicits and administers gifts for the benefit of the University, announced that a record \$4.12 million was received from alumni, friends and business groups during 1974.

Student Task Force Studies Education Costs

A student task force on the cost of higher education has recommended some novel alternatives to the present system of college financing, including a large expansion of student aid awarded on the basis of financial need.

The report by seven graduate students from economics, law, and higher education administration focused on college financing alternatives. The study was funded by the Sloan Foundation and included similar groups at Harvard, Stanford, and Michigan.

Who should pay for higher education is a controversial issue today among college educators and U.S. legislators. Traditionally, the academic community has been overwhelmingly in favor of low tuition and high federal support. But recent reports on college financing by the Carnegie Commission and the Committee for Economic Development have opted for higher tuition as well as more funding through government loans.

"The position we took on this issue," said Pat Lipton, economics graduate student and task force

leader, "was that not only the individual but society benefits from a college-educated student. Therefore, tuition should amount to the difference between per student instructional costs and the value of these public benefits."

To set recommended tuition levels, the task force, directed by John Bishop, an economist at our Institute for Research on Poverty, considered two issues: public costs minus the public benefits of education, and equality of educational opportunity for all income classes of people. Currently, low-income students are 24 percent less likely to attend college than students of the same ability from the upper income quartile.

As measured by the task force, public benefits amount to \$6059 for the typical college graduate from a non-disadvantaged background. This includes more taxes paid by the college-educated, a lower probability of receiving unemployment compensation, welfare, or Social Security, and a reduction in crime and the rate of population growth.

Other benefits of education include faster utilization of new discoveries and increased political and cultural participation, but these could not be measured in monetary terms.

Individuals in the task force had differing views as to the size of these unmeasurable public benefits, so no consensus was reached on an ideal level for tuition. However, if one believes these benefits produce positive effects on society, one can set an upper boundary for tuition of \$900.

At current Wisconsin tuition levels, according to the task force, students with a family income of \$4500 should receive \$1600 in grants. Students with \$10,000 family incomes should receive \$850. Aid awards of this size, says Lipton, are necessary to achieve the goal of equal representation of students of equal ability.

The task force also recommended voucher types of financial aid, either grants or loans. According to the task force, awarding financial aid directly to the student increases their demands for high quality service, and thus the educational system is motivated to produce higher education in a more economical and efficient manner.

"In allowing students to use financial aid freely in alternative kinds of educational institutions, they also are encouraged to seek a type of education tailored to their needs," Lipton said.

—Mary Ann West

Freshmen Refused Enrollment Due to Budget Cuts

State budget cuts which resulted in the Board of Regents setting limits on freshman fall enrollment here and on three other System campuses had caused an estimated 170 new freshmen to be turned away from this campus by mid-June. A week earlier the total was 1000 rejected from the UW-Madison, La Crosse, Eau Claire and Menominee.

The cutback was due to an \$83-million excision from the \$683 million requested for the biennium (WA: March), and was intended to make more efficient use of resources on individual campuses by channeling students to the more underutilized.

Under the plan, Madison is to have 26,300 undergraduates this fall, with 300 eliminated by the fall of 1976.

Teachers' Market Not All That Bad

The job market for teachers is suffering from false generalizations, says R. G. Heideman, the director of the campus educational placement bureau.

The following are misconceptions, Heideman says: That all teachers in every field will be in oversupply; that oversupplies occur in every geographical area; that teachers are qualified to teach and nothing else; and that oversupplies are an inevitable fact, and nothing can be done to change this.

The only grade and high school areas in which there appears to be an oversupply, he notes, are in elementary education, languages, English, communication arts, history, and social studies. "The demand for teachers in many areas is great and should continue to be so for the immediate future. These fields are art, counseling and guidance, health, music, physical education, school psychology, reading, social work, instructional resources, special education, and speech correction," Heideman says. "Allied to these areas and not necessarily in education are the areas of rehabilitation counseling, occupational therapy, and school nursing, and the demand is strong in agriculture, business education, home economics, mathematics, biology, chemistry, and physics."

At the college level, there are also high and low demand fields. Geo-

graphically, the midwest continues to be one of the best areas for placement. Heideman adds:

"Both teachers and employers are finding that the training received in preparation for teaching is highly adaptable to other areas. Recognition of this fact by all concerned is slow to be realized, and much more needs to be done to develop these alternatives. It is not so much 'oversupply' as it is 'underutilization'."

At the public school level in 1974, 88 percent of the newly-certified teachers reporting to Heideman's bureau found professional employment, 75 percent in teaching. Many of those not employed were restricted geographically or returned to graduate school.

But Heideman warns: "Educators must do more than wring their hands over the situation. It is even more important that they not ignore the facts—the serious imbalances in some fields that need our attention, the immense need for more and better counseling of students from high school on, and the urgency of developing alternative career patterns which will not 'lock them in' to a specific area. The needs of a changing job market will have to be met by modification of career goals and academic programs." Approximately 400 School of Education students received bachelor degrees at commencement ceremonies in May, 110 master's, and fifty Ph.D. degrees.

—Jack Burke

Faculty Retirements

The following faculty became eligible for retirement at the close of the spring semester: Edwin C. Albright MD, medicine; Arthur B. Chapman, meat and animal science; Madeleine Doran, humanities research-English; Glen G. Eye, educational administration; Wilfred J. Harris, registrar's office; J. Clifton Hutchins, curriculum and instruction; Lloyd A. Kasten, Spanish and Portuguese; Louise Kloemper, phy ed, women; Leonard A. Larson, phy ed, men; Lowell R. Laudon, geology and geophysics; John McGovern, forestry; Roland Mitchell, theater and drama; Richard Schuster, continuing and vocational education; H. H. Shapiro MD, cardiology; Alice A. Thorngate, medicine; Frederick A. White, curriculum and instruction; Clinton N. Woolsey MD, neurophysiology; George Wright, experimental farms.

Sports

Bruhn Makes Madison Hall of Fame

Milt Bruhn, Wisconsin's former head football coach from 1956-66, who became the first coach in Badger history to win two undisputed Big Ten championships, was inducted into the Madison Sports Hall of Fame on June 3. The annual event is sponsored by the Bowman Foundation and the Madison Pen and Mike Club, a local sportswriters-sportscasters organization.

Moving into enshrinement with Bruhn were bowler Connie Schwoegler; the late Jimmy Dodge, who pitched for and managed the old Madison Blues; and Al Dockery, who earned all-state honors as a track, football and basketball star while a student at the old Madison Central High School.

Special awards for more recent achievements went to: Stu Voigt, Badger tight end in the late Sixties, who earned eight letters here and has played in two Super Bowls with the Minnesota Vikings; Wrestling Coach Duane Kleven, whose team took second in the Big Ten, the school's best showing since 1928; Jack Pettinger, swimming coach, who has guided his team to two consecutive Big Ten runner-up spots; and Cindy Bremser, Nursing School graduate, who ran a 4:43.8-mile in the last Drake Relays.

Tennis Team Places Second in Big Ten

The Badger tennis team achieved a first by taking a second in May. For the first time in the team's history, it placed second in the Big Ten tournament here at Nielsen Stadium. Another first for the team was its win of a doubles championship. Juniors Eric Cullen and Marty Goldin earned a 6-4, 7-6.

The Badgers totalled 32 points behind Michigan's 78, and ahead of Minnesota and Ohio State in third and fourth places. It was the first time since 1949 that a Wisconsin team had finished in the top three.



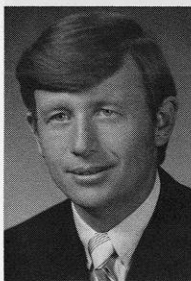
The Badger varsity crew earned its third successive championship over the 2000-meter course on Onondaga Lake at Syracuse on May 31 in the Intercollegiate Rowing Association Regata, and brought home its fourth straight Ten Eyck Trophy, symbolic of national rowing supremacy.

The eight-man shell was clocked at 6:8.2 in its win, defeating MIT, Northeastern, Cornell, Rutgers and Coast Guard in that order. Led by coxswain Greg Askins and stroked by Jim Dyreby, they finished a length and a half out in front.

The junior varsity and freshman eights finished third in their races, but the varsity four-without-coxswain won a Grand Championship by beating Boston University and Yale in its event.

Coach Randy Jablonic said, "We had a great crowd. There were a lot of alumni, lots of parents, and lots of people who just drove out here from the Midwest to cheer the Badgers on to the national championship."

Left to Right, above: Jim Dyreby, Neenah; Fred Robertson, Mondovi; Bob Espeseth, Champaign, Ill.; Lou Schueller, Milwaukee; John Mercier, Madison; Jim Kirsh, Beaver Dam; Tom Schuchardt, Monona; Eric Aserlind, Madison. Coxswain (front): Greg Askins, Madison.



Rothwell

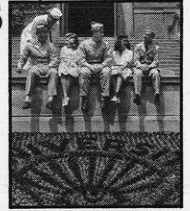
Rothwell Coaches Hockey In Johnson's Absence

With UW Hockey Coach Bob Johnson on leave to coach the U.S. National team that will compete in the 1976 Winter Olympic Games at Innsbruck, Austria, his assistant, Bill Rothwell, takes over as acting head coach for the 1975-76 season. Rothwell, 36, has held his assistantship since 1971, and was recommended for the temporary take-over by Johnson. He came here from an assistant coaching spot at Ohio State, is a graduate of the University of New Hampshire, is nicknamed "The Rocket," played eight years in amateur leagues in New England and two with the Army, and told the press it is "an honor and a privilege" to

hold the top spot in Johnson's absence.

"We had an exceptionally fine hockey team this year," Rothwell went on. "The nucleus returns and with the outstanding prospects that we have signed, we feel that we will certainly be right up there as a contender in the WCHA." The team will play thirty-six games this season, half of them at home in the Dane County Coliseum. Rothwell faces his boss for the opener, when the Badgers meet the U.S. Olympic Team here on October 17 and 18. The WCHA season opens at home against Michigan State on November 7, and the regular season ends, also at home, against Notre Dame on March 5.

Last season the Badgers had a 24-12-2 overall record, with 19-11-2 in the WCHA.



Suits '27



Nagle '51



Boyce '56



Streicker '67

15/32

Emeritus Prof. **Gustav Bohstedt '15** has written a personal history of his forty-two years in the animal husbandry department, and of the people he knew along the way. It's a paperback book, and he's passing along copies to interested friends.

John H. Van Vleck '20, a professor of math and physics at Harvard, is the first native-born American to receive the Lorentz Medal from the Royal Netherlands Academy of Arts and Sciences. The honor was bestowed last fall during an extraordinary session of the Academy's Section for Sciences.

Herb Risteen '21, Baraboo, is the man who contributes those Badger Crosswords to many of our issues, solely—budgets being what they are—from the kindness of his heart. Herb made his first crossword sale to the *NEW YORK TIMES* in 1954, and since then has had more than 6000 sales to newspaper syndicates, book publishers and magazines.

The Wisconsin division of the AAUW has established an endowed American fellowship named for **Bernice M. Scott '24**, Sheboygan. It cites her for "outstanding service to AAUW; her impressive contributions in her forty-three years as an administrator and educator; and her contribution to community and state." The fund is used to encourage women in scholarly work and to help them acquire training for professional service.

Marian Cheverell Hemingway '24 of San Mateo, California, was named as "woman of the year" by that county's chapter of the United Nations Association.

Oscar A. Hanke '26, Mt. Morris, Ill., is now a trustee-at-large of Carthage College there after serving thirty-six years on that board.

The Institute of Electrical and Electronics Engineers gave its Frederik Philips Award to **C. Guy Suits '27** for "his leadership in guiding the research efforts of a major technologically diversified industrial company." He has been with GE since 1930, and lives in Pilot Knob, N.Y. with his wife **Laura (Struckmeyer '29)**.

The Greater Bellaire (Texas) Chamber of Commerce named **Norman Gauerke '31** "Mr. Bellaire" in February. He's a retired insurance executive there.

Harry Sweet '32 retired last month after running the Triangle Superette at State and Henry streets since 1935. The store will continue under new management.

37/45

Florence Windemuth Lanning '37, Madison, who did her pre-law work at Hamline University, St. Paul, went back there in May for the golden anniversary reunion of her class.

Lloyd M. Parks Ph.D. '38, dean of Ohio State University's college of pharmacy, earned a news story from there as one of two campus deans who hail from Chalmers, Ind. (population 544).

Aleen Andersen Plater '38, formerly of Maple Bluff, was married recently. Now Mrs. Jacob H. Tremper, she lives in Kingston, N.Y.

Anita F. Alpern '41, Washington, D.C., is the new assistant commissioner for planning and research with the Internal Revenue Service. She's been in government service since graduation and with IRS since 1960.

Kathryn Riddle '41 retired this spring as professor of women's physical education at Northwest Missouri State University, where she's been on the faculty since 1956.

From the College of Pharmacy at the University of Kentucky comes news that **Joseph V. Swintosky '48**, the dean, received a \$1000 award from the American Pharmaceutical Association; and that Prof. **Lewis W. Dittert '61**, is the principal editor of *Sprowls American Pharmacy*, a textbook.

Jeane McElroy Satola '45 was married last December to Tahsin Yigit. The couple lives in Brookfield, Wis.

50/66

Doris Cruger Dale '50, associate professor of instructional materials at Southern Illinois University, Carbondale, has been selected as a 1975-76 fellow of the Council on Library Resources. She will use her grant to gather materials about community college libraries for a book on current trends and practices.

Robert O. Nagle '51 has been named executive vice-president of the newly established American Sugar Division of Amstar Corporation, New York. He has been with Amstar since 1964. Bob, his wife **Louise (H'Doubler '50)** and their three children live in New Caanan, Connecticut.

Marvin J. Levine '52, a professor of labor relations at the University of Maryland College of Business & Management, has a new textbook out entitled *Comparative Labor Relations Law*.

Roger J. Champagne '53 is the author of a book published jointly by the Union College Press and the New York State American Revolution Bicentennial Commission. Its title is *Alexander McDougall and the American Revolution in New York*.

Employers Insurance of Wausau has appointed **Lowell H. Tornow '55** a vice-president of its Detroit region.

Gerald I. Boyce '56 will move his wife **Suzanne (White '56)** and their three sons from Upland, California to Dayton, Ohio, as he assumes the presidency of the Ohio Bicycle Division of the Huffman Manufacturing Company.



Don't forget our date!

Sept. 13

WAA Open House*—
Union South
Wis.—Michigan

Sept. 20

Alumni Leadership Conference
WAA Open House*—
Union South
Wis.—So. Dak.

Oct. 1

Women's Day with the Arts

Oct. 4

WAA Open House*—
Union South
Wis.—Kansas

Oct. 24

Board of Directors Meeting

Oct. 25

Board of Directors Meeting
Homecoming (Reunions:
Classes of '55, '60, '65)
WAA Open House*—
Union South
Wis.—Northwestern

Nov. 1

WAA Open House*—
Union South
Wis.—Illinois (Parents' Day)

Nov. 15

WAA Open House*—
Union South
Wis.—Indiana ("W" Club Day)

Apr. 6

'76 Spring Women's Day

May 21-23

'76 Alumni Weekend
* 10:30 a.m.—12:30

Gerald H. Tonnell '58 was recently promoted to Lt. Col. in the USAF. He's completing masters studies in history at St. Mary's University, San Antonio.

Fred and Charlotte (Erickson '63) Alyea '64, Bedford, Mass., announce the arrival last February of a daughter Kristin Charlotte. She has a brother Brian Fredrick born in 1971. Fred is on the research staff of MIT.

Joseph A. Swanson '64 who has served on the Governor's Economic Advisory Council and as associate professor of economics at The University of Iowa, has joined the faculty of the Graduate School of Management at Northwestern University. Joe and Lucia (Swanson '64) will live in Wilmette.

William L. Wendorff '64 is promoted to the newly created position of vice-president and technical director of Red Arrow Products, Manitowoc.

Peter and Elaine (Danto '65) Canter, Mamaroneck, N.Y., announce the birth of their second son.

James T. Swartout '65, with the American Hospital Supply Corp. since 1966, has been appointed president of its subsidiary, Denticon, Inc. He and his family will move from Newport Beach, Calif. to Chicago.

Badger Huddles

'75 Find a friendly face in an alien land.

September 27: MISSOURI

Holiday Inn of Columbia—West
Interstate 70 at Stadium
Blvd. Exit
Columbia
10:30 a.m.—12 noon
(Cash Bar)

October 11: PURDUE

Holiday Inn of Lafayette—
West—I-65
5601 St. Rd. 43 N
West Lafayette
10:30 a.m.—12 noon
(Cash Bar)

October 18: OHIO STATE

Columbus Hilton Inn
3110 Olentangy River Road
Columbus
10:30 a.m.—12 noon
(Cash Bar)

November 8: IOWA

Holiday Inn of Iowa City
Interstate 80 & U.S. 218
Iowa City
10:30 a.m.—12 noon
(Cash Bar)

A new associate professor of microbiology at the Bowman Gray School of Medicine, Winston-Salem, N.C., is **David L. Groves '66**. An immunologist, Dr. Groves has been on that faculty since 1969.

Samuel G. Platts '66 was ordained into the ministry in February. He is pastor of the Lutheran Church of the Master, Sylmar, Calif.

Michele Weiss Wiley '66 was appointed media relations officer for the University of Oregon Health Sciences Center, Portland.

67/70

After two years working in Israel, **Joel Alpert '68** and his wife **Bonnie (Strauss) '67**, live in Warrington, Pa. with their small daughter. Joel is a staff consultant with American Electronics Laboratories.

First Lt. Paul R. Heil '67 is assigned to MacDill AFB, Florida, after graduating from a flight nurse course.

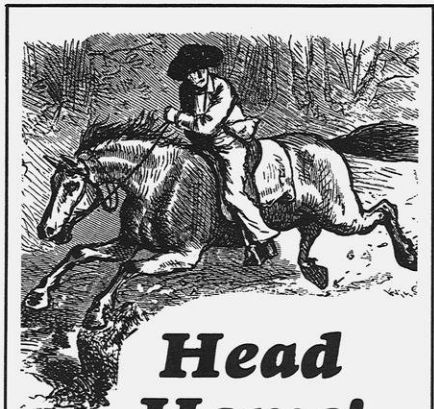
James R. Kastorff '67 and his wife **Kathy** live in Mission Beach, Calif., where he is a real property agent for San Diego County and treasurer of the Mission Beach Town Council . . .

. . . So chances are he sees a lot of **James A. Krzeminski '67**, financial counselor and assistant vice-president of San Diego Federal S&L, who's been named manager of its La Jolla office. He's also a new director of the UW Alumni Club of San Diego.

Barbara Kaplan Streicker '67, New York City, is now an assistant secretary in Manufacturers Hanover Trust's corporate planning department.

The Rev. **Lee D. Downs '68** has received Boston University's first Doctor of Ministry degree, conferred at its spring commencement. He and his wife **Ruth (Pride '66)** live in Denmark, Wis.

Wisconsin's State Division of Highways has promoted **George L. McLeod '70**, Superior, to the position of design supervisor for the Superior district.



Head Home!

Homecoming—Oct. 25

Special reunions of Classes
of 1955, '60, and '65

(Wis.—Northwestern football)

WOMEN'S DAY WITH THE ARTS 1975

Theme: "Encore"

Sponsored by WISCONSIN ALUMNI ASSOCIATION

Wednesday, October 1

Alumni House • Wisconsin Center • Center Guest House • Union Theater

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

Morning Program—Wisconsin Center

Sessions at 9:30 and 10:40.

You may attend two sessions.

A. Cole Porter—Music and Lyrics

Only the wit of Cole Porter—lyricist could match the brilliance of Cole Porter—composer. He changed the face of the Broadway musical. Soprano Linda Clauder, fine arts director of WHA Radio, brings you many of his best-known plus others you'll be delighted to discover. She's accompanied by Prof. Robert Monschein, of the School of Music.

B. Seeing Beauty in Your World

It takes but a brief pause to see the beauty of the things around us. John C. Weaver, president of the UW-System, has learned to make such pauses and to capture them with a camera. Avoiding technical trivia, he'll show you slides to prove his contention of beauty "in all things great and small."

C. Sticks and Stones:

God's House in Medieval Scandinavia

Unlike the rest of medieval Europe, Scandinavia employed wood for much of its ecclesiastical architecture, and Norway's stave churches are among the most precious survivals of the Middle Ages. Here's an

explanation of this fascinating architectural style. Our authority is Frank R. Horlbeck, professor and chairman of the art history department.

D. The Faustian Bargain

Prof. Robert Najem, director of the National Humanities Series: Midwestern Center, talks about that inevitable spiritual "no-man's land" that exists when environmentalists and energy conservationists do battle. He explains the humanities as a way of seeing reality, citing such as Pascal, Chardin, Cather, Ibsen and Solzhenitsyn, to name a few.

Luncheon—Noon

Wisconsin Center • Center Guest House

Afternoon Program—Union Theater

1:15—Greetings: Mary Goebel McGary, general chairman; Edwin Young, chancellor, UW-Madison. Then, one of your all-time favorite musical organizations, the 100-piece Wisconsin Youth Symphony brings something old, something new. In its tenth year the group is again under the direction of Prof. James Latimer.

2:30—Choice of guided tour to: Elvehjem Art Center or Wisconsin Union Main Gallery
Seating is limited. Register today. Fee: \$8 includes morning coffee; luncheon.

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

Here is my check payable to the Wisconsin Alumni Association, in the amount of \$..... for reservations at \$8 each.

Name Address

City State Zip

Circle choice of two sessions: A B C D
Guests' names:

.....: A B C D
.....: A B C D

Afternoon tour: Elvehjem Union Gallery

(If bringing guest(s), please indicate number choosing each tour.)



Scrape up the bread to come for Homecoming—October 25

Special reunions of classes of 1955, '60, and '65;
Wisconsin-Northwestern football

Deaths

Mrs. Vernon S. Griffith (Rowena M. Whittier) '06, Sheridan, Wyo.
Charles S. Knight '07, Berkeley, Calif.
Mrs. Louis G. Arnold (Miriam Eastman) '08, Eau Claire.
Orville H. Drought, '08, Milwaukee
Mrs. Sidney Livingston (Ruth Van Slyke) '08, Wenatchee, Wash.
Josephine Angeline Peshak '08, Marshall, Wis.
Harlow Francis Pease '09, Helena, Mont.
Grover Herman Rapps '09, Maywood, Ill.
Mrs. Wallace Smith Hampton (Lisette K. Woerner) '11, Louisville
Mrs. Pemmer Johnson (Lovina Lucile Haddow) '11, River Falls
Merritt La Count Jones MD '12, Wausau
Marie Nuzum Foulkes '13, Fairfield, Conn.
Joseph Aloysius Becker '14, Bethesda, Md.
Will Hoyt Frater '14, Phoenix
Russell Arnold Anderson '15, Hacketts-town, N. J.
Robert Earl Baker '15, Myersville, Md.
Earl Raimon Stivers '15, Bradenton, Fla.
LeRoy Stanton Burroughs '16, Ames, Ia.
Richard Henry Garling '16, Columbus, Wis.
Marco Ray Kucheman '16, St. Petersburg
Earl Kempthorne Lightcap '16, Little Rock
Joseph Arnold Opstedal MD '16, Albuquerque
Mrs. Robert Barton (Agnes Durrie) '17, Madrid, Spain
Florence Dell Fuller '17, Portland, Ore.
George Edward Hass '17, Madison

Ruth Purdy Kentzler '17, Sun City, Ariz., first woman president (1940) of the UW Alumni Club of Madison, and director of the city's USO center in W.W. II

William Emil Pors '17, Waukegan
Charles Alfred Rawlings '17, Alma, Maine
James George Clark, Jr. '18, Washington, D.C.

Mrs. Richard H. Garling (Margaret Mae Evans) '18, Columbus, Wis.

Leo James Peters '19, Oakmont, Pa.
Mrs. C. Conrad Shimer (Flora Wilhelmina Heise) '19, Winston-Salem, N.C.
Mrs. D. E. Coughlin (Katherine Ruth Brogan) '20, Nashauk, Minn.

Hugh Albert Cameron '21, Poland, Ohio
Giles Vance Smith '21, Indianapolis
Mrs. Daniel B. Carroll (Viola Louise Thuring) '22, Burlington, Vt.

Mrs. Veronica Dallman (Veronica Mary Sullivan) '22, Madison
Winford Walter Greiling '22, Cleveland
William Arthur Hiecke '22, Indianapolis
Herbert Henry Beck '23, Portage
Daniel Hamilton Keller '23, Ft. Lauderdale

Dora Catherine Kenney '23, Tucson
Mrs. John B. Lorenz (Margaret Bour Sickels) '23, Milwaukee

Lauren Dewey Bear '24, Janesville
Ernest William Callenbach '24, Lebanon, Va.

Anna Vera Eastwood '24, Madison
Irl Cave Gartner '24, Linneus, Mo.
Lyman Burdick Kimball '24, Brown Deer, Wis.

Henry Luidens '24, Columbus, Ohio
Howard James Monroe '24, Milwaukee
Oswald Henry Plenzke '24, Wauwatosa
Ferdinand Theodore Price '24, Portage
Adrian Arthur Purvis '24, Wilmette
Willard John Chadima '25, Cedar Rapids
Grace A. Goldsmith MD '25, New Orleans

Roland Dane Parks '25, Arlington, Va.
Mrs. Wesley Raymond Cleveland, Sr. (Dorothy Adaline Clark) '26, Waterloo, Wis.

Lloyd William Dortland '26, Prairie du Chien

George William Knox, Jr. '26, Vail, Colo.
Wendell Phillips Rand '26, Pittsburgh
Howard Eugene Ridgway '26, Kirkwood, Mo.

Berenice Irene Stone MD '26, San Diego
Emil A. Jorgensen '27, Palm Springs, Calif.

Thomas Francis Furling, Jr. MD '28, Bryn Mawr, Pa.

Mrs. Roderick J. Gordon (Margaret Ardell Stedman) '28, Sturgeon Bay
Bernard Ernst Landow '28, Binghamton, N.Y.

Frank G. Treskow MD '28, Wauwatosa
Beatrice Hellebrandt '29, Sun City, Ariz.
Vernon William Kelly '20, Elmhurst, Ill.

Genavieve Doult '30, Cleveland
Charles Andrew Faber MD '30, Milwaukee

Mrs. Alfred Gaubert (Lenore Wilhemina Martin) '30, White Plains, N.Y.

Henry Lowsma '30, Big Rapids, Mich.
Max J. Stern '30, Patterson, N.J.

William Irving Backus '31, Madison
Vallabhadas Hargooindas Dani '31, El Centro, Calif.

John Bertwell Ewing '31, Lees Summit, Mo.

Urban B. Jeffries '31, Carmi, Ill.

John Henry Stibbs '31, New Orleans
David Jacob Zubatsky MD '31, Tustin, Calif.

Myron Eugene Baker '32, Kenosha
Mrs. Mary M. Druliner (Mary Margaret Hussa) '32, La Crosse

Gordon Sweet '32, Oakland, Calif.
William Erwin Thompson '32, Spokane
George Earl Watson '32, Sun City, Ariz.

Norman Harker Withey '32, Madison
Mrs. Leo E. Offord (Geraldine Elaine Conklin) '33, Deerfield

Robert Oliver Davis '34, Whiskeytown, Calif.

Stanley Francis Gebarski '34, Milwaukee

Albert Lee Topp '34, Boston

Leonard Henry Heise '35, Wausau

Jean Esther Liedman '35, Iowa City

Leland Rogers Cooper '36, St. Paul

Mrs. Arthur T. Hillmer (Dorothy Eleanor Freitag) '36, Montello

Walter George Glascoff, Jr. '37, Waupun

Mrs. Arthur C. Stam (Ethelmae Houghton) '37, Delafield

Richard Edward Barrows '38, Westport, Conn.

John Theodore Etter '38, Monroe

Frank Halloran '38, Gays Mills

Stanley Charles Schneider '38, Madison

Mrs. Durwood Griffin (Sarah Helen Word) '40, Monroe, Louisiana

Robert August Guis '40, Elm Grove

Arthur Edward Behnke '43, Mesa, Ariz.

Save \$25 on a *Single Life Membership* . . .
Make one \$200-payment and you're paid in full.

Alternate choice: Five annual payments of \$45 each,
for a total of \$225.

Save \$25 on a *Husband-Wife Life Membership* . . .
Make one \$250-payment and you're paid in full.

Alternate choice: Five annual payments of \$55 each
for a total of \$275.

For the young alumni (classes of 1970-'75)
our low down-payment plan!

The *Single Life Membership* (\$200) can be paid
at one time, or at the special rate of \$20 the first year;
\$45 annually for the next four years.

The *Husband-Wife Life Membership* (\$250) is
available in a single payment, or at \$30 for the first;
\$55 annually for four years.

All who get their Life Membership on a single-
payment basis receive the handsome bronze-on-
marble paperweight featuring the Lincoln statue
and their Life Membership number.

And all Life Members get a personalized, wallet-size
membership card with name and membership
number.

And . . . you may use your BankAmericard or
Mastercharge to make all Life Membership
payments!

Wisconsin Alumni Association

650 N. Lake St., Madison 53706

Here is my check for \$_____ for the Life Member-
ship checked below:

____ Single: ____ Paid-in-full* ____ First annual
installment of \$45.

____ Husband-Wife: ____ Paid-in-full*

____ First annual installment of \$55.

Classes of 1970-'75

____ Single: ____ Paid-in-full* ____ Special first install-
ment of \$20. ____ Husband-Wife: ____ Paid-in-full*

____ Special first installment of \$30.

Name _____

Class of ____ Spouse's name for Husband-Wife mem-
bership: _____ Class of ____

Address _____

City _____ State ____ Zip _____

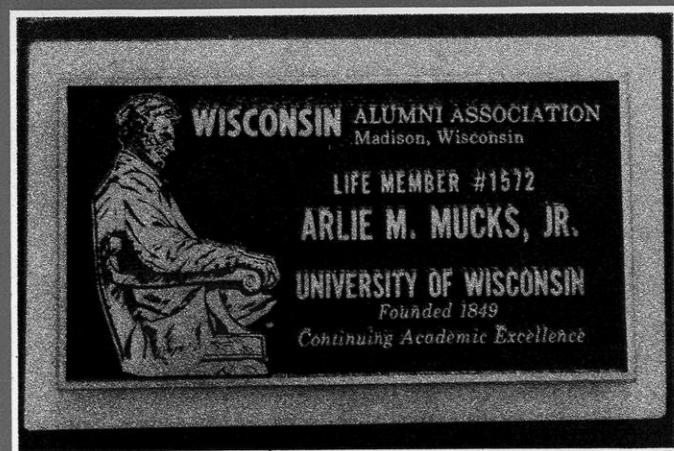
Mastercharge # _____

BankAmericard # _____

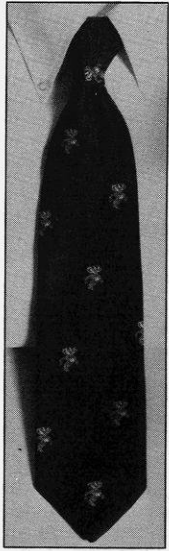
Exp. Date _____ Interbank # (Master-
charge) _____

* You'll have your gift bronze-on-marble paper-
weight in four-to-six weeks.

Life Membership



Buy Your The Money- Saving Way!



Mr. Bucky Goes to Business

Finally! A Bucky tie that's as welcome in the board room as it is at the bar! The background is burgundy; the woven-in figures are muted grey-and-white. The whole thing is 100% polyester; it's custom-designed for us alone, and comes in your choice of widths, 3 1/4" and 4".

\$10.50 includes postage and handling, insurance, gift box and sales tax.

Wisconsin Alumni
Association
650 N. Lake Street
Madison 53706

Please send me ---- Bucky
ties at \$10.50.

Here is my check for \$-----
made payable to the
Wisconsin Alumni Assn.
Services Corp.

Please check width:

3 1/4" 4"

Name -----

Address -----

City -----

State ----- Zip -----

William Herman Leidersdorf '43,
St. Louis
Arnold Bernie Pedersen '43, Madison
Mrs. Robert James Burger (Jane Margaret
Noel) '44, Wilmington, Del.
Hugh Aber Schleich '44, Washington
Court House, Ohio
Charles Willis Decker '45, Stoughton
Mrs. Dever Arnold Spencer (Catherine
Anne Connor) '46, Madison
Margaret A. Woehr '47, St. Louis
James Terrell Alling '48, Pelham
Manor, N. Y.
Paul Meloy McMinn '48, Denver
Edsel Homer Murray '49, Lake Delton
Dean Lynn Klossner '50, Orcas, Wash.
Mrs. Anton Motz (Eleanor Gatyas) '51,
Oak Park, Ill.
Charles Ernest Klessig '52, Hartford,
Wis.
Milton Charles Phillips MD '53, Fullerton,
Calif.
Daniel Morgan Owen '57, Columbus,
Wis.
Mrs. S. J. Kalka (Harriet Lewis) '59,
St. Petersburg, Fla.
Janet Louise Haas '62, Nutley, N.J.
Ronald James Peterson '67, Larsen, Wis.
David Leverett Leet '68, Kenosha
Mrs. Ann Nash Bottorff '70, Washington,
D.C., in the crash of the orphan-airlift
plane leaving Saigon



Bucky Belt Buckles

This handsome, heavy buckle
is antique-bronze finished, 2 1/4"
in diameter with a texturized
background and raised Badger
insignia. Fits any wide belt
(not included).

\$6.50 (includes shipping &
sales tax)

Send your check to:
Bucky Buckles
650 North Lake Street
Madison, Wisconsin 53706

Enclosed is \$. . . . for Buckles.
(Please print)

Name

Address

City

State Zip

Make check payable to: Wisconsin
Alumni Assn. Services Corp.

FACULTY DEATHS

Robert H. Foss '29, Middleton, one of
the state's best-known, best-liked
journalism figures. He was in charge
of the campus News and Publications
Service from 1932 to 1948, and continued
a part-time association with it in retire-
ment. He was an instructor in sopho-
more reporting and type-lab classes in
the School of Journalism from 1930-48;
advisor to campus blood drives for the
past twenty-two years; handled media-
relations for Commencement, and is
credited with having given Elroy Hirsch
the name "Crazy Legs."

Prof. Andrew H. Clark, 64, international
authority in historical geography and
on our geography faculty since 1951.
In 1966 he was named as the first
Vernor C. Finch Professor of Geography,
a post named for the department's first
chairman. He wrote extensively, and
for the past four years served as editor
of the Oxford University Press Historical
Geography Series. One of his works,
*Acadia: The Geography of Early Nova
Scotia to 1760*, was cited in 1968 by the
American Historical Association as the
best historical work on Canada. Memo-
rials to the Geography Department
through the UW Foundation, 702 Lang-
don, Madison 53706.

George H. Lanphear '38, Middleton, for
twenty-five years a member of the athletic
department in a variety of posts: fresh-
man football coach, fund-raiser, publicity
director, and equipment manager. He
had retired in 1970.



Don't just sit there!

Make plans to come
to Homecoming
October 25

Special reunions of classes
of 1955, '60 and '65

(Wis.-Northwestern football)



Win a \$300 credit toward a WAA tour of your choice!

Enter our membership contest today, and you may be going on a 1976 tour with us at \$300 off our already-low rates!

All you need do is *sell TWENTY new memberships* in the Wisconsin Alumni Association between July 1 and December 31, 1975. Then take your pick of the 1976 WAA tour you prefer—maybe it's our luxury cruise of the South Pacific . . . or through the blue Caribbean . . . or to the sunny beaches of Cozumel . . . or *wherever* you choose from our 1976 Tour Program!

Who can enter? Any member of the Wisconsin Alumni Association or any chartered Wisconsin Alumni Club (which can then award the prize to one of its members by any method which does not violate State of Wisconsin lottery laws).

Any membership counts toward your goal of twenty! Annual or life memberships; individual or husband-wife combinations (the latter count as one sale). They can be paid-in-full, or pro-rated at the rates we specify in our time-payment schedules.

And if you don't quite make it to twenty sales, shoot for one of these:

For *TEN new memberships sold*, choose between a set of six crystal goblets etched with the UW seal (Retail value: \$12.95), or the UW football helmet lamp, perfect for den, rec room or office (Retail value: \$17.50).

For *FIVE new memberships sold*, select our handsome new Bucky Badger silk necktie or the cardinal-red Naugahyde UW briefcase. (Retail value of each: \$10).

You're even a winner with ONE new membership sold! Sell one, and get a big, roomy Bucky Badger flight-bag—just right for camera equipment and lots of other carry-on flight items.

Follow these simple rules:

1. Fill out the membership kit request below and mail it to us. Very shortly you'll receive: sample issues of *Wisconsin Alumnus* magazine; WAA brochures which detail our activities, membership benefits and application

forms; and a list of UW-Madison alumni, in your city or area, who are not members of WAA. (Additional lists available when you've won-over all these!) *Memberships must be new; annual renewals don't count.*

2. For each membership you sell, return to our offices the dues paid: an annual payment, individual or husband-wife*; or the first installment on a lifetime membership, individual or husband-wife*. (Any new lifetime member who pays you the entire membership fee in one payment gets the handsome marble-and-bronze paper-weight advertised elsewhere in this issue.)

3. When mailing us your new-member application blanks and dues payments, be sure to enclose a covering letter listing names and addresses of those new members—a double check to be sure you are properly credited. All gifts will be awarded on the basis of new memberships sold between July 1 and December 31, 1975. The list of winners will be published in the March, 1976 issue of *Wisconsin Alumnus* magazine, but, of course, all prize winners will be confirmed in writing to them well before that.

Hurry! Send for your membership kit TODAY!

Membership Committee
Wisconsin Alumni Association
650 N. Lake Street, Madison 53706

I'm after that grand prize! Send me my membership kit.

Name _____

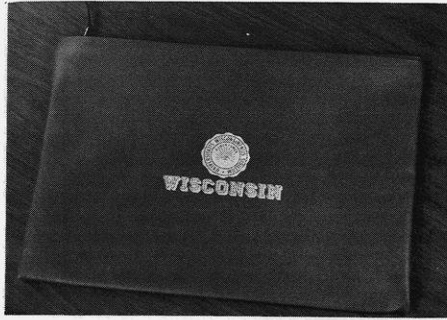
Address _____

City _____ State _____ Zip _____

* Husband-wife memberships count as ONE membership.

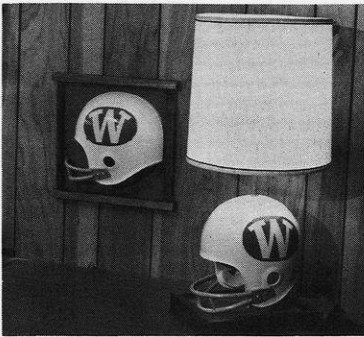
BADGER BAZAAR

A glorious medley of U-rah treasures by which you: (1) prove you were classy enough to go here; (2) lay-in a trove of tomorrow's antiques; and (3) give truly thoughtful gifts.



Braggadocio 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. \$10.



UW Helmet Lamp or Plaque

One or both will light up his den and provide him hours of good story material. Who's to say that authentic Badger helmet isn't the one they retired after he wore it!

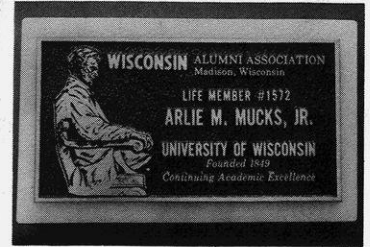
The lamp has the full helmet on a cardinal-red felt base framed in black wood. The shade is fabric-covered. Stands 27" high, has a three-way switch. \$36

The plaque is 13" square, the half-helmet set against cardinal-red felt in a black wooden shadow box. \$18.50



The University Goblet

Crystal stemware, finely, delicately etched with the University seal. Truly handsome, wonderfully eclectic. 11-oz. goblet; 5½" tall. Set of six, \$12.95 (Can't promise Christmas delivery.)



Lifetime WAA Membership

We culminate this tantalizing exhibit by suggesting **The Gift Supreme**, a Lifetime membership in Wisconsin Alumni Association! Pay it in full* and present the recipient with this bronze-on-marble paperweight, a duplicate of his/her membership card and number, OR if he/she has already taken care of the dues in full, give the paperweight for only \$10. Allow six weeks for delivery.

* Lifetime membership rates appear on page 25.



Bucky and the UW Seal for Needlepointers

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.)

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

Please ship me the following:*

Quan.	Item	Cost

Here is my check for \$ _____

Name _____

Address _____

City _____

State _____ Zip _____

Those Swinging Wisconsin Singers Have a New Album Out!



Here's **ONCE IN A LIFETIME**, the third stereo album by the Wisconsin Singers! More of the great singing and delightful arrangements that wowed 'em at Alumni Clubs and concerts across the country, that got a standing ovation at Disneyworld, that won a medal* for the joy they brought to GI's on a six-week USO tour! Thirty voices, recorded on the finest stereo equipment, come to you with all new material *plus* those favorite songs that say "Wisconsin!"

You'll hear Applause!; I'm A Brass Band; Summer Days; God Bless The Child; The Fifth Dimension Medley (Blowin' Away; Save The People; One Less Bell to Answer; Up, Up, and Away; Aquarius; Let The Sunshine In); On A Wonderful Day Like Today; Mac's Medley (MacArthur Park; Once In A Lifetime; I Love You More Today Than Yesterday); I'd Rather Be Blue; Look For The Beauty; and Wisconsin Medley (Songs To Thee, Wisconsin; If You Want To Be A Badger; On, Wisconsin!; and Varsity).

Hurry! Order your copy today at only \$5.

Wisconsin Singers' Album

650 N. Lake Street, Madison 53706

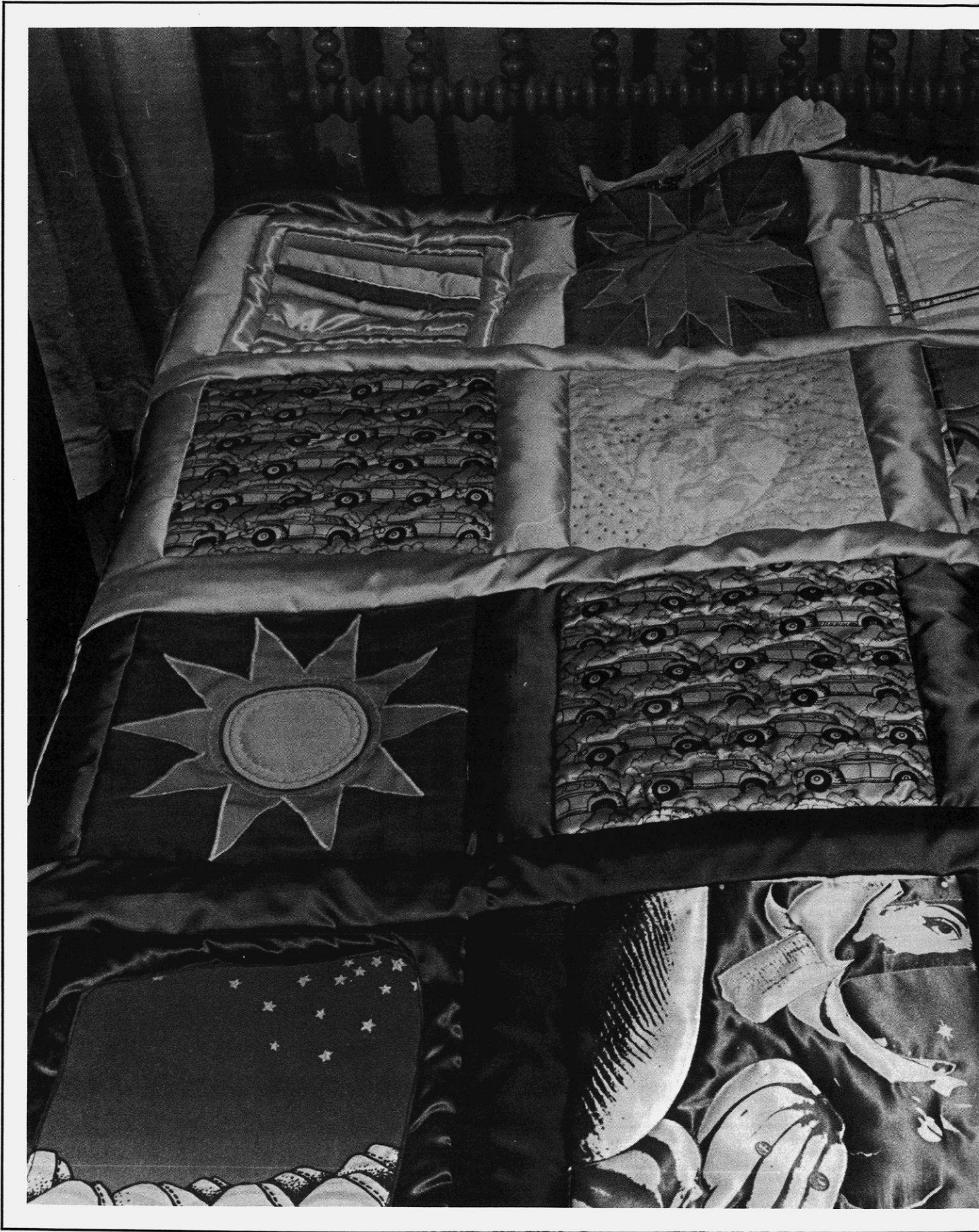
Yes! We want the new **ONCE IN A LIFETIME** album. Here is our check (made payable to Wisconsin Alumni Association Services Corporation) for \$_____ for _____ albums, shipped postage paid and including tax.

Name _____

Address _____

City _____ State _____ Zip _____

* The National Greenland Medallion, presented last year for the first time to a college group and only the third time to Americans.





The Quilting Gallery

Art is a lonely calling . . . but not always. Early this spring twelve campus artists found a way to pursue their vocation not by retiring alone to a studio, but by setting up their version of that prototype of American conviviality, the quilting bee. The results are currently on exhibit in the Union Art Gallery. Each of the twelve designed a “night” square and a “day” square, via processes which included silk-screen and photo silkscreen, applique, and quilting, then made eleven duplicate sets for distribution to the others. Whimsy abounds in the exhibit; above: one is draped around a doghouse; another, “Vehicle of Dreams” (top of photo) flies from the gallery ceiling complete with satin “exhaust pipes”; and, in the far corner, the free-form “Button-Down Quilt,” the squares of which are buttoned to each other.

The twelve: Grad students Keiko Yanaga, Nancy Guay, Cathy Grove, Elizabeth Tuttle, Anne Zamoria, Nancy Zucker, Jan Moseman, Neil Sandstad and Lawry Gold; Otto Thieme, associate professor in Related Arts; Joyce Marquess, lecturer in Related Arts; and Jan Marshall Fox, art area coordinator for the Union.

Photo/Charles Patch

Come along with us on our

1976 Tour Program

In 1976, marking our thirteenth year of bringing you this singular travel program, we have four select tours for members of the Wisconsin Alumni Association and their immediate families. As always, these trips combine personal freedom with the convenience and economy of group rates and special charters on the world's most dependable carriers. And as always, each is tailored to your constant pleasure from beginning to end. We're famous for all the details we take care of for you, all the attention our special guides lavish on you, all the courtesies we guarantee at our stops in the finest hotels and most delightful restaurants. These extra considerations we continue to bring our travelers at *sensible* prices, lower than most you could find, far, far more distinctive (and fun!) than any we know of at any price.

Alumni Caribbean Cruise January 31-February 10

With alumni friends from other universities, we travel aboard the (Italian) Sitmar Lines' T.S.S. *Fairwind*, a 25,000-ton floating palace. Leave Port Everglades, Florida to sail the Caribbean, with four days at sea and sightseeing stops of ten hours or more at five exciting ports: St. Maarten, Martinique, St. Lucia, Antigua and St. Thomas. Our ship—with a crew of nearly 500—has bright, generous cabins; three swimming pools; five pubs; nightly floor shows; exquisite cuisine and wines, myriad optional activities indoors and out-in-the-sun; and lots of room. Cruise fares begin at \$670. For those who wish to take advantage of it, we've arranged special air rates, on Delta Airlines, round-trip Chicago to Port Everglades, at \$90 per person.

Holiday in Cozumel February 18-25

We'll spend seven days and nights at one of Mexico's great hotels, the Cozumel Caribe, on breathtaking

(and private) San Juan Beach. All our rooms have their own beach-front terraces, and they're air-conditioned, of course. Each evening troubadours stroll near the swimming pool and through the bars and dining rooms. The Mexican and American food is superb, and the price includes breakfast and dinner daily. (Breakfast is served on the pool veranda.) Our Mexican tour director will oversee your fishing, water sports on and in the clear waters, and tennis. There's a special welcoming cocktail party. All baggage handling charges and gratuities are included. We fly round-trip from Milwaukee aboard a chartered Braniff International Airways DC-8 jet, with first-class meal and beverage service aloft. The price, \$499 per person plus 10% tax and services, based on double-room occupancy. We're limited to a plane capacity of 150.

Dubrovnik and the Mediterranean April 27-May 6

Dubrovnik, Yugoslavia has a marvelous new luxury hotel, The Palace, and that's where we'll stop for four nights. You can stand on your private balcony and ponder the sea, or swim in a trio of pools, and eat wonderful food. (Two bountiful meals a day—breakfast and luncheon or dinner—are included.) When not doing any of those things, come along with us on a tour of the city, its walled Old Town, its ancient cathedral and historic fountains, and up Zarkovica Hill for a view of the Riviera of that part of the world. Then we cruise in great comfort for four days to see the frescos and Greek ruins in Sicily, to Malta with its 400-year-old culture, and to Corfu, one of the two most beautiful Greek Isles. Round trip air travel from Chicago via Rome is aboard our chartered Pan American 707 jet, with first-class food and beverage service aloft. \$839 per person plus 10% tax and services, based on double-room occupancy. Our plane capacity limits us to 179 passengers.

Ireland Escapade June 20-28

We leave Chicago on Pan American 707 jet charter, land in Dublin the next morning, and stop at its elegant Burlington Hotel. For three days we can shop and stroll or ride our special motorcoach along O'Connell Street, to Trinity College and Dublin Castle and into Merrion Square (which housed so many literary greats!). The next day we begin our drive across Ireland (you've never seen so many varieties of green fields and hills), to Limerick City and Killarney, where we'll spend the next three nights at the Great Southern Hotel and our days driving and poking through lovely little thatched-roof villages, up over the Caha Mountains and to Blarney Castle. Then a day in Limerick and a night at its Claire Inn, on a 1500-acre estate where we'll dine in a Medieval "castle." Plenty of time each day to shop and visit on your own (including a stop at the markets of Shannon Airport). Breakfast included each day; dinners each evening except on third day; lunches on three days. We're limited to 179 passengers on the plane. \$649 per person, two per room, plus 10% tax and services.

Detailed information and brochures are available for all tours. Single-room accommodations at slightly higher rate for all. These tours are especially designed for Wisconsin Alumni Association members by Alumni Holidays, Inc., Chicago.

Wisconsin Escapades 650 North Lake Street Madison, Wisconsin 53706

Enclosed is my deposit in the amount of \$180 per person to hold space on the following tours:

- ___ Alumni Caribbean Cruise
- ___ Mexico Holiday in Cozumel
- ___ Dubrovnik/Mediterranean Escapade
- ___ Ireland Escapade

Make check payable to Wisconsin (tour name) Escapade OR use your Mastercharge/BankAmericard to reserve space.

Name _____

Address _____

City _____

State _____ Zip _____

send brochure for above tour.

I hereby authorize the deposit for the above tour on my Mastercharge/BankAmericard account

No. _____

Exp. Date _____

(interbank #M.C.) _____