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Wisconsin Alumnus

Volume 77, Number 5
July, 1976

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The Metric System

It's inevitable, but don't let it scare you.

By Physics Prof. Robert March, author of Physics for Poets

The Visible Legacy of Jim Watrous

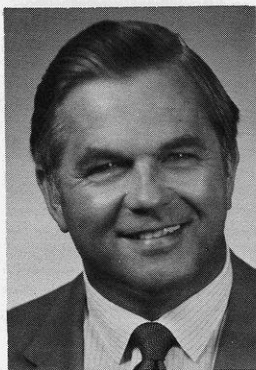
He leaves beauty for generations to enjoy

Speech

Under a Blue Moon

*A student-to-student exhortation
with a message for us all*

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

There are various and sundry ways of celebrating the Bicentennial, and we've been notified of one that we think is the best we've seen. The notification reads like this: "This bicentennial year marks the flowering of a democracy built upon the foundations of a firm educational system.

"Your superior program helps create still greater strengths for Century Three. The Council for Advancement and Support of Education honors your extraordinary efforts with a Grand Award for the Student Relations Program of the year."

Attached to this embossed certificate is a letter which advises us that the Wisconsin Alumni Association is getting that Grand Award from CASE for our support of the marvelous Wisconsin Singers.

From their inception nine years ago, we have given moral support to the Singers because we thought at the time they were one of the best possible things that ever happened to this campus. Then, three years ago, we stepped in to become their sole support in everything from finances to the scheduling of their fifty concerts each school year. If anything, our conviction of their value has increased. The Singers average thirty-five members. They tour the state, as most of you know, and every spring they make a special cross-country tour in one direction or another. They do this to help your alumni club raise scholarship funds. They carry their full load of studies; they rehearse at weird hours between classes and performances, and they never fail to bring an audience to its feet several times during any concert they give. Year after year the kids who pass the tough audition for membership in this group are the finest you would ever want to meet, and a delight to travel with and be around. They get no academic credits for their efforts. They have had to scrounge to get money for costumes (this past year our then president, Earl Jordan, took on a personal campaign in Chicago to help them out in this area); they cram for

exams at 2 a.m. on the bus coming home from an appearance before one of your clubs. Why do they do this?

Enthusiasm is the only answer. They're enthused about this great University. They're enthused about the fact that our alumni want to help deserving kids get here for an education. They're enthused about life, and they nourish that enthusiasm by putting themselves out for others, which is the best possible way to do it.

So we can't help but be constantly enthused about our Wisconsin Singers. We're terribly grateful for this CASE award, of course. But it has to be shared with the kids, and with your clubs who invite them to appear. It's a tribute to all of you, and we're happy to pass it along as such.

It's tribute time, too, for our wonderfully dedicated officers and directors, those who began their terms on the first of this month and those whose terms ended then. (The new Executive Committee is pictured on page 19.) It's hard to thank Earl Jordan enough as he moves from our presidency to the chairmanship of our board. Earl is always there when we need him, always concerned, always able to make a quick change in his busy schedule, if necessary, to do more than his share.

Earl reflects the attitude of all who give us their time and talents to serve as members of our Executive Committee, our Board of Directors or as leaders and stimulators in their local clubs. We thank all of you.

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Letters

Commendation

I want to commend Mr. Mucks for his excellent editorial in the May issue.

No doubt this will be read with much interest. And I am sure it will change the misconstrued opinion that many have had toward our University. I know I was pleased to know the limit of enforcement that Wisconsin could use to calm unfortunate occurrences. I was sure much of the disturbances were caused by non-students, but I did not know the law prevented (the University) taking such action as likely would have been used if legally permissible.

Frankly, many of us wondered why there was not a stronger reaction against the troublemakers. I am very glad you clearly explained why such action could not legally be taken. It is regrettable that such is the situation.

Chester J. Schmidt '23
Scarsdale, N.Y.

"Not the Women I Know"

Re "I am a Male Inmate of a Sorority House," (WA, May). May I state that the women who were falsely accused of not having enough sense to light candles or to know how to start a car are not the women I have lived with and come to know and love in the four years since I pledged DG. . . . As a house we boast the highest scholastic grade point average on the campus; we are active in the community (for two years we have sponsored an ice cream social that raised over \$1000 for a trail for the blind in the Arboretum); we are active on campus. Delta Gamma is a noteworthy organization full of young women who bring honor not only to themselves and to their sorority, but to the University as well.

Betsy Fretz '76
Madison

. . . May we have permission to reprint the article?

Maggie Watkins, Editor
The Anchora
Delta Gamma Executive Offices
Columbus, Ohio

I Love You a Liter and a Gram

or

*Everything You had Better Know
about the Metric System
or the Kids will Laugh*

By Prof. Robt. H. March
Physics Department

Prof. March has been on our physics department faculty since 1961, concentrating on teaching the subject to non-science majors. His text, Physics for Poets, won the 1971 AIP-U.S. Steel Foundation Science Writing Award, an honor he repeated in 1975 for his article, The Quandary Over Quarks.

What do we need some newfangled foreign system for? What's the matter with our old units?

Newfangled, nothing! The metric system has been around since 1799. As for being foreign, though the French invented it, the United States adopted it in 1866, as an alternate system of legal measures. We also signed the 1875 treaty that set it up as an international system. It's taken us more than a century to take the next step.

As to what's the matter with the old units, the best answer is that we'll soon be the only major industrial nation using them. Great Britain and most of the Commonwealth (including our neighbor, Canada) are well along in metric conversion. In fact, the number-two non-metric industrial power in the world is now Sierra Leone. It's getting lonely out here.

How come we were the last to go?

Probably because our economy depends less on exports than any other industrial nation's—only 6 percent of our gross national product.

What's involved in conversion, and how sudden will it be?

Don't worry, you won't wake up one day in a world suddenly gone metric. It will take a lot of careful orchestration over a period of at least ten years. Different segments of the economy will convert at different times, and even within each segment the transition will be gradual.

The first step, in most cases, will be "soft conversion." The same old familiar product will have a new label, giving the old and new units. Thus a package of 3" x 5" cards will also be labelled "76 x 127mm." Gradually, the "76 x 127mm" will get bigger and the "3 x 5" smaller.

Then comes "hard conversion," changing the actual product to round-number metric sizes. The stores will start stocking 75 x 125mm cards. You'll hardly notice the difference.

For machinery, the problem will be harder. You can't "soft convert" a screw thread. In some lucky plants, conversion can take place at the normal pace of equipment replacement; others will have to modify or discard equipment that still has some useful life. One popular scheme, already being widely adopted, is to make new plants completely metric. But we're in for a period when stockroom inventories may be artificially high due to dual stocking.

If you read any industrial trade publications, you may have noticed

metric units beginning to turn up in parentheses after the English ones. Soon the English units will be the ones in parentheses. Eventually, they will disappear, except in fond memories tucked away in gray heads.

Okay, I suppose it's inevitable, but I resent having this crammed down my throat by Washington bureaucrats!

It won't be. In this area, private industry is way ahead of government. Nearly every industry already has a metric committee. The bill signed by the President in December merely sets up a federal board to coordinate the work of these committees so that the economy doesn't get disrupted by having one industry out of step with its suppliers or customers. Compliance is voluntary, but of course if you're in business and determined to be the last on the block to go metric, you're going to pay for it in lost business.

Isn't this just a case of you scientists taking over and foisting your units on us?

Not exactly. The commercial metric system is based on the SI (for *Système International*) units maintained at Sèvres, France by the International Bureau of Weights and Measures. But that is a pretty minimal set of basic standards, too simple for commerce or even for science. For example, the liter is *not* an SI unit, though it is very close to 1000 cubic centimeters, which *is*. And the "metric ton" of 1000 kilograms (2204 lbs.) is called a "megagram" in strict usage, but practically nobody uses that term. As for scientists, we too have a lot of traditional units like the "electron-volt," which are based on SI, but which are not part of the system.

Haven't some industries already gone metric?

You bet! You pay for electricity by the kilowatt-hour, don't you? That's a metric (but *not* SI) unit. So are volts and amperes; the electrical industry was born after 1875, so English electrical units never took hold. Modern solid-state electronics grew up totally metric.

There are others. The optical and photographic industries have been metric since World War II. If you wear glasses, the prescription was written in "diopters," a metric (again, *not* SI) unit. Indeed the whole medical sector is now almost fully metric. Most prescriptions specify metric units. And in most hospitals, the thermometer they pop in your mouth says you're normal if it reads 37.0° Celsius. (In fact, the familiar 98.6° was a goof by old Gabriel Fahrenheit, who in-

vented our present temperature scale; he tried to make human body temperature come out to 100°. Perhaps he had a fever that day.)

If you're a recent veteran, you know how far the military has gone metric. "Hill 407" on the army map is four-hundred-and-seven meters high. Got to talk to our NATO allies, you know.

No matter what kind of car you drive, the spark plugs have metric threads (time was when all decent plugs had to be imported from France). And if it's a Chevette, you're driving a car that's about three-quarters metric.

You mean Detroit is actually eager to convert?

Detroit, and everyone who wants to sell machinery abroad. When you're bidding against Japanese, West European, or (soon) British firms, you may have to underbid by a wide enough margin to cover duplicate tool sets and extra nut-and-bolt stocks. The American machine tool industry now maintains dual product lines, since an English-system gear lathe is useless in a metric country. And since the world market includes foreign firms that don't have the burden of dual production, it's the domestic market—you and me—that would eventually have to pay a premium for retaining English units.

If conversion is so good for industry, why is George Meany against it? Is organized labor being obstructionist?

Not at all. The problem is that while nearly everybody *benefits* from conversion, the burden of *paying* for it falls heaviest on a few. Certain skilled craftsmen—especially machinists and mechanics—have hundreds or even thousands of dollars invested in tool kits that will be obsolete long before they wear out. And the burden of conversion weighs more heavily on some industries than others. Some nations now converting have special systems of taxes, tax credits and subsidies to spread the load more evenly, and Labor would like to see that in the U.S.

Okay, I see the benefits for industry. But won't this raise hell in the supermarket?

Retail trade will be one of the least affected sectors, for it will be the happy hunting ground of "soft" conversion. Do you know offhand the contents of a can of Campbell's soup? Do you really care whether its label shows "10½ oz" or "305 g" in bigger type? And the homemaker who knows

that one frying chicken will feed a family of five rarely looks at the exact weight.

Fortunately, in fluid measure, the conversion is minimal. A liter is about 6 percent more generous than a quart, a barely noticeable difference. In the liquor stores, a new bottle will soon be appearing, labeled ".75 liter." If it looks like a "fifth" to you, don't be surprised. It's smaller by less than a quarter ounce. Yard goods will be almost as easy, since a meter is only 3.37" longer than a yard.

Clothing-store clerks will have a few years of soft-conversion dual labelling to prepare them for the fateful day when a stubborn customer asks for jeans with a 32" inseam. Just direct him to the rack marked 81 cm. He probably won't notice that they're an eighth of an inch shorter than the last pair he bought.

Other countries that have gone metric have found that some temporary government regulation is required to prevent unscrupulous retailers from profiteering on the confusion when hard-conversion finally comes—there's no excuse for marking up the half-gallon milk carton by 15 percent when it becomes two liters. To aid the careful shopper it would be a good idea to have unit prices in the old system on the supermarket shelves for a while.

Indeed, metric conversion may reduce confusion by cutting down on the bewildering array of peculiar sizes developed by the packaging industry in the scramble for supermarket shelf space.

Finally, some traditional units will survive, at least in name. German and French shoppers buy meat priced by the "pfund" or "livre," both of which translate as "pound." Of course in the bad old days a German pound and a French pound were not the same, nor were they the same as *our* pound. Today, the word means "one-half kilogram." (For that matter, when is the last time you saw prices by the pound at the delicatessen counter? A price of \$1.79 for a quarter-pound of smoked trout doesn't seem quite as outrageous as \$7.16/lb.)

Will any traditional units survive intact?

Certainly. When you buy a European ten-speed bike, frame and wheel sizes are quoted in inches—Britain once dominated this industry and Europe followed its lead. The same goes for auto tire sizes. Gold is still sold by the troy ounce, which is used for practically no other pur-

pose. German plumbers use standard pipe threads based on the English system (but unfortunately not the same as ours).

Whenever you're dealing in goods that don't move across borders, there is some chance that local units will survive. Thus, even generations from now a Wisconsin farmer may have a legal deed that gives the area of his farm in *hectares* (2.47 acres), but he'll still know how many acres he farms, just as his German cousin still uses the traditional *morgen* for land area (though a North German and South German *morgen* are significantly different).

Other non-metric units are so useful that they will be retained officially. For example, the *nautical mile* and its related speed unit, the *knot*, fit in so well with the system of latitude and longitude that they will certainly remain standard for navigators.

Finally, hat and shoe sizes, which are based on no system of measurement that I know of, will probably remain. As any well-traveled person knows, they change at nearly every frontier crossing, anyhow.

I'm a sports man; what will conversion mean for me?

Practically nothing. Nobody but North Americans are crazy enough to play our football, so the 100-yard field is here to stay. The international rulebook says a basketball hoop should be 305 cm from the floor—otherwise known as ten feet. No reason to tamper with baseball, though someday the rulebook may say that the pitching rubber is 18.44 m (60' 6") from home plate. Track and field have pretty much converted already, because of the pressure of international competition. But the mile run will probably be around for a long time to come, as it is popular even in metric countries.

You may be a bit annoyed, however, when your network announcer is ordered by his boss to convert. Then you'll have to learn that 100 kg (220 lbs.) is a good weight for a full-back. And as a generation of kids grow up knowing their vital statistics in metric, the high school basketball coach will be dreaming of forwards taller than two meters (6' 6¾").

Ah, yes, the kids. Won't conversion be harder on them?

Harder on *you*, old-timer, because the system they are learning goes by simple multiples of ten, saving a lot of useless arithmetic. Do you have any idea how many inches there are in a mile? The answer is 63,360. But if a fifth-grade teacher asks how many *centimeters* there are in a *kilometer*, it won't take an Einstein to chime back, "One hundred thousand."

And different kinds of units are very simply related. One liter of water weighs one kilogram. And a liter is almost exactly 1,000 cubic centimeters. There are 57.749 cubic inches in a quart.

Gone from the shop wall will be the familiar chart of decimal equivalents. With metric dimensioning, you can forever remain ignorant of the decimal equivalent of 17/64 (.265625).

Finally, there is a universal set of prefixes for the powers of ten. A *kilogram* is 1000 grams, a *kilometer* is 1000 meters. Thus remembering the relations of big and small units should be no problem.

Okay, you've told me the good news. What's the bad news?

Wait until you get your car out on the road! The 90-km/hr speed limit won't be that much of a problem; it gives you an extra mile per hour over the present 55. But wait until you pull up to the gas pump. Is 14.9¢/liter a good price for regular? Pull out the pocket calculator. That's 56.4¢ a gallon. (You can

grumble to the kids that you remember when 14.9¢ was a reasonable price for a gallon.) Of course, the way gas prices are going you may be paying 56¢ for a liter. And it will take about fifty liters to fill 'er up if you have a 14-gallon tank.

And when you check the tires and find the meter reads 1.8 atmospheres—that's 25 psi—you get the picture.

Then there are the car ads. Is fifteen kilometers per liter good gas mileage? You bet it is, better than thirty-five miles per gallon. But one old friend will probably remain, the horsepower. It isn't a natural unit in *any* system—it works out to 550 foot-pounds per second in the English system, 750 watts in the metric (the two are actually about one percent different), but car manufacturers the world around still brag in horsepower.

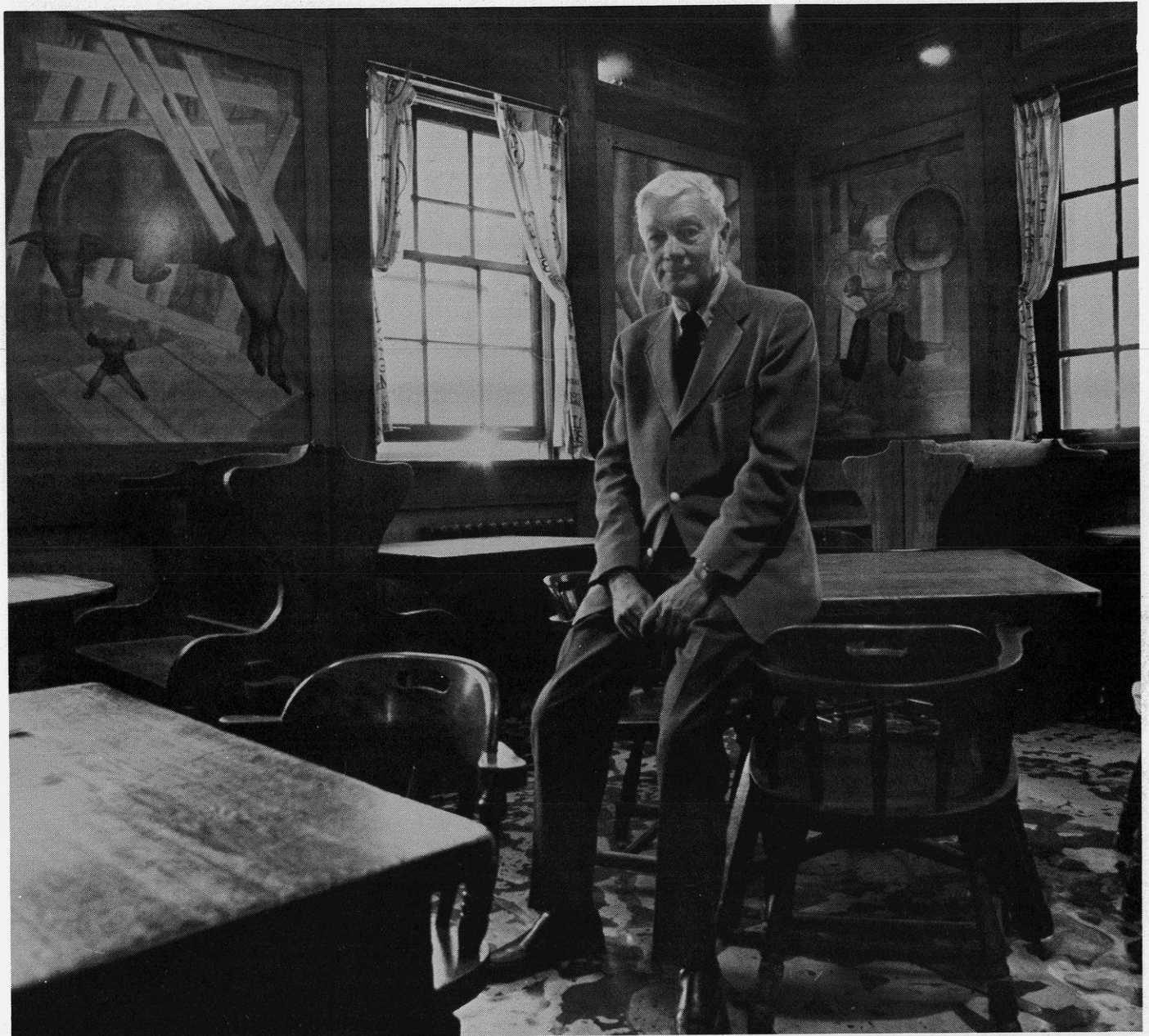
Okay, you've convinced me. Now where do I learn how to use the metric system?

Don't worry, you don't have to go looking for it, it will come to you. Government, industry, and the educational system are currently tooling up for a massive campaign of on-the-job training, consumer education, and the like. All fifty states are now teaching the metric system in the schools, and many are offering adult evening classes. Unless you're in a very technical field, however, there's probably little need to study the system—it will gradually become familiar.

But I'll miss the romance of the old units. "Give 'em a centimeter and they'll take a kilometer" seems ridiculous to me!

So who needs to convert poems and proverbs? You don't have to know exactly what a *league* is to like the scan of "many leagues from home." And the time may come when knowing what a mile really was will mark you as a romantic!

Some standard metric prefixes			Some common metric units and conversion factors	
Prefix	Abbr.	Meaning		
Tera	T	trillion	Length:	Weight:
Giga	G	billion	1 centimeter (cm) = 0.3937"	1 gram (g) = .03526 oz.
Mega	M	million	1 meter (m) = 1.0936 yds.	1 kilogram (kg) = 2.204 lbs.
Kilo	k	thousand	1 kilometer (km) = .6214 mile	Temperature:
Hecto	h	hundred	Land area:	To convert Celsius to Fahrenheit,
Deka	da	ten	1 hectare (ha) = 2.471 acres	multiply by 1.8 and add 32.
deci	d	tenth	Volume:	To convert Fahrenheit to Celsius,
centi	c	hundredth	1 deciliter (dl) = 3.381 fl. oz.	subtract 32 and multiply by 5/9.
milli	m	thousandth	1 liter (l) = 1.0567 qts.	
micro	μ	millionth		
nano	n	billionth		
pico	p	trillionth		



As a grad student, Watrous did the Paul Bunyan murals under a Public-Works-of-Art grant for the princely sum of \$18.75 a week.

The Visible Legacy of Jim Watrous

Among the forty-one faculty members to receive emeritus status this month (page 16) is benign Art History Prof. James Watrous. Unlike most of his colleagues, his field and his talents allow him to leave a tactile record of his fifty years on campus as student and teacher. Watrous art works—chiefly in the form of mosaics done in the last twenty years—decorate five heavily trafficked areas, and by Christmas he hopes to complete

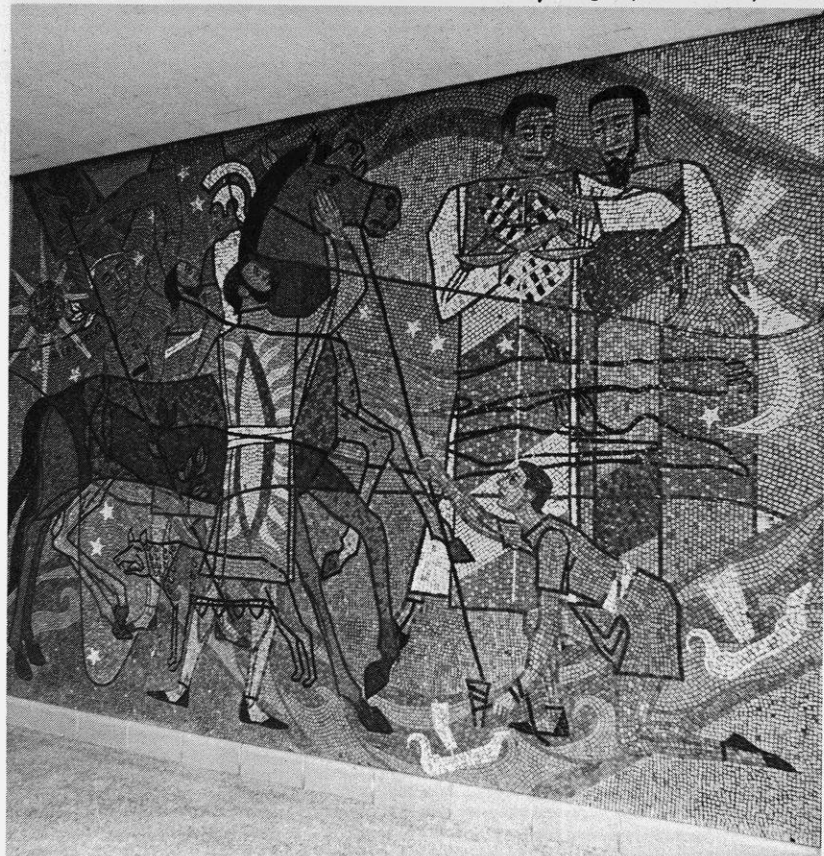
the sixth, his largest. The oldest and most endearing dates back to 1933, the year he earned his master's degree: it is his whimsical Paul Bunyan mural series for the Memorial Union (above).

In 1954–55 Watrous studied mosaic crafting in Rome, and has used this durable form for succeeding works. The largest to date, and by now the most-seen, is “Freedom of Communications,” on Vilas Hall, at the busy

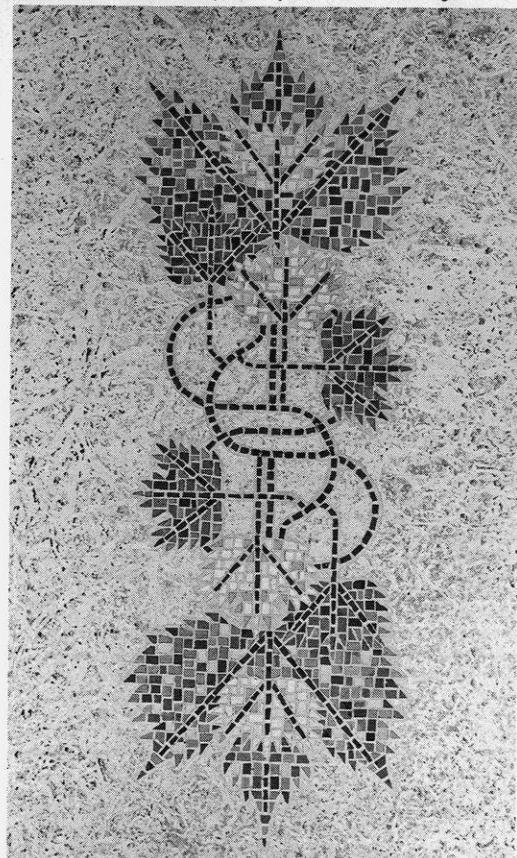
intersection of University Avenue and Park Street. Indoors, there are two at opposite ends of a hallway in the Commerce Building done in 1956 as his first undertaking after returning from Rome. Last year he completed inlays for a pair of benches flanking the front entrance to Bascom Hall, a motif of leaves and vines thematic of the four seasons. In the lobby of the Social Science building Watrous



For his mosaic sculpture on Vilas Communication Hall, Watrous made a theme from a composite of Supreme Court decisions, "Freedom of communication, with its multitude of tongues, transmits for all the creative impulses of our pluralistic society."



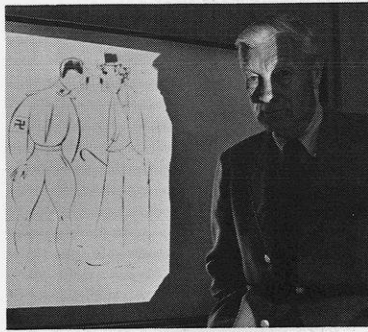
One of a pair of murals for the Commerce Building. Watrous had student help on these, but the difference in techniques was so obvious that he has since worked alone.



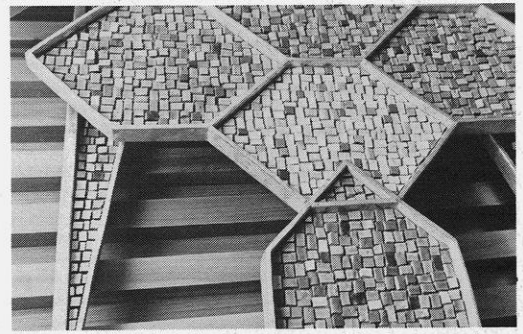
Watrous' mosaic on two benches outside Bascom Hall, a memorial to late faculty secretary Alden White.

used overlapping mosaic planes, but he goes back to traditional methods in the current work underway in his studio in the former prop room of the old Bascom Theater. This mural, which will be 12' by 20', will be placed in the State Street entrance to the new wing of the Memorial Library.

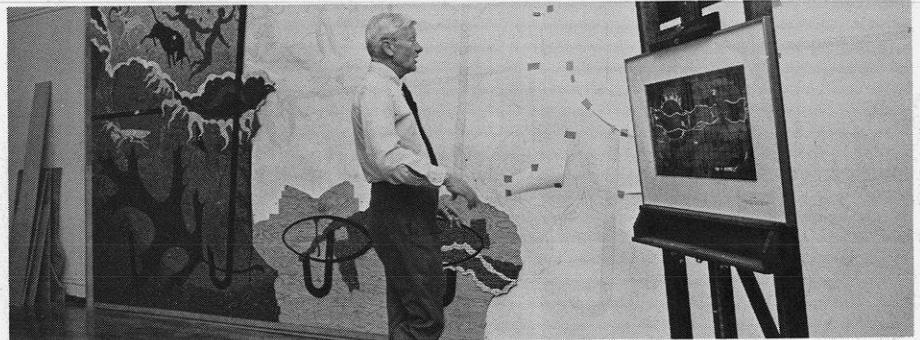
Watrous' artistic productivity was outstanding even as a student. Collectors treasure copies of *Octopus* dating back to the late 1920s and featuring his brilliant covers, illustrations and cartoons such as the prophetic confrontation between look-alikes Charlie Chaplin and Adolph Hitler, done in 1933 (top left). Yet his major contribution is one which goes unsigned. Back in 1939, dismayed at the fact that the University's art treasures were stashed in the basement of Bascom Hall, he began urging a proper museum. It took him thirty years to bring it off, but in 1968, when they dedicated the Elvehjem Art Center, it was generally acknowledged that Jim Watrous had been the driving force behind its attainment.



As a student contributor to the old Octopus humor magazine, Watrous did a 1933 comparison of Hitler and Charlie Chaplin.



Set in multiplaned plexiglass molds, his mosaic in the Social Science building depicts Man, Creator of Order and Disorder.



Watrous works on the new library mural in his Bascom Hall studio, hoping to complete it by Christmas. Tiles are laid on jigsawed sections of plywood which are then bolted into place like pieces in a puzzle.



Watrous in the Paige Court of the Elvehjem Art Center which he pushed into being through thirty years of personal effort.

It's that seldom that a Commencement-time speaker says so much to so many

Speech Under a Blue Moon

"FOOD AND OTHER THINGS"

By Wm. J. Cronon '76

To the Honors Convocation, May 28

When the Chancellor's Office called to tell me I'd been selected to give a speech this evening, I was somewhat overpowered by the opportunity it presented. Here in this room I would have a captive audience for the space of perhaps twenty minutes, during which I could preach myself asleep. I could present a great message, send all of us in this Class of 1976 out into the world with my words ringing in our ears. It was a nice idea. What that message would be I wasn't quite sure—"Power to the People!" seemed a little overworked, and "Don't Litter!" was a little trite. But I figured I could come up with something.

Fortunately, I went to see Chancellor Young before I began to write this great message, and though he in no way limited what I was allowed to say tonight, he did give me a single piece of advice which held me back. "Whatever you do," he said, "try to avoid giving out a great message. They never work. Last great message I read was Gettysburg. Talk about something you *want* to talk about." That was all he said, and I had to admit that it made sense. The problem was, one of the things I wanted to talk about was great messages. The hankering for prophecy was still strong within me, so I finally decided that what I would say tonight would *begin* with a great message, get the thing over with, and end up with a tiny message.

The great message is this: it seems to me that it is not at all impossible—I do not say *likely*, only "not impossible"—that we in our lifetimes will live to see the end of civilized life on this planet. That's a big statement—prophets are fond of such things—but I mean it quite seriously. I could point to a number of problem areas within our culture to support the argument.

It's an essential trait of all animals that they must eat. Man is no excep-

tion to the rule. The average American male must consume approximately 2700 calories of food per day in order to continue an active life. Any quantity much below that will seriously impair his ability to function, will lead to malnutrition, and finally to undernourishment and starvation. Now, starvation is something we Americans do not bother to think much about. It's not a problem we have to deal with very much, and if we consider it at all it is usually when we talk about the population explosion in India, or watch the distended stomachs of Biafran children on the evening news. What I would like to examine tonight is the reason *why* we Americans do not think much about starvation. The reason is both enlightening and not a little frightening.

Americans have always prided themselves, particularly during this century, on being the most efficient producers of food in the world. On the whole, we yield more food from every arable acre than any other nation in the world. What is more, we manage to do it with an incredibly small proportion of the total population actually working the soil. One-point-nine percent of the population feeds us *all*!

How have we managed to arrange this? How is it that we need only two out of every hundred among us to bring bread and meat to our tables? The answer is simple: we have done it with technology.

Our economy takes care of that for us. Indeed, most of us never stop to think of the vast and complicated chain of farming, storing, purchasing, processing, packaging, and transporting through which each morsel of food we eat must pass, but our lives depend on it. It would be impossible—absolutely impossible—for our population to feed itself without it. The great urban centers where most of us will work, what with our interests in engineering, education, business, and the arts—*none* of those would survive. We depend on the

chain which stretches back to the farms.

But we depend on something else as well. As we have reduced the human labor involved in agriculture, our consumption of physical energy has radically increased. In fact, it is possible to say that, viewed in terms of *net* energy consumption as opposed to per-acre yield, U.S. agriculture is the most wasteful in the world. During the twentieth century, though our population and the amount of food we ate rose slowly, our energy input into the food system shot drastically upwards. Where in 1900 we contributed little over a calorie *to* the food system for each calorie we received *out*, we are now pumping in eight or nine calories for each one that we eventually eat. That number is still increasing.

Where do those calories come from? In the main, they come from oil. Like our automobiles, like the transportation systems which allow our cities to exist, like our heating, our lights, our music, our publications, like almost everything we do, our food comes from fossil fuel. I think we tend to forget that. We imagine that our rapidly dwindling petroleum supplies raise only the price of the gasoline we pump into our cars. Nothing could be further from the truth. Our cars are the least of the problem.

No one knows how soon the oil will run out. The Club of Rome says that known oil reserves will be gone in under twenty years. If you need to put that in terms of your own life, you'll be somewhere around forty when that happens. And even if known reserves are increased by a factor of five, the Club says, the oil will still run out in fifty years. You'd be seventy if that happened.

These are guesses. No one knows these things for sure. But we *do* know for a certainty that the supply of oil is finite, it *will* run out, within a century or two at the very, very most. At that time we will have

to have an alternate supply of energy, or there will be death as this planet has never seen human death before.

What alternate sources do we have available to us? Well, to begin with there is coal, of which we have several hundred years' supply, but coal is dirty, hard to pump into cars and tractors, and will at any rate eventually run out too. Solar energy is by all accounts the most desirable alternate source, but it is also the farthest off. Using it for electrical power is not feasible at this time, and the amount of funding we're putting into solar research is so small in relation to nuclear research that its technology is not likely to improve in the near future.

So, what about nuclear energy? At this time, only fission reactions are controllable in a non-destructive way, and fission reactions are dirty. Fusion, which might possibly be a cleaner process, is at least twenty-five years off if it is possible at all.

So again, let me point to just one tiny portion of the problem. We currently propose to transfer the bulk of our energy production in this country to fast-breeder reactors using radioactive plutonium as their core fuel. The technology of those reactors requires that the plutonium be removed from the core at periodic intervals, a process involving the transport and cleansing of hundreds of kilograms of plutonium. It would take only twenty kilograms of that plutonium to produce a fission bomb of the sort used on Hiroshima in 1945. Moreover, it takes only a level of education which we in this room can reasonably possess to design that bomb. Not long ago the AEC took two physics Ph.D.'s who then had no previous high-energy experience, put them in a well-stocked university library, and told them to design a bomb. In under three months they had done it, and the weapon they concocted would have been powerful enough to literally vaporize the stadium next door to us, and flatten much of the surrounding city. It seems to me that the proliferation of that kind of destructive power in a

world where so few are so rich and so many are so poor makes it almost inevitable that some day it will be used, probably by a terrorist group like the IRA, the Palestine Liberation Organization, or by simple madmen. When it is, God help us. I'm not at all sure that the political organization of the world is prepared to absorb that kind of shock. Attack will in all probability lead to retaliation and that to further retaliation and finally to a thin layer of radioactive dust encircling a blue and lifeless earth. And that will have been the contribution of a species which has often regarded itself as the pinnacle of evolution.

That's the great message I was talking about when I began this speech. It's a grim picture—if the Bomb doesn't get us, our dependence on oil will. But if all I had to tell you was this massively pessimistic prognosis for our culture, I'd have no right to be standing here talking to you at all. This convocation is a celebration of our achievement as honors students at the University of Wisconsin. As such we are among the most educated and most powerful human beings on the planet. I have spoken of the things I *have* precisely because we are who we *are*. We are the people who are inheriting this problem and this planet, and it is we who will destroy or save us. When and if these things happen, we will not be able to blame them on the system or on the world we never made. Our own children will be blaming them on us.

I chose to emphasize the petroleum base of our food supply for a very specific reason. Quite simply, we all eat. And when we eat, whether we admit it or not, we depend on and, in a very real sense, we *condone* the system which brings our food to us. Eating is a moral act.

It's been very popular in our lifetimes for us members of the younger generation to reject this corrupt and decadent society which raised

us. We believed that we were somehow morally above that system because we recognized Vietnam for the obscenity it was, because we knew the cancer insecticides were starting in our flesh, because we saw the covert repressions of our economic and educational systems. And yet oddly enough, we kept on eating the food those systems provided us. We're a generation that is always moving on because we're so terribly afraid of settling down and becoming old. If we enter the system at all it is as peripheral workers without committing the full of our energies to the task at hand, for we desperately want to maintain our own moral innocence. Everyone else—them, the system, the establishment—is evil and misguided. Not *us*. We believe in *love*. We want everyone to be *free*. We want to stop repression. We want to be like children again.

And that, my friends, is bull! What's more, it's exactly the kind of thinking that will bring about the end of the planet. *As soon as the members of a culture cease to take responsibility for that culture's acts, even as they continue to reap its benefits, the thing is doomed.* We're a society of specialists. One of us makes food, one washes dishes, one builds bridges, one grows crops, and we lose all sense that we are engaged in a *collective* act called civilization. Because we specialize, we remove ourselves from the results of what we do. If we pull the lever to drop napalm from the jet we are flying, we make a point of not looking back to see the children in flames. If we believe that 7 percent unemployment is in some sense "normal", whatever "normal" means, we make a point of not driving too often in the slums, not looking too closely at the faces of the poor, not sleeping with the cockroaches. If we eat the steak that was raised in a feed-lot, we make a point of not knowing how many calories of grain were consumed to produce it, not

We must accept the full responsibility for the acts of our culture, and become civilized men and women again.

imagining what those calories might have done elsewhere in the world. Yet no matter how much we hide it from ourselves, it's us. We're doing it. No one else. We are the system. *The counter-culture is just as culpable as everyone else.* The marijuana we smoke came from Mexico in petroleum-based trucks or planes. The contraceptives which keep us from conceiving children as we enjoy the physical passion of love are the direct products of a highly technological—and unnatural—drug industry. We travel to the wilderness in highly inefficient and wasteful automobiles, whether we drive or hitch-hike. There's no escaping it. The system—"they"—are us!

What's the point? Simply this: if we're to survive this mess—and I think we *can*—we have to reinvigorate our sense of collectivity. We must accept *full responsibility* for the acts of our culture, and become civilized men and women again. Drastic changes will take place in our lifetimes, and we have to be prepared to face those changes. We have to consider decreasing our standard of living enormously in order to spread the energy resources of the planet more evenly across the world. If we do not, our enemies will grow and, as they begin to starve, they will remember what can be done with twenty kilograms of plutonium. We have to think about the possibilities of a steady-state economy. Our expansion cannot continue indefinitely, and we have as yet no viable economic model for a non-growing population. Capitalism is blind to the long-term results of its acts; socialism is wildly inefficient. Neither will do. Other solutions must be found.

There are no guarantees, and it will not be easy. The temptation to simply give up and enjoy the time we have left as the richest nation in the world will be enormous. We are gambling in a game whose stakes are higher than they have ever been before. If we can devise a way to

feed the planet, preserve our ideals of human freedom, and somehow convince ourselves that we owe responsibility not to ourselves and America but to humanity and the entire earth, we will quite literally enter a new age of the world. If we cannot, there will be no new age at all.

The only question left is *how*. It's one I can't really answer. The solution will be collective, and no individual will show us the way single-handedly. But what I *can* do is point you a direction, and that is this: there is no escaping specialization. Our culture is far too complex to be comprehended in detail by each of its members. Some of us will leave this room to become engineers, some scientists, some farmers, some doctors, some teachers. There is nothing wrong with that, and there is no reason for us to fear that kind of engagement in the system. The danger lies elsewhere. We must not let ourselves conceive of our specialties as the entire world, just as we must not see ourselves as Americans before we remember we are *Homo sapiens*. Each specialty and each culture has its own viewpoint on the race, and its members frequently come to think that their viewpoint is the only one. They believe in it so much that they cease to explore the full range of thoughts and feelings which lie outside their discipline or their culture. At best they see their opponents as wrong-headed; at worst, as evil incarnate. And *that* is the way the world will end.

For, when we are finally honest about it, behind all those conflicting viewpoints, nothing is more important than the fact that all of us are human, that we like to laugh and make love, that we can be hurt and be angry, that we are alive and must someday die. That ought to be enough for us to recognize each other as friends. There is no turning back from the technological disaster that faces us. We must eat, and we have committed ourselves by our dreams and by our sheer numbers

to the system which feeds us. Holding hands and telling each other we love one another will not feed the starving children. But a sense of collective responsibility will at least turn us to caring for those children, and that is where we have to start. If we can employ our talents and our learning toward technological and human solutions to the world we have created, we'll be headed in the right direction. That will only happen when we look in each other's eyes and realize the magnitude of our inter-connectedness.

I said I would end this talk with a very tiny message, and this is it: simple touching. Opening oneself to one's absolute interconnectedness with the universe and the rest of humanity disallows selfishness. The instant one does that, it becomes infinitely harder to argue that America should enjoy some special privileged position in relation to the rest of the world by virtue of its inventiveness or technology. If we can think of no way to turn our cleverness towards saving the rest of the planet, we don't deserve to be saved ourselves. And I *don't* mean doling out excess grain to third-world nations; I mean devising a system in which technology and western culture will enhance rather than destroy each nation's and each person's individuality, creativity, and health. The change will have to take place in our entire society and, more significantly still, in each of our minds. Making the effort to understand and touch gently each person you meet is at one and the same time not enough to save the world—we cannot avoid our technology—and enough to allow us the generosity we need to see each other through. Forgiving another person's face as you would forgive the face in the mirror—whether that other person is called Richard Nixon or Jesus Christ—is the

Once the individual can reduce his own selfishness, then at last his nation can do the same.

beginning of the process. It's touching, and nothing else, that stops us from burning the flesh of children with napalm and allows us to go hungry so that they might eat. This is not mysticism. It is called *sharing existence*, and there is nothing more pragmatic than that.

It strikes me that the solution to our dilemma will be a religious one. By religion I do and do not mean Christianity, Judaism, Islam, or any of the others. I mean the simple faith which allows men and women to see themselves as the elements of an enormous and beautiful process, a process which we can call consciousness, or the universe, or God. The One and the All of which the mystics speak is just a way of looking at the world, but it is a way which allows the individual to subsume his ego and his pride to the beauty of the universe and to the very necessary tasks at hand. Once the individual can reduce his own selfishness, then at last his nation can do the same, and that must happen to America. Fighting for self-interests against the self-interests of others from this point on is madness, and will move us ever closer to the final holocaust. There is only one world, and we are its people. When we know that, and when we know that God is within us and is created by the gentleness of our acts, we'll have made it through the crisis.

So let me end with a long quotation from Loren Eiseley. In it he speaks of God and civilization and the meaning of being human. Nothing I have said tonight is more important than those three things.

The Russians, Eiseley writes, in their early penetration of space saw fit to observe irreverently that they had not seen heaven or glimpsed the face of God. As for the Americans, in our first effort we could only

clamorously exclaim, "Boy, what a ride!" During those words on a news-cast I had opened a window on the night air. It was moonrise. In spite of the cynical Russian pronouncement, my small nephew had just told me solemnly that he had seen God out walking. Concerned as adults always are lest children see something better left unseen, I consulted his mother. She thought a moment. Then a smile lighted her face. "I told him God made the sun and the stars," she explained. "Now he thinks the moon is God."

I went and reasoned gravely with him. The gist of my extemporized remarks came from the medieval seer. "Not up, or down," I cautioned, "nor walking in the sun, nor in the night—above all not that."

There was a moment of deep concentration. An uncertain childish voice reached up to me suddenly. "Then where did God get all the dirt?"

I, in my turn, grew quiet and considered.

"Out of a dark hat in a closet called Night," I parried. "We, too, come from there." . . .

"Then how do we see Him?" the dubious little voice trailed up to me. "Where is he then?"

"He is better felt than seen," I repeated. "We do not look up or down but in here." I touched the boy's heart lightly. "In here is what a great man called simply, 'All.' The rest is out there"—I gestured—"and roundabout. It is not nearly so important."

The world was suddenly full of a vast silence. Then upon my ear came a sound of galloping, infinitely remote, as though a great coach passed, sustained upon the air. I touched the child's head gently. "We are in something called a civilization," I said, "a kind of wagon with horses. It is running over the black bridge of nothing. If it falls, we fall." . . .

"I saw Him. I did so," said the child.

"We will go and look all about," I comforted, "for that is good to do.

But mostly we will look inside, for that is where we ache and where we laugh and where at last we die. I think it is mostly there that He is very close."

That's the end of Eiseley's story, and it is time for me to bring this over-long speech to a close. But try to remember, when you look inside to the aching laughing place where Eiseley spoke of touching God, the person next to you is doing the same thing too, as are the children in Biafra and everyone else in the world. Try letting yourself share it with them. Gentleness lies that way, and there is no better religion than that.

We are in something called a civilization. If it falls, we fall. Don't pretend to yourself that that isn't true. If we cannot discover the gentleness of which I am speaking, if we cannot bring about the horribly painful alterations in our society which must take place, if we cannot convert to alternate power sources before our oil is gone, most assuredly we will die. We are the generation which is about to destroy the planet, and it is essential that each of us know that. The chances against us are staggering, and we need each other desperately to stop the almost inevitable collapse. If you're an artist, don't pretend that you don't need the scientists and engineers who give you the leisure to practice your art. If you're a scientist, don't imagine that you can get around human feeling or psychology, for they will foil your every attempt at rational order if you ignore them. Beauty in a human culture, whether it is the beauty of a finely-built machine, a well-fed child, or an untouched wilderness, is the product of beauty and energy and faith in order within the human mind. If all of us seek after these things—after humanity, after civilization, after the God that dwells within us and within the universe—if we can do that, we'll make it, and we'll enjoy the trip. I for one am glad we're in it together. Good luck to us all, and be happy.

Fictionary:

(fik'shen - er' i). n, the
latest campus subversion

By Scott Fosdick

Mr. Fosdick, former editor of THE EDGERTON REPORTER and THE DEPERE JOURNAL, is completing work here on his master's degree in Journalism.

Everybody wants to know what the college student of the seventies is up to. Scholars of decades past avoided studying by swallowing goldfish, going on panty raids, bombing Old Main, streaking, packing themselves into phone booths, and playing bridge. But whatever the kids are doing today it must be pretty awful, because nobody's talking.

Until now. Omerta, the ancient taboo against squealing, is hereby lifted as a bicentennial gift to the patrons of higher education so they may learn what's going on behind the locked doors of dormitories, fraternities, and co-ops from Madison to San Jose.

What heinous perversion plagues the fragile mind of today's college student? *Fictionary*, otherwise known as "the dictionary game."

Fictionary is played by inventing new definitions to obscure words found in the dictionary. Whoever convinces the most people that his definition is correct, wins. This may sound like tame child's play, but its apparent tameness makes it all the more insidious. Fictionary's threat to society is far greater than campus riots ever were. The horrible effect of the game is to undermine faith in the language and encourage blasphemous misuse of the thinking man's bible, the dictionary. Edwin Newman should be shocked to learn that the deterioration of Language is traceable to this simple game.

And simple it is. Any number can play, though it's easiest with about six. It begins when one person, the "reader," picks a word out of the dictionary, announces it, and secretly writes down its correct definition. Each player then makes up a definition and writes it down on a piece of paper. The reader reads all the definitions, including the dictionary's, and everybody votes on which one they think is correct. You get one point if you guess right, and a point for every person who votes for your entry. For example:

LYTTA: ¹a decorative wooden inlay common in mantels, newel posts, and porticos of Edwardian London, *or*

²a long, worm-like cartilage in the tongue of the dog and other carnivorous animals, *or*

³diverticulated embryoses of atrophied nebulae.

Did you vote for “worm-like cartilage?” If not, you just gave somebody else a point. (If you think this is tough, imagine having six or ten definitions to choose from.) One might expect Fictionary to improve vocabulary skills, rather than subverting the language. On the contrary; after straining to concoct a plausible definition it’s hard to remember the right one, should you ever run into the word again. It’s made even harder by the fact that a good reader always chooses a word with a stupid definition of its own. (Such as lytta.) Simplicity is often the best route:

WAME: ¹belly *or* ²to strip the skin from the flesh of a dead animal.

“Belly” (word for word) is the complete Random House definition.

Oftentimes the made-up definitions seem more useful—or in any case more colorful—than the real ones. Some iconoclastic Fictionary players are seriously considering dropping the old dictionary in lieu of a new one made up of Fictionary definitions:

THANAGE: the day six months after (and before) an annual event. June 25th is the thanage of Christmas.

GRANADILLA: ¹a White Army tank of the Russian revolution, fashioned from a two-horse harvester, *or* ²a Spanish pickle.

STERTOR: a small furnace for smudging, or preventing frost in crop areas.

Strangely enough, the least academically inclined seem to do best at Fictionary. Perhaps, having been chastised all their lives for mongrelizing the King’s English, they welcome a game that rewards them for doing just that. When the players stop trying to win, however, is when you get your cleverest definitions:

MAREMMA: a mythical bird immortalized in James Thurber’s poem, *The Maremma*:

Maremma are a sorry lot,
Their blood is cold, their breath
is hot;

To freeze or boil is the dilemma
Of this malarial maremma.

HELANTHUS: a congenital disease believed to occur

when the maternal uncle,
of the paternal heir,
mates the diurnal aunt,
of the fraternal bear.

It should be noted that in a casual game of Fictionary, players are obliged to reveal if they know the chosen word, so the reader may pick another. But cutthroat Fictionary players seize every advantage. These are the linguistics majors, fluent in Latin, Greek and Hebrew. Some circles play with unabridged dictionaries, and players are expected to come up with complete definitions. (In casual Fictionary, only the key words are read, to make it easier to fashion plausible definitions.) The cutthroats type their definitions on converted typewriters, and project them on overhead screens. For example, GABION (a cylinder of wickerwork filled with earth, used as a military defense) might become:

GABION: ¹(gab’ ē on), *n.*, 1. endless talker. 2. chattering pedant.
[< ME gab(=) < Celt *gybbe*
to announce; c. Icel *gabba*]

²(gab’ ē on), *n.*, a spitter.¹ [*< Scot. Slang gob*]

³(gā bē ōn’), a tribesman of French Equatorial Africa, now the Gabonese Republic [*< OF gabe beggar*]

This would be just *one player’s* entry! Of course, a *fictionaire* up on his etymology would never vote for it. In his derivation of the third definition, the author seems to be passing off modern Scottish slang (*gaberlunzie*: a wandering beggar) as Old French. The implicit racism adds to its authenticity, however.

All this may sound terribly esoteric, but don’t be surprised if the next time you’re on campus you hear someone say,

“Holy maremma, Duke, it’s my birthday thanage! Let’s hop in my granadilla, head for Spunky’s pizza stertor, and tickle our lyttas til our wames pop!!”

The News

Tuitions Go Up For Fall Semester

Tuitions throughout the UW System will be higher in the fall, as the result of a raise set by the Board of Regents at its May meeting here. On this campus, resident undergraduates will pay tuition and fees of \$671 for the 1976-77 year, an increase of \$41. Rates for resident graduates was raised by \$59, to \$959. Non-resident undergraduates will pay \$2,423, an increase of \$217; and non-resident grads will pay \$2,987, up by \$131.

The increase includes an added \$7 in segregated fees collected at registration time to support such things as student health care and student government activities.

Board and room rates in the residence halls have been increased, too. Single rooms are up \$80, doubles are raised \$70-\$75. Dorm meal rates will range from \$520 to \$890, representing an increase of from \$30 to \$40, depending on the type of meal plan chosen.

Job Situation Better For '76 Graduates

Across the board, the 1976 graduate of the UW-Madison is more sought after by more firms offering higher salaries than any year since 1969. Reports from campus placement offices indicate this to be an excellent year for the college graduate to land a job at salaries one placement officer termed "almost astounding."

"Now we've got a turn-around, with firms again actively seeking out students," according to Edward Weidenfeller, director of career advising and placement. Job offers to graduates are running 25 percent ahead of last year, the best since the era of the great gallop of the economy cooldown in 1969.

In addition to inheriting a moving economy, the 1976 graduate is much better prepared to tackle the job-market maze. Three-hour sessions on

resumé writing and job search methods were well attended by graduates-to-be.

A campus roundup:

Education: Campus degree holders are not part of the national gloom hanging over teaching jobs, according to Robert G. Heideman, director of educational placement. At the college teaching level, Heideman predicts 96 percent of our Ph.D.'s will find professional positions by the end of this summer. All educational administration graduates have already found professional employment. The job picture for English and social science teachers is even brightening: "Concern for the basics—why Johnny-can't-read-or-write—has meant more jobs in this teaching area this year." The greatest demand? Any woman graduate certified to teach who can coach athletics, regardless of academic background. A gray cloud is settling in over elementary education teachers, a trend Heideman predicts will last another ten years. Here too, though, UW-Madison places about 60 percent of would-be teachers, much higher than the national average.

Business—E. B. Petersen, director of placement, says it has been a "very active" recruiting year with accounting majors in heavy demand, followed by marketing, sales, and banking and finance degree holders. Average offers for a B.S. degree in business, \$12,050 yearly; with a business M.A., \$15,144 yearly.

Engineering—All engineering graduates except civil engineers face a "very good" job future, according to James A. Marks, engineering placement director. By mid-May UW-Madison grads in industrial and mechanical engineering had already found jobs with starting salary offers that Marks said were "almost astounding." An engineer graduate is being offered on the average \$1,200 a month, or \$14,400 yearly.

Agriculture—Job opportunities for holders of agricultural-related degrees are exceptional, according to Richard H. DaLuge of the School of Agricultural and Life Sciences. "There just aren't enough women getting agri-

cultural degrees to fill the demand." He said food service, food production, and ag engineering areas were especially good. Agriculture education is an active job area. "For thirty openings in Wisconsin this year, we're only able to provide ten teachers." DaLuge emphasized that employers are looking first for the farm background in the young graduate. Agriculturally related job offers for the new graduate are averaging around \$12,000 annually with some offers coming in as high as \$15,000.

The graduate's flexibility has been a big asset in landing a job this year, according to Weidenfeller. "You have to know what you are about before you can effectively interview. Anybody whose mind has been stretched beyond the boundaries of the campus is in a better position to land a job. Self confidence is the best thing a graduate can offer an employer. Jobs may not be out on the front lawn any more. You may have to look in the bushes, but they are still there," Weidenfeller said.

Forty-One Receive Emeritus Status

Emeritus status has been conferred on forty-one retired faculty and staff members. Their years of service on the Madison campus aggregated 1,296, with the fifty-one years of Eduardo Neale-Silva, Spanish and Portuguese department, leading the list.

Others honored by UW System regents were: Roger J. Altpeter, chemical engineering; Abner Brodie, law; Garrett A. Cooper, medicine and dermatology; John K. Curtis, medicine and hematology; Henry M. Darling, plant pathology; Mark Eccles, English; Charles F. Edson, Jr., history; Earle W. Hanson, plant pathology; Ruth K. Harris, family resources and consumer sciences; Wilfred J. Harris, associate registrar; Russell J. Hosler, continuing and vocational education; Reuben James, agronomy; Merrill M. Jensen, history;

Gunnar Johansen, music; Harold E. Foster, athletics;

Edward A. Krug, educational policy studies and curriculum and instruction; Kenneth E. Lemmer, surgery; Ovid O. Meyer, medicine; Roland K. Meyer, Primate Research Center; Merly M. Miles, anatomy; Lois G. Nemec, curriculum and instruction; Harold A. Peterson, electrical and computer engineering; Thomas A. Ringness, educational psychology; Ragnar Rollefson, physics; Isaac J. Schoenberg, mathematics; Mathilda Schwalbach, family resources and consumer sciences; Robert H. Skilton, law;

Louise C. Smith, nursing; Josephine H. Staab, family resources and consumer sciences; William E. Stone, physiology; Julian M. Sund, agronomy; William F. Thomas, educational testing and evaluation services; Alice A. Thorngate, medicine and medical technology; James S. Watrous, art history; Kenneth G. Weckel, food science; Frederick A. White, curriculum and instruction; Laurence C. Young, mathematics; Louise A. Young, family resources and consumer sciences; George A. Ziegler, landscape architecture; and Evelyn B. Owens, social work.

Seven Teachers Get "Distinguished" Awards

Seven professors received distinguished teaching awards for the 1975-76 school year. Chancellor Edwin Young presented citations and \$1000 checks for outstanding teaching and dedication to students to Profs. Joseph J. Hickey, wildlife ecology; Robert H. Grummer, meat and animal science; and Ferrel G. Stremmer, electrical and computer engineering, all of whom received Chancellor awards; John W. Mitchell, mechanical engineering, Amoco Award; Dennis G. Maki, medicine, and Donald D. Hester, economics, William H. Kiekhofers awards; and Joseph W. Elder, sociology, Emil Steiger Award.

The awards have been presented since 1952. Since its inception, the Committee on Distinguished Teaching Awards has recommended sixty-nine outstanding teachers from thirty-eight departments for special recognition.

Acting Dean of Law Gets Permanent Appointment

Orrin L. Helstad, acting dean of the Law School during the past year, has been selected by the regents to fill the deanship on a permanent basis. Helstad, 54, has been a member of the faculty since 1961. He became a professor in 1965, and served as associate dean from 1972 to 1975. A native of Ettrick, Helstad attended UW-La Crosse for two years before receiving his B.S. at Madison in 1948. He received his law degree here in 1950, with academic honors.

The new dean's areas of research have been in commercial law, specifically local government law pertaining to land use and condemnation statutes. He has taught classes in commercial law, creditors and debtors rights, local government law, land use controls, problems of eminent domain, legislative problems, and consumer law. When he was named acting dean in 1975, he succeeded George Bunn, who resigned.

In other personnel actions taken at its June meeting, the Board of Regents approved Chancellor Edwin Young's move to split the vice-chancellorship held by Irving Shain, who left the campus last year, between Associate Graduate School Dean Robert Borchers and Assistant Chancellor Cyrena Pondrom.

Borchers, 40, is a nuclear physicist who has held a split appointment with the Graduate School since 1970. His new position will be Vice-Chancellor for Academic Affairs.

Pondrom, 38, has headed the affirmative action programs on campus since 1971. She was previously on the faculty of the English Department. Her new designation will be Vice-Chancellor for Academic Affairs.

Student Voters Return Moderates

The largest student election turnout in several years put a moderate group in as leaders of the Wisconsin Student Association and the Daily Cardinal Board of Control. The new WSA president, William Heeter, a junior business major from Appleton, attributed the change to "the David Fine issue," (WA, March). Fine, accused of participating in the 1970 bombing of Sterling Hall, was captured in mid-January and returned to Madison. Awaiting June trial, he was released on bail, and both the WSA and Daily Cardinal attempted to set aside funds for his defense. A new group called Students for Students arose from that action, and got sufficient student signatures to block the move.

Heeter ran under the SFS label, winning over seven other candidates in the late-April election. There were 4,192 ballots cast.

The Standard Press Party, which had charged that the Cardinal editorialized in the news pages and did not address itself to student interests, defeated a slate of four incumbent Cardinal Board members.

Nearly all candidates for both the WSA and the Cardinal Board supported the referendum to give student members of the board equal voting powers with its faculty members on financial matters, a measure which was overwhelmingly approved.

Heeter told a press conference that he believes his election to the WSA presidency indicates that "the UW isn't as radical as people thought. People are becoming more moderate and they wanted a more conservative WSA." He said the WSA's attempted contribution to the David Fine defense and its attention to the problems of Menominee Indians are "legitimate personal concerns," but that the student group "should get involved in local issues that affect students."

continued

The News

Classes of '26, '51 Give Campus Gifts

The Class of 1926, celebrating its fiftieth anniversary during Alumni Weekend, made a gift of \$136,000 to the UW Foundation in support of two major campus projects and other programs. In a presentation at the Half-Century luncheon in Great Hall of the Memorial Union, Prof. William B. Sarles, chairman of the gift committee, indicated that \$25,000 would be used to assist in development of the McKay Center in the 1,240-acre Arboretum. The center will provide meeting rooms, library facilities, laboratories, storage rooms and offices.

In addition, \$18,000 is to go to the Elvehjem Art Center for additions to its art collections, Sarles said.

The five-year campaign also brought deferred gifts in the form of trust agreements and bequests amounting to nearly \$43,000. Of this amount, \$32,000 is earmarked for the Arboretum, and another \$10,000 will benefit poultry science and agricultural journalism. One class member, together with his wife, contributed \$50,000 for purchase of a major painting for the Elvehjem Art Center.

The Class of 1951, marking its 25th reunion, presented a gift of \$10,000 to develop an open plaza at the Commons entrance of the Memorial Union on Langdon Street. According to the class gift fund chairman, Richard G. Jacobus, Milwaukee, the area will be known as the Class of 1951 Plaza. It will be developed as a gathering place featuring outdoor seating, planters for shrubs and flowers, cafe tables and chairs for the adjacent outdoor deck, new trees and permanent bicycle racks. If sufficient funds are available, an outdoor sculpture and other features will be added.

The entrance was remodeled in 1974 and was the first phase of a general improvement plan scheduled

to be completed by the Union's fiftieth anniversary in 1978. Phase two, which will add a new art gallery, a reception room adjacent to Great Hall and expanded meeting facilities, is slated to begin in June. It is being financed by gifts from the classes of 1924 and 1925 and individual donors.

Class of 1923 Donates Clock Tower For Mall

A clock tower, gift of the Class of 1923, will enhance the Library Mall-State Street Mall area of the lower campus. It consists of a four-faced clock mounted in a twenty-two-foot bronze, four-legged tower standing on a granite-faced base surrounded by planters. The tower was reviewed and endorsed by the City-University State Street Mall Coordinating Committee, by appropriate City of Madison departments, and the Campus Planning and Construction department. Estimated cost of the project is \$60,000. It is expected to be completed by mid-summer. Whitford L. Huff, Madison realtor, was president of the Class of 1923. Chairman of the gift drive is Hugh Rusch of Princeton, N.J. Funds were donated by class members through the UW Foundation.

House Fellows To Hold Reunion

A reunion is planned for all former House Fellows of University residence halls on the weekend of October 8-10. Newell J. Smith, housing director, and his reunion committee sent notices in May to all involved for whom the University has accurate mailing addresses, but at that time the whereabouts of some 350 out of the 2200 on the list were unknown.

The House Fellow program observes its Fiftieth Anniversary this year. It began in 1925 when sixteen men were assigned to the newly opened Tripp and Adams Halls. Women entered the program in 1940 when Elizabeth Waters Hall was opened. Currently,

104 men and women are appointed to the jobs each year.

Plans for the reunion weekend include an informal gathering as well as a cocktail party and banquet, and attendance at the Wis.-Purdue football game on Saturday, which is Parents' Day on the field.

Reunion headquarters will be in the University Bay Center, on the west campus, and room accommodations will also be available there.

The committee asks that any of our readers who know of former House Fellows who did not receive the May announcement ask them to write for details to George F. Gurda, Assistant Housing Director, Slichter Hall, 625 Babcock Drive, Madison 53706.

New Officers. Here is the new Executive Committee of WAA, elected by the Board of Directors at its meeting on Alumni Weekend. Seated: Betty Erickson Vaughn '49, Madison, secretary; and Pat Strutz Jorgensen '46, Milwaukee, assistant secretary. Standing: Jonathan Pellegrin '67, Ft. Atkinson, treasurer; Urban L. Doyle '51, Cincinnati, second vice-president; George Affeldt '43, Milwaukee, first vice-president; Harold Scales '49, Madison, president; Earl Jordan '39, Chicago, chairman of the board; and F. Frederick Stender '49, Madison, third vice-president. Each officer serves a one-year term.

continued



Photo/Del Brown

The News

Hockey Gets New Assistant Coach

Hockey Coach Bob Johnson has announced that Grant Standbrook has accepted the position of assistant hockey coach at Wisconsin. For the last three years Grant has assisted Coach Johnson with the U.S. National teams and the 1976 U.S. Olympic team.

Standbrook graduated from the University of Minnesota-Duluth in 1961. He coached high school hockey in his hometown of Winnipeg and in Coleraine, Minn., then joined the coaching staff of Dartmouth College, serving as its head hockey coach for five years. His teams there posted three winning seasons, with the '73-'74 squad finishing second in the Ivy League, the school's best record in nine years.

Lawrence Johnson Named Track MVP

Freshman Lawrence Johnson, who came to Wisconsin on a football scholarship, was named Most Valuable Track Performer for 1976. Track Coach Bill Perrin made the announcement of Johnson's selection at the 27th annual Winged Foot Club Track and Field team banquet in May.

The 6-0, 180-lb. product of Roosevelt High School in Gary, Indiana paced the Badgers to second-place Big Ten finishes in both the Indoor and Outdoor meets as he won the 60- and 300-yard dashes indoors, and the 100- and 200-meter dashes outdoors. Additionally, he ran the lead-off leg on Wisconsin's winning mile relay team outdoors.

His winning times indoors were 6.2 and 30.6 seconds for the 60 and 300, respectively, while outdoors he posted marks of 10.37 and 20.76 seconds, respectively, for the 100- and 200-meters.

Junior Mark Johnson, the Big Ten's 10,000-meter champion as well as all-time record holder from Mason City, Iowa and sophomore Steve Lacy, McFarland, were named

co-recipients of the Walter Deike Award to the outstanding distance runner.

Johnson's 10,000-meter run title was his first as a Big Ten performer and he had set the conference record of 28:25. for the event at the Drake Relays.

Lacy was the Big Ten's Indoor mile champion in 4:04.7, and placed fourth in the 1500 meters in outdoor competition.

Lacy turned in a school record time of 3:40.6 for the 1500-meter run during the outdoor season and ran on Wisconsin's national champion two-mile relay team at the NCAA Indoor Championship meet.

Junior Dick Moss, the Big Ten 800-meter champion outdoors in 1:47.36 and Mike Murei, a sophomore from Kenya, the 400-meter intermediate hurdles champion, were honored as co-winners of the Most Inspirational Performer Award for 1976.

Moss was the Big Ten's 600-yard champion indoors in 1:10.6. He shared honors with Michigan's Dave Williams. Murei's 45.2-second anchor leg pulled Wisconsin's mile relay team to victory in the outdoor meet at Illinois.

Jeff Braun, a freshman from Seymour, was named recipient of the Winged Foot Club Award as the Outstanding Field Event performer. He was the Big Ten champion indoors with a toss of 56' 11½"; he was runner-up outdoors with a toss of 55' 5½"; and was fourth in the discus at 150' 5".

Tom Casey, a freshman from Milwaukee Marquette High School was named the 1976 Most Improved Performer as he cleared 16' 1" in the pole vault at Louisiana State and placed fourth at 16' in the event in the Big Ten Outdoor meet. Casey was a walk-on member of the Wisconsin football team in the autumn of 1975.

To Be "Fredric March Play Circle"

It will be the "Fredric March Play Circle" in the Memorial Union. The Class of 1920, of which the famous actor was president, has launched a plan to honor March by renaming the Union's experimental drama and film theater. March, who died a year ago, was closely associated with the Union for more than fifty years. As a student he was a member of the Union Board and began his stage career by performing in the Union's variety shows. He was instrumental in raising funds for the Play Circle and served as a trustee of the Memorial Union Building Association.

Funds raised by the Class of 1920 and March's friends will be used to renovate and up-date the thirty-seven-year-old Play Circle. The dedication of the theater in honor of March, accompanied by a festival showing of his films, is expected to be a highlight of the Union's golden anniversary celebration in 1978.

Knowles Elected To Foundation Board

Former Gov. Warren P. Knowles '33, has been elected to the board of directors of the UW Foundation. A graduate of the Law School, Knowles is chairman of the board of Inland Financial Corp. of Milwaukee. He led the foundation's recent million-dollar drive for the Irwin Maier Chair in the School of Business.

Relected to the board were Emily Mead Baldwin '28, Wisconsin Rapids; Catherine B. Cleary '43, Milwaukee; Earl C. Jordan '39, Glenview, Ill., immediate past president of Wisconsin Alumni Association; Myron W. Krueger '35, Wilmington, Del.; Charles P. LaBahn '49, Fox Point; Brenton H. Ruppel '48, Milwaukee; Donald C. Slichter '22, Milwaukee; and Carl E. Steiger '23, Oshkosh; and Roger C. Taylor '41, Minneapolis.

The foundation, which solicits and administers gifts for the benefit of the

University, received a record \$5.7 million from alumni, friends, and business groups during 1975. Since 1945, it has received gifts totaling more than \$35.9 million. Operating costs in 1975 were 4.8 percent of total gifts, a significantly low percentage.

'Windy Computer' Tests Building Strength

Wisconsin's windiest spot is inside a campus computer. Engineers Alain Peyrot and William Saul are using the computer to design better structures by building mathematical models of windbattered skyscrapers. "The effects of wind are becoming increasingly important as we get the technology to raise taller and more flexible buildings and as we cover more of the land with such structures," says Professor Saul. "Some large buildings oscillate so much in the wind that floors creak, elevators shake, doors swing, pictures lean, and objects move on tables. Office workers have complained that the world outside seems to be moving. Dizziness, headaches, and nausea are common symptoms."

Such problems could be avoided if engineers built and tested computer models of skyscrapers before erecting the structures. But computerized wind-engineering is a new field and, so far, only accurate enough to be used for checking other methods.

The conventional wind-engineering technique is to build a scale model, cover it with pressure sensors, and test it in a wind tunnel. Such studies are conducted only for the largest buildings because they are extremely expensive.

"They're also inherently inaccurate," Professor Peyrot points out, "because a scale model of a building has different dimensions relative to the properties of the materials, and because there's a limit to the structural detail you can put into a scale model." In a computer model, however, skyscrapers can be built



Photo/Gary Schulz

Honored Students. Seniors and juniors were given special recognition on Alumni Weekend as winners of our annual Senior Awards competition or as recipients of the first Imogene Hand Carpenter Scholarship for junior women. The two who earned the latter are seated in the center: Barbara Lee, Clinton; and Bonnie Karlen, Minneapolis. The Senior Award winners are (seated at left), Darlene Schulz, Antigo; (seated at right), Maureen Beaman, Berlin, Wis. Standing: Philip Blair, Madison; Margaret Lewis, Mequon; David Laatsch, Jefferson; and George Davis, Livingston, N.J. The seniors receive life memberships in WAA and are judged on the basis of grades, outside activities and financial self-help. The Carpenter scholarship is awarded on scholastic ability and "concern for improvement of campus life."

full-size and in great detail. The model is limited only by the sophistication of the programming. Computer modeling is also the only method for studying the random and turbulent manner in which winds actually buffet a building. With the computer the two structural engineers observe straining and vibration of structures under real conditions.

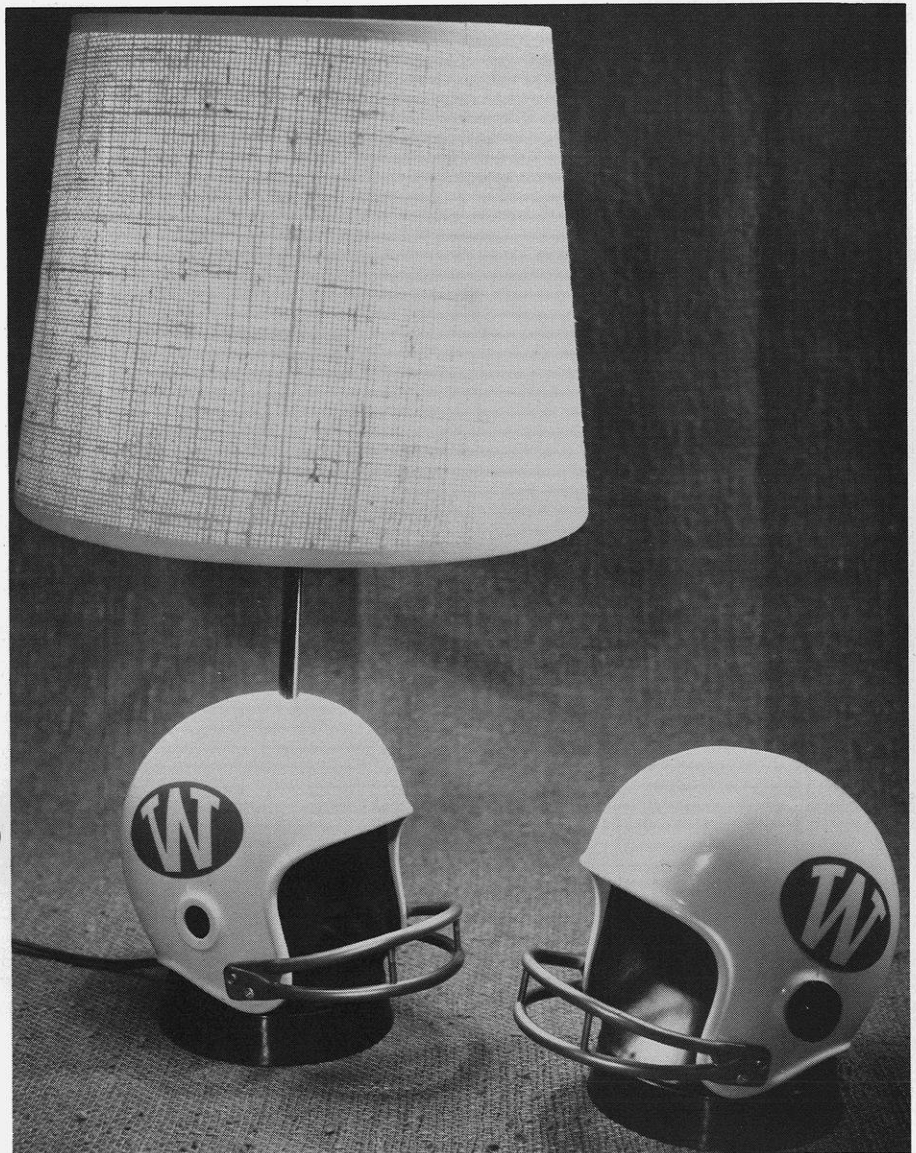
Saul and Peyrot believe it is only a matter of time before computer

modeling becomes the most accurate and reliable method available for design. "Fifteen years ago the technique was impossible because we didn't have the use of high-speed computers," Peyrot explains. "Fifteen years from now it will be widely accepted and used."

—Robert Ebisch

A Couple of Turn-ons

Get our new Wisconsin radio and/or lamp of miniature Badger football helmets. They're scaled-down authentically, of high-impact plastic, in red-on-white, of course!



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Alumni News

'17-'37

Howard J. Hancock '17, athletic director at Illinois State University, Bloomington from 1931-63, is among fifteen persons newly elected to the Hall of Fame of the National Association of Collegiate Directors of Athletics. The induction took place last month at the association's annual meeting in Hollywood, Florida. Early in April Hancock was admitted to the UW-Oshkosh Athletic Hall of Fame. NACDA also inducted, posthumously, **George E. Little**, former head football coach and athletic director here.

Hugh Rusch '23, Princeton, New Jersey, was chosen as the Man of the Year for 1976 by the Wisconsin Alumni Club of New York, "in recognition of his noted achievements in public opinion research; (and) in honor of his unselfishness in providing scholarships for Wisconsin engineers."

Edith Sinaiko Frank '24, Madison, earned a Page One Citation from the Madison Newspaper Guild for her efforts "to preserve the best of our culture's past and to encourage even better for the future."

The Wisconsin Society of Professional Engineers has named **Robert H. Paddock '26**, Madison, its Engineer of the Year. His is the retired division engineer for the Federal Highway Administration, U.S. Department of Transportation.

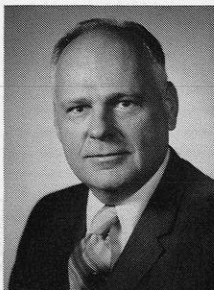
F. Frank Rubini '35, who retired after eighteen years with the Maryland National Capital Park and Planning Commission, was given its citation for his work as associate director of parks and director of parks and recreation.

Betty Schlingen Geisler '37 is the "Woman of the Year" of the Madison Panhellenic Alumnae. A former secretary of the executive committee of the *Wisconsin Alumni Association* and our reliable choice as pianist at alumni functions, Betty is also active in Alpha Chi Omega, Civics Club, Lawyers' Wives, Catholic Women's Club and Attic Angels. She has just completed a term as alumni representative on the Union Council.

'41-'54



Christensen '41



Little '47



Kratchovil '51



Bekkum '50

Roger M. Christenson '41, Richland Township, Pa., has been named associate director of research for PPG Industries' coatings and resins division in Pittsburgh. He has been with PPG since 1944.

E. J. Nordby MD '43, Madison, an orthopedic surgeon, retired from the council of the State Medical Society of Wisconsin after serving as its chairman since 1968. He received the council's award "for service of outstanding distinction to the public and to medicine."

Charles M. Vaughn '43, professor and chairman of the department of zoology at Miami (Ohio) University, was installed as president of the Ohio Academy of Science last spring.

Ben Lawton MD '44, Marshfield, has been approved as a member of the UW-System Board of Regents. He is the senior physician at the Marshfield Clinic. Susquehanna University, Selinsgrove, Pa., gave an honorary doctor of laws degree at its commencement to **Ruth C. Wick '44**, Stamford, Conn. She is the director of the "Mission on Six Continents" program with the division for mission in North America of the Lutheran Church in America.

The national division of the Central Bank, Cleveland, has appointed **Albert C. Little '47** as a vice president. He has been president of Bankers Trust International Corp. in Miami, Florida.

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someone
who works
for you
who has
cancer.
And doesn't
know it.

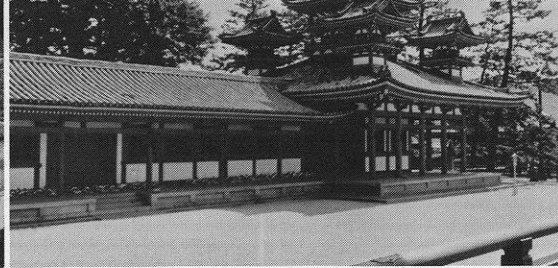


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Interbank # (Mastercharge only)

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Alumni News

Robert T. Sasman '47, Warrenville, Ill., who heads that regional office of the Illinois Water Survey Division, received the Man of the Year citation from the American Water Works Association.

Byron Ostby '49, Madison, consul of Norway for the State of Wisconsin, last month was awarded the king of Norway's Knight's Cross, First Class, Royal Order of St. Olav. The presentation took place at a luncheon at the residence of the consul-general in Chicago. Ostby practices law in Madison.

Owen D. Bekkum '50, Oak Brook, Ill., moves from executive vice-president to president and chief operating officer of the Northern Illinois Gas Company.

Addison-Wesley Publishing Company has a new text, *The Unit Leader and Individually Guided Education*, co-authored by **Juanita Sumpter Sorenson '50**, and two of her colleagues in the department of elementary education at the UW-Eau Claire.

The Milwaukee chapter of Sigma Delta Chi, the society of professional journalists, gave its 1976 award for excellence to **William Branan '51**, Burlington, Wis. He is editor of the Burlington Standard Press and owner of a group of weekly papers around the state.

Monarch Life Insurance Company honored **Glenn H. Jahnke '51**, Detroit, as a Man of the Month for the third time since joining the company in 1958. This one was for leading the firm's agents, nationwide, in combined sales of health and life insurance.

L. Glen Kratchovil '51, won the Boss of the Year award presented by the Houston Association of Legal Secretaries. He's an admiralty lawyer there.

Parke-Davis has appointed **Eugene A. Timm '51**, as its vice-president of quality control and government regulations. He's been with the pharmaceutical firm for twenty years. The Timms live in Grosse Point Woods, Michigan.

Hartman Axley '52, Denver, has been honored by the National Association of Estate Planning Councils "for his dedicated service to the Association over the past six years as an officer and a director."

Last April's TV special, "Judge Horton and the Scottsboro Boys," was based on the book *Scottsboro: A Tragedy of the American South*, by **Dan Carter '52**, a historian at Emory University, Atlanta. Originally published by LSU Press, it has been reissued in paperback by Oxford Press.

Gerald H. Teletzke '52, Wausau, has been elected a corporate vice-president of Sterling Drug, Inc., New York City. He is president of Zimpro, Inc., Sterlin's environmental control subsidiary.

Richard C. LeBarron '54, vice-president of Badger State Mutual Casualty Company, Milwaukee, has been elected a director of the Wisconsin chapter of Chartered Property and Casualty Underwriters.

'62-'72

Thomas R. Glaser '62, Waukesha, with Honeywell since 1965, has been appointed its branch manager for product sales in the Milwaukee office.

Air Force Captain **Robert L. Keller '66** and his wife **Karen (Bigley) '57**, are living in the Netherlands, where he has been transferred to Camp New Amsterdam AB. He had been stationed at Randolph AFB, Texas.

Hartford Life Insurance Company has appointed as an actuary **Jan L. Pollnow '66**, Vernon, Connecticut. He joined the firm in 1966.

Su Schaffer '66, has been named city manager in Milwaukee for United Airlines. She is responsible for all of United's sales and service operations in eastern Wisconsin.

Gail D. Phillips '67, has left her broadcast reporting spot with WISN-TV, Milwaukee, to become an account executive with the Milwaukee PR firm of McDonald Davis & Associates.

Gary and Hope (Hollenbeck '67) Wynn-garden, Laurinburg, N.C., had a new daughter last February. Lindsay Louise joins a three-year-old brother, Hayes.

Nancy (Obin '69) Sukenik has been named an assistant vice-president of the banking operations department at Bankers Trust Company, New York.

The first woman intercollegiate athletic director in the U.S. is **Judy Sweet '69**, who holds the post at the University of California-San Diego.

Ohio University, Athens, has named as its provost **Neil S. Bucklew '70**, who has been acting provost at Central Michigan University, Mt. Pleasant.

Donna Bletzinger '71, is assistant to the president of That Man May See, Inc., a nonprofit corporation to develop a clinical eye research center at the University of California Medical Center, San Francisco. She is also completing her masters degree in business administration at Golden Gate University there.

Paul W. Soldatos '72, is assistant treasurer of Chase Manhattan Bank, New York. He joined Chase after receiving his MBA from the Wharton School of Finance at the University of Pennsylvania in 1974.

The Job Mart

1969 graduate, military veteran, 1972 MA+ in English with three years university teaching experience, desires professional position in teaching, business, or industry in the mid-west. Experienced in personnel, writing, editing, curriculum development, remediation. Willing to work, personable, energetic, imaginative, getting desperate. Member 7624.

'76 Journalism graduate seeks writing or photography position, preferably in Pacific Northwest. Experienced in reporting, darkroom work, and publication preparation. Have done illustration, layout, and paste-up. Member 7623.

Librarian (M.A. 1973) with several years experience in public and special libraries: reference, adult services, book selection, A.V., and serials, seeks library or other work in New England, preferably Maine. Resumé and references available on request. Member 7625.

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Wisconsin Alumni Association members are invited to submit for a one-time publication at no charge, their availability notices in fifty words or less. PROSPECTIVE EMPLOYERS are requested to respond to the member number assigned to each. Your correspondence will be forwarded unopened to the proper individual. Address all correspondence to: Job Mart, Wisconsin Alumnus Magazine, 650 N. Lake Street, Madison 53706.

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Deaths

Harold Allan Lever '08, Gardena, Calif.
William Harrison Curwen '11, Louisville
Mrs. Noah J. Frey, (Cynthia Probert) '11, Madison
Kenneth Ross Hare '11, South Chatham, Mass.
Mrs. Sidney Lyon Goldstine (Esther Levitan) '12, Madison
Frank Abner Hecht '12, Honolulu
Clara Marie Elizabeth Klug '12, La Crosse
Arnold Richard Petersen '14, Madison
Michael Agazim '15, Chicago
Mrs. Robert Acheson Crawford (Flora Bartlette Collver) '15, Albuquerque
Marjorie Elizabeth Nind '15, Grand Rapids
Helen Esther Farr '16, Madison

Frederick Gerhardt Mueller '16, Evanston
Wilfred Alexis Royce '16, Green Lake, Wis.
Mrs. Ellsworth Herman Mueller (Mildred Pfister) '19, Madison
William Platt Hayes '21, Clearwater, Fla.
Mrs. Helmer Sorenson (Lillian John) '22, Merton, Wis.
Clarence Wilkins Wille '22, Seneca, S.C.
Edward Augustus Abramofsky '23, Bonita Springs, Fla.
Willis Moore Fanning '23, Riverside, Conn., former commodore of the N.Y. Yacht Club which sponsors the annual Americas Cup Races.
James Russell Frawley '23, Indiana, Penn.
Orin Isaac Newton '23, Villa Park, Ill.
Lloyd John Yaudes '23, Madison
Mrs. Lyle W. Jones (Eleanor Ruth Libbey) '24, Kensington, Md.
Mrs. Rolfe Sawtelle (Mable R. Jobse) '24, Madison
Sturtevant Stewart '24, Rockford
Joe T. Wilkinson '24, Wichita
Frederick Sherman Baker '25, Riverside, Conn.
Thomas Dudley Howe '25, Wilberforce, Ohio

Badger Huddles

'76 Find a friendly face
in an alien land.

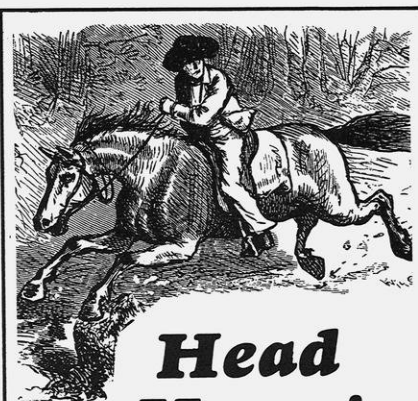
September 11: MICHIGAN
Holiday Inn—West Bank
2900 Jackson Road
Ann Arbor
11 a.m.—Noon
(Cash Bar)

October 2: KANSAS
Holiday Inn
23rd and Iowa Streets
Lawrence
11 a.m.—Noon

October 23: NO'WESTERN
(To be announced)

October 30: ILLINOIS
Holiday Inn
1501 N. Neil Street
Champaign
11 a.m.—Noon
(Cash Bar)

November 13: INDIANA
Holiday Inn
State Highway 37 North
Bloomington
11 a.m.—Noon
(Cash Bar)



Head Home!

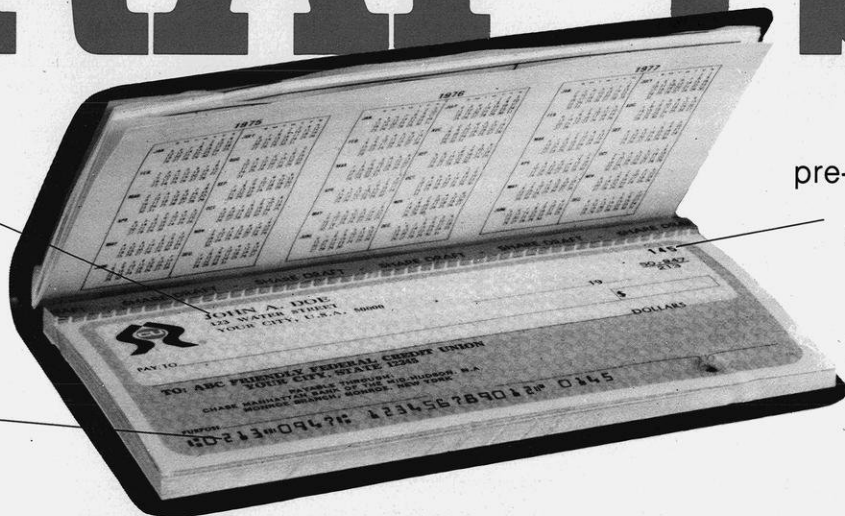
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- Sept. 18
WAA Open House*
Union South
Wis.-N. Dak. (Band Day)
- Sept. 25
WAA Open House*
Union South
Wis.-Washington State
- Oct. 6
Women's Day With the Arts
- Oct. 9
WAA Open House*
Union South
Wis.-Purdue (Parents' Day)
- Oct. 16
Alumni Leadership Conference
WAA Open House*
Union South
Wis.-Ohio State
- Nov. 5
Board of Directors Meeting
- Nov. 6
Board of Directors Meeting
Homecoming (Reunions:
Classes of '56, '61, '66)
WAA Open House*
Union South
- Nov. 20
WAA Open House*
Union South
Wis.-Minnesota ("W" Club Day)
- April 12
'77 Spring Women's Day
- May 20-22
'77 Alumni Weekend
* 10:30 a.m.-12:30 p.m.

Leslie James Riley '25, Green Bay
Louis Sosland '25, Leawood, Kans.
Stanton Eugene Taylor '25, La Crosse
Elizabeth Tompkins '25, Webster Groves, Mo.
Elmer Waldvogel '25, Madison
Ralph David Bienfang '26, Norman, Okla.
Ben Alberts '27, Milwaukee
Mrs. Harold E. Fuller (Bertha Frances Furminger) '27, Green Bay
George Carl Johnson '27, Bloomington, Ind.
Herbert Frederick Powell '27, West New York, N.J.
C. Frederick Mueller MD '28, Sun City, Ariz.
Rev. Harold Ralph Baker '29, Milwaukee
James John Conroy '29, Madison
Col. Quintin Scougall Lander '30, Alexandria, Va.
Harvey William Mohr '30, Madison
Esther Carolyn Feddersen '31, Westby, Wis.
Frederick Henry Dorner, Jr. '32, Milwaukee and Washington, D.C.
Mrs. Abel Jay Leader (Cecil Frances White) '32, Houston
Willard Harry Reuss '32, Columbus, Nebr.
Harriet Oliene Baldwin '34, Ashland
Vito Ignatius Intravia '34, Sheboygan
Zeno August Gorder '35, Madison
Robert William Cavanaugh '37, Holland, Mich.
Mrs. John Boyd Henriksen (Betty Olson) '37, Ormond Beach, Fla.
David Jasper Mann '38, Hartford, Wis.
Horace W. Wilkie '38, Madison, a member of the State Supreme Court since 1962 and its chief justice since 1974.
Frederick Rudolph Mueller '39, Clearwater, Fla.

Mary Locke Petermann '39, New York City
Gladys Kathryn Carey '41, Mazomanie
Lloyd Sharrow, Jr. '41, Pittsburgh
James Victor Bolger MD '42, Milwaukee
Ralph Renauld Fish '42, Clearwater, Fla.
Emil John Schaefer '44, Madison
John Lee Cole '46, Baraboo
Leon Chester Case '47, Sun City, Ariz.
Daniel Donald Frawley '48, Wausau
Erling Armin Dukerschein '50, Waukegan
Gerald Abram Holub '50, Milwaukee
Grace Hardie Robertson '50, Platteville
William Pashley Bourbeau '51, Modesto, Calif.
Donald George Olson '51, Phillips, Wis.
Frederick Harold TeBeau '52, Arco, Idaho
James Evan Ace '58, Madison
James Richard Hammett, III '66, Elm Grove, Wis.
Laurie A. Ritzlin '70, St. Louis
Penelope Lynn Zeman '71, Wauwatosa
Edward Joseph Gegan '73, Madison
Douglas A. Larsen '74, Cambridge, Wis.

Faculty Deaths

William Ebenstein, Ph.D. '28, a professor of political science at the University of California at Santa Barbara. An expert on totalitarian government, he taught here from 1928 to 1946. His most popular book was *Today's Isms: Communism, Fascism, Capitalism and Socialism*.

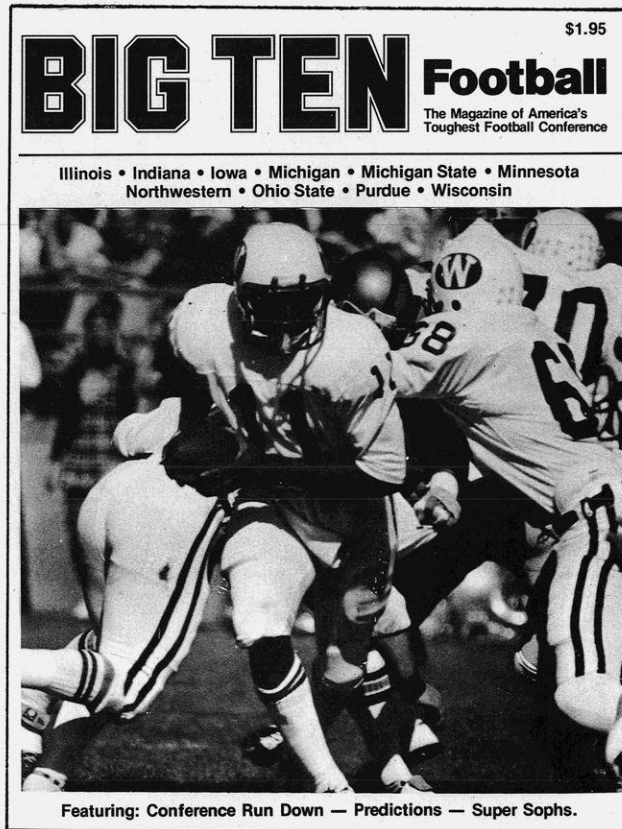
Prof. Joseph R. Dillinger '47, Madison, whose death was noted in our January issue, was inadvertently not listed as a faculty member. He had been in our physics department since 1948. It was in his low-temperature lab that a researcher was killed by the bomb that destroyed Sterling Hall in 1970. Prof. Dillinger died suddenly last November.



Scrape up the bread
to come for Homecoming—November 6

Special reunions of classes of 1956, '61 and '66
Wisconsin-Iowa football

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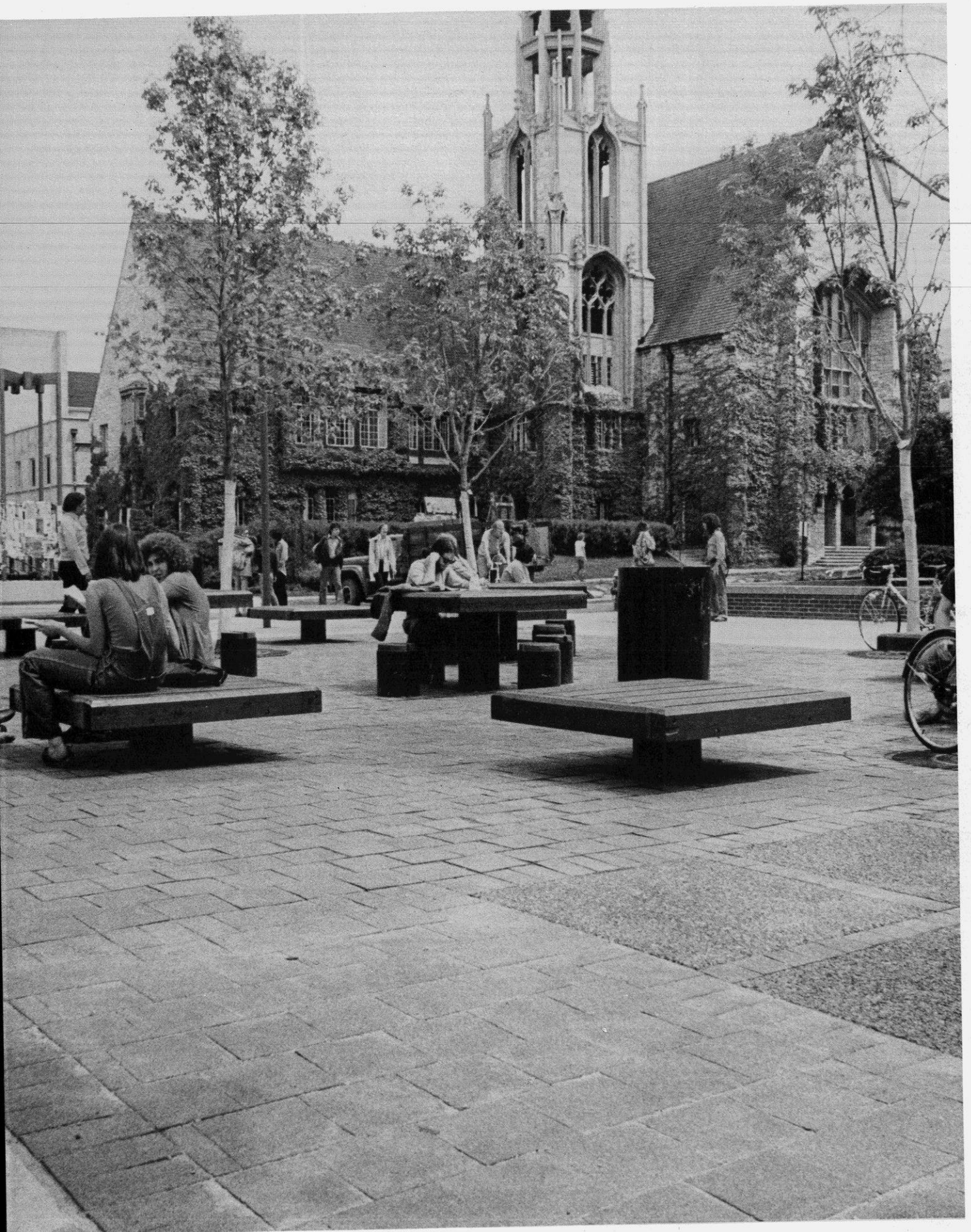
Rush BIG TEN
FOOTBALL To: _____



The Mall

Where once embattled students tried to cross against predatory traffic, now there are trees and toney lights, stages and lighted kiosks. If you don't get picked off by a bicycle there's room and sunshine to enjoy at your summer leisure.

Photos by Del Brown



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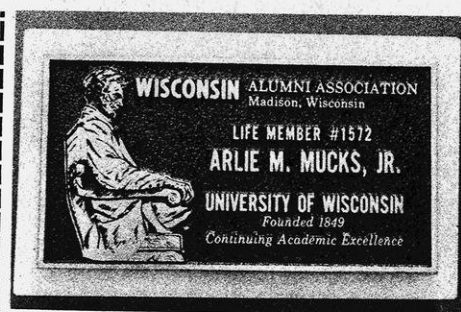
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Special rates for Young Alumni (Class of 1972 or later): Single Life: \$200, payable in one installment or at \$20 down and \$45 annually for next four years. Family Life: \$250, payable in one installment or at \$30 down and \$55 annually for next four years.