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v. 73 #1

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October, 1971

Wisconsin Alumnus

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Did
~~When~~ the Jazz Age Hit Wisconsin? P. 4



Arlie M. Mucks, Jr.
Executive Director

ON WISCONSIN

It's great to be a winner. It's always rewarding to know that your efforts are recognized in your particular industry. As you'll see on page 18, the American Alumni Council, made up of over 1,500 alumni associations throughout our nation, honored your Wisconsin Alumni Association at its national meeting in Washington, D. C. in July. This is the second time in four years that it was my privilege to represent you in accepting an Alumni Administration Citation for improvement in programs seeking to mobilize alumni interest in, and support for, education.

Outstanding universities have outstanding alumni associations. You have read on this page many times the statements I have made relative to the fact that a university will be no greater than its alumni want it to be. This has been particularly true during the last three or four years when our campus was suffering from many ills. The alumni of the University of Wisconsin have never turned their backs on the many needs of this great institution. When times were tough, the alumni got going and helped their University through understanding and positive programming. The support that you have given your Alumni Association has been remarkable, and the award testifies to the excellence of that support.

It is not possible to operate without sufficient resources; your membership dues keep our program in action. We are completely independent of University funds, truly an association of alumni. Our principal responsibility is to involve as many UW alumni as possible in our program, thus providing an atmosphere conducive to full alumni support of the University. It takes not only alumni, but hundreds of thousands of friends of the University to support its total program. Whether you are interested in giving money for a particular field in chemistry, or whether you support the Wisconsin Student Aid Foundation for Athletics or the University of Wisconsin Foundation for all of the gifts, you have an opportunity to be part of the total program.

The important part of winning an award is knowing that it is given by people who are in the same business. So, across the nation, the Wisconsin alumni are hailed as people who *care* about their University and who take action through a program that gives continual support for education. Therefore, on behalf of our entire Board of Directors and our staff and officers of the Wisconsin Alumni Association, we salute you, a winner, a truly great alumni body. You richly deserve the honors that have been bestowed upon you by the American Alumni Council.

Letters

Post War Recollections

I would like, belatedly, to express my pleasure at the articles about the post-war boom in University enrollment (*WA*, February, March) and the living conditions for veterans and their families. It was enjoyable reading and evoked many old memories, since I lived at Badger Village in Baraboo while my father was completing his degree requirements.

James S. Lindgren '67
New London, Wis.

I can't tell you how much I enjoyed Mr. Olson's articles . . . because I had gone through the same situation in 1918. When I think of what went on when the boys (men?) came rushing back from World War I! And most of all when I think how wonderful the faculty and the adjustments and absolute hardships that they underwent. Dear Professor Root came into a rather small class in British Colonial history in Main Hall, and beamed at us and shook his head and said "I know you are only supposed to wait a few minutes for me, but by the time I get through holding their hands and soothing them I can't get from Ag Hall in here on time." Of course he broke us up. He was such a doll. And I had Dr. Gilbert for a quiz instructor in botany. I would bet it had been years since he had presided over a quiz section. Boy! was he good. . . . What grand men. Warren Weaver was still in uniform and, of course, very young, and I had him for algebra. I followed his career with interest through the years . . . I enjoy *WA* very much and read it thoroughly.

Mary Conway Cyr '22
Portsmouth, R. I.

Merk's 'Dissenters'

I want to thank you for printing "Uses of Dissent" by Frederick Merk (*WA*, July) . . . We of the older generation realize that great teachers have always been at the University of Wisconsin in goodly numbers, but it is good to read about the great ones of the past, and that someone reminds the students of today about them. I was fortunate to be in classes of Professors John R. Commons (for whom I wrote my thesis), E. A. Ross, Max Otto, and many others in the "Golden Days" of President Van Hise. I heartily agree with Dr. Merk that "the generations have much that is constructive to say to each other."

Kate D. Huber 'x17
Indianapolis

Observation

In perusing the "Newly Married" column I note that very few UW coeds (CAPS) marry UW men (CAPS). Perhaps this is something the University psychiatrists should look into. Or perhaps not.

Paul P. Pullen '12
Evansville, Wis.

wisconsin alumnus

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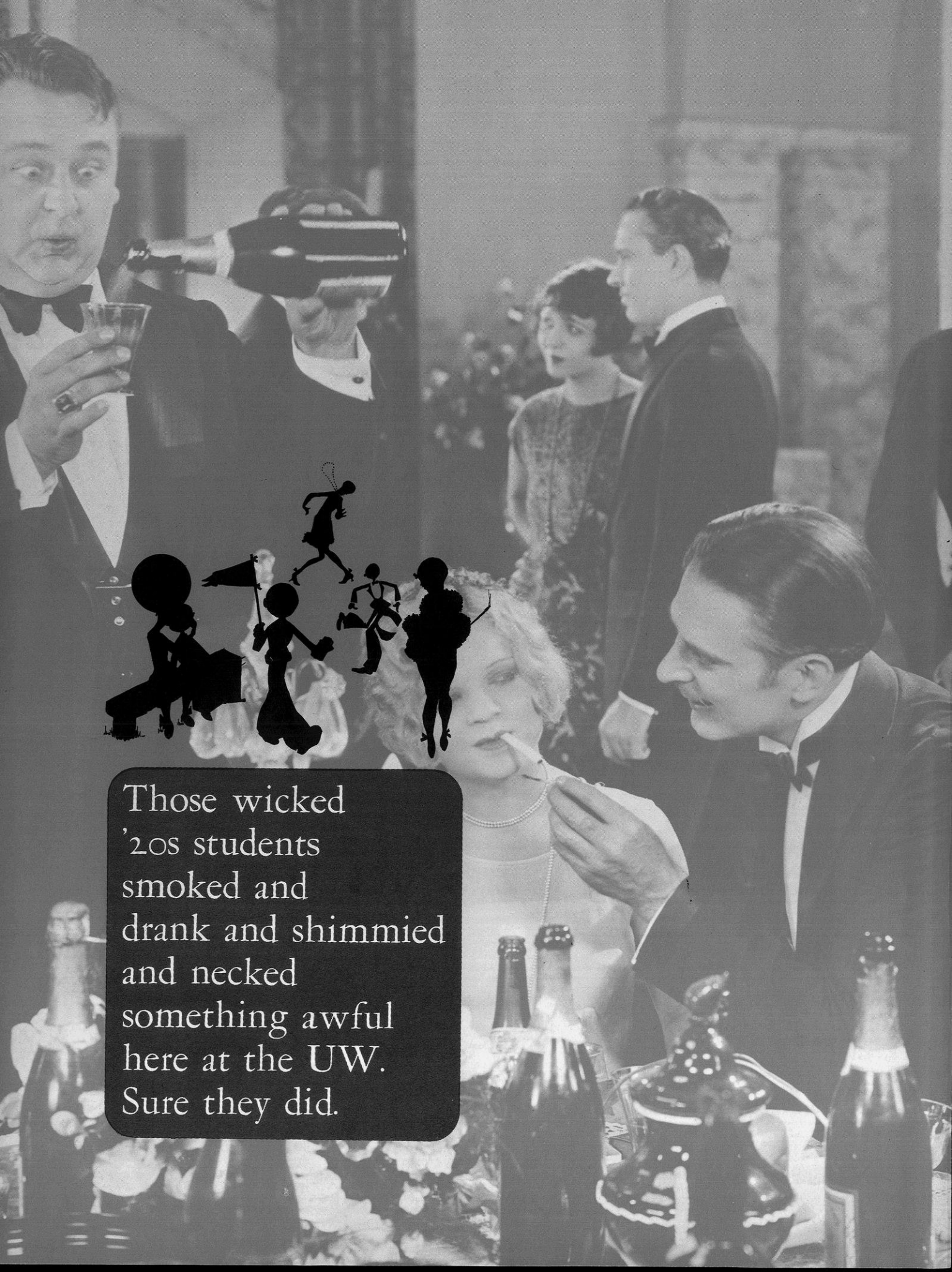
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Those wicked '20s students smoked and drank and shimmied and necked something awful here at the UW. Sure they did.

The Wisconsin Jazz Age Student

By Samuel C. Shepherd, Jr.

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... the wildest of all generations, the generation which had been adolescent during the confusion of the War, brusquely shouldered contemporaries out of the way and danced into the limelight . . . the Jazz Age was in flower.

(F. Scott Fitzgerald, "Echoes of the Jazz Age,"
Scribner's Magazine, Nov. 1931)

How wild was Fitzgerald's "new generation"? In May of 1921, the *Literary Digest* had asked "Is Our Younger Generation in Peril?", raising an issue that educators, journalists, clergy, novelists, and students would debate throughout the 1920s. The jeremiads claimed that youth, especially collegians, was guilty of excessive drinking, nocturnal joyriding, lascivious dancing, immodest dress, atheism, and loose sexual morals. Invariably students retorted that critics based such generalizations upon the conduct of a few atypical hell-raisers. Certainly, the many college novels, humor magazines and yellow journals seemed to prove the charges of prodigality. Fitzgerald's *This Side of Paradise* and John Held's cartoons became perhaps the most popular expressions of such claims. While many magazine writers dismissed the accounts as exaggerations, students and educators feared that the public accepted the characters of Fitzgerald and the caricatures of Held as representative campus figures.

Although the printed debate was inconclusive, most historians have accepted the criticisms as descriptions of reality. (Including Merle Curti and Vernon Carstensen, in their history *The University of Wisconsin*. They describe the early twenties as "the period of the flapper, the discovery of Sex . . . and the hip flask.") As lately as 1966 William Chute in his *The American Scene: 1860 to the Present* provided a typical description of "student life" in the '20s:

"College boys and girls banged out a jumpy, juvenile tempo with their supercilious 'rah' 'rah', their meaningless songs and dances, racoon coats, short skirts, and shorter morals. Hot necking parties in rumble seats of autos or at the shrines of Bacchus became the ritual performance of the cult of Freud."

Have historians accurately described campus life? By focusing on the University of Wisconsin, this study attempts to evaluate the validity of the flaming youth stereotype at a notable state university. In order to test the applicability of the stereotype, eight areas of alleged student conduct have been considered: alcoholic consumption, fraternity-sorority membership, automobile

usage, sexual conduct, dance styles, coed fashions, cigarette smoking, and religious interest. From 1915 to 1928 the University of Wisconsin's enrollment increased from 4,600 to 8,600 undergraduates. Hence, absolute numerical increases in some types of student activities ought fairly to be anticipated. This study seeks to ascertain whether such conduct was typical of the average UW student.

Flasks

The hip flask readily became part of the flaming youth stereotype. Few themes were as persistent in the decade's college novels as that of inebriation. Besides Fitzgerald, Stephen Vincent Benet told readers that the halls of ivy were not dry, and Charles Wertenbaker noted the importance of liquor at the University of Virginia. In Percy Marks's controversial novel, *The Plastic Age*, students were rarely sober, and, unlike other writers, Marks concentrated on the drunken coed. Many less distinguished novelists agreed with the *North American Review's* Bill Cunningham, who warned parents that "Liquor Floods the Campus." Even dissenters admitted that coed drinking had increased. College and national humor magazines became repositories for jokes about booze-hounds who violated the prohibition amendment, and Held's cartooned collegians frequently clutched flasks. Faced with such sources, historians inevitably concluded that drinking was widespread on campuses. Ernest Earnest's representative conclusion was that "the all-engrossing faculty problems were drinking and student behavior at dances."

Although the incidence of students drinking appears never to have been high at the University of Wisconsin, the patterns of indulgence can be separated into roughly three five-year periods. From 1915 to 1920 alcohol was decidedly unpopular on campus. A freshman handbook written by Dean Goodnight informed the novices that student drinking had decreased enormously in recent years. In January, 1915, *The Daily Cardinal* charged that liquor interests were lobbying to bar students because young people supported prohibition. If true, such efforts were definitely justified. In each April municipal election from 1915 to 1919 the college wards overwhelmingly supported the dries and often apparently provided the margin of victory.

Before 1920 liquor enticed few students. From 1920 to 1925 the drinking of alcohol became much more popular. Both Dean Goodnight and Dean of Women Frances Nardin pointed to increased drinking as an example of the postwar "restlessness" which seemed to sweep the Madison campus. More males were suspended from school for being intoxicated than in the periods before and after. In a revised freshman handbook, Goodnight told students that drinking had become "unfortunately popular" because it appeared to be smart to violate successfully the prohibition law. Although both deans expected drinking to decline, the 1923 biennial report of the Student Life and Interest committee noted that drinking was still "ominously prevalent."

Yet, even during the early '20s drinking seems hardly to have been the norm. Students aided prohibition agents in securing evidence against 10 bootleggers, and anti-booze editorials frequently appeared in the *Cardinal*. Two thousand coeds attended a meeting called in opposition to student drinking in November of 1923. The women advocated action to stop any intoxication in order to curtail the exaggerated publicity that had followed several Homecoming parties. (While both Homecoming and the Junior Prom were especially liquid occasions, much of the drinking was apparently done by the alumni.) At the height of student indulgence—about 1922—the student staff of *The Commerce Magazine* surveyed 1,000 students on drinking. In response, 33 percent of the men and 70 percent of the women believed the University to be absolutely dry. Another 54 percent of the men and 28 percent of the women viewed the campus as being moderately dry. Only 12 percent of the men and two percent of the women felt the campus was "absolutely wet." Ninety-five percent of the freshmen and 60 percent of the seniors maintained that Madison was drier than their home towns. By late 1923 Goodnight reported that drinking had decidedly decreased.

While enrollment increased in the late '20s, student drinking apparently continued to decline. Goodnight doubted that there was even as much total drinking as earlier. Dr. Edward A. Birge believed that fewer students drank, and that 50 percent of the males were teetotalers. Other faculty members agreed that very few students drank. Proms and Homecomings were noted for their sobriety. Dismissals for intoxication also declined: between June, 1921 and September, 1922, 14 students had been suspended for that crime, but during a comparable period in 1929 and 1930 only four men were so convicted. By the late '20s Dean Goodnight could inform the alumni accurately that both drinking and drunkenness had vastly diminished. During the '20s the typical Wisconsin student did not carry a hip flask.



Fraternities

Historians have also accepted the contention that campus life centered around fraternities. Invariably, the fraternity and sorority were intricate parts of college novels. Both *The Beginning of Wisdom* and *Salt* presented fraternities as focal points of campus excesses.

However, the average Wisconsin student was not a fraternity or sorority member. Indeed, it can be argued that these organizations were surprisingly small. Throughout the period the University provided very few dormitories. In 1915 the *Wisconsin State Journal* advocated expansion of the fraternity system because the state could not afford to furnish more dorms. Otherwise, students "have to pay high prices for small cheerless rooms." The *Journal* concluded that whatever the fellowship merits of fraternities, the purely economic aspects were demonstrably valuable. The same might be said of sororities. In 1920 only 226 coeds, 11 percent of the total, could be accommodated in residence halls. The remaining women sought private lodging or sorority housing. Even after the University expanded its dormitory system in 1927, there was space for only 775 of the 8,500 students. Obviously, there were also other incentives for joining fraternities. Still, when fraternity and sorority growth was greatest, two out of every three Wisconsin undergraduates remained unaffiliated.

	1916	1921	1925	1928
Number of fraternities and sororities	34	55	73	73
Members and pledges	1209	1778	2440	2756
Total undergraduates	4658	6923	7289	8612
Percentage of undergraduates in fraternities and sororities	25.7	25.7	33.5	33.2

In fact, both sororities and fraternities faced organized student opposition. Seventeen prominent coeds resigned from four sororities on May 28, 1917. The women claimed that the sororities were undemocratic, artificial, and extravagant. The coeds, who were also leaders in campus organizations, discouraged others from becoming sisters. They renounced the "caste system" for impeding the development of friendship with nonmembers. Evidently, the graduation of the 17 and the advent of World War I diverted plans for systematic opposition to sororities. In 1920 the "Order of the Barb" engaged in an anti-fraternity campaign. However, the order remained a secret society, and there is no evidence that it was successful. Even during the later '20s when the fraternity population increased, some students, like a *Cardinal* editorialist, considered the organizations "a dismal bore" and "a waste of time." Obviously, many students joined sororities and fraternities, but the average Wisconsin student was not likely to be a member.

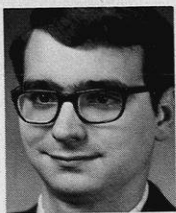
Fords

A recent popular history, Time-Life's *Fabulous Century*, asserts that "many students had cars and used them to take dates to rowdy roadhouses and for crashing parties in distant cities." Those words only slightly exaggerate the importance that historians have assigned to the youth-driven automobile. Ernest Earnest claimed that cars spread student life over an area with a 100-mile radius. Automobiles easily became a part of the collegiate syndrome. College novelists often employed cars for the truly exciting escapades of their books. Because cars potentially provided both speed and privacy, educators viewed them as monumental nuisances. Distinguished administrators such as Yale's Robert C. Angell, Princeton's Thomas A. Clark, and Wisconsin's Nardin, joined early critics in condemning student use of automobiles. Clearly, the existing cars caused some excitement. Yet, the important question remains: exactly how many students were driving cars on campuses?

Unfortunately, the question cannot be answered precisely for the University of Wisconsin. Since student vehicles were not registered in the '20s, little direct data exists to verify the apparent increase in auto usage. A 1916 *Cardinal* article counted 44 nonresident campus vehicles, and in 1919 it advocated banning cars from certain parts of the campus. Throughout the decade its editorialists continued to favor such a change. The writers argued that auto noise interrupted professors' lectures and that pedestrians were threatened by reckless auto drivers. Yet, other evidence indicates that very few students drove cars. The 1922 *Commerce Magazine* staff initiated what they claimed to be "the largest and most comprehensive survey ever conducted in any American undergraduate school." Over 3,500 of the 7,500 questionnaires were returned. From that poll the staffers concluded that less than one percent of the out-of-town students had cars at school. By June 1924 the campus paper felt that the number of cars necessitated parking permits. A weary 1927 editorialist wrote that every other student seemed to have a car. Another writer claimed that 150 cars were rented for student parties and dates every week. Significantly, cars were not banned from campus, and University officials did not voice concern about the number of vehicles.

About the Author

Mr. Shepherd, of Alexandria, Va., did his undergraduate work at the University of Delaware, and is currently working toward a PhD in history, under a Ford Fellowship, here at the University of Wisconsin.



Frolics

Since the arrival of *This Side of Paradise* few analysts have questioned Fitzgerald's claim that petting parties were the "great current American phenomenon." Indeed, a standard description of youthful morals has become entrenched. Promiscuous sexual conduct was no longer stigmatized in an environment of Freudianism, "lascivious" dancing, flapper dresses, and illegal alcohol. Historians have disagreed only about the degree of deviation from past codes. College novels presented historians with cogent themes of sexual immodesty and immorality. Percy Marks's gin-soaked coeds maneuvered innocent males into empty rooms and whispered "—le's pet."

In the wake of three spectacular incidents, Wisconsin citizens might well have questioned the moral code of the state University. In January, 1925, Judge O. A. Stolen told reporters that 60 percent of Madison men suffered from venereal disease. The magistrate further asserted that women wrapped in blankets were carried from men's rooming houses at 2 a.m. The judge did not blame students specifically, but he did add that such affairs occurred mainly in the student inhabited "Latin Quarter." The scandal spread quickly throughout the state and nation. The May, 1929, *New Student* magazine provided a second controversy. A former Wisconsin coed attacked "Our Dean-Natured Morality" and included remarks about student mores. The writer implied that well over half the women petted and that probably 15 percent were not virtuous. The famed "Rocking Chair Scandal" provided the press with another shocking story. On Saturday morning, December 7, 1929, Dean Nardin telephoned Dean Goodnight with a report of student misconduct. She advised Goodnight to check the sleeping porch of a local apartment. Received there by two young men, he found nothing amiss. However, when he asked to see their student roommate, he learned that the man was on the sleeping porch. Upon knocking at the porch door, Dean Goodnight overheard whispers from within. The student refused to open the door, and Goodnight refused to leave. After telephoning the police, the dean sat in a rocking chair near the sleeping porch door. Finally he was admitted, and the couple was instructed to meet with Nardin and Goodnight at a later date. The affair gained widespread publicity when English professor William Ellery Leonard protested the students' dismissals. Leonard maintained that the students were deeply in love, had exchanged wedding rings, and had "only postponed the legalities of marriage for practical purposes." The story circulated quickly, and Dr. Leonard's so-called advocacy of free love did little to reassure the more conventional moralists.



As publicity given these affairs spread, prominent spokesmen rallied to the University's defense. After the 1925 Stolen statement, the *Wisconsin State Journal*, local clergy, and members of the State Health Board denounced his indictments. The Wisconsin Federation of Women's Clubs formally deplored the attack upon the moral standing of the students of "our great University." Reacting to the unfavorable publicity of the Stolen affair, the *Wisconsin Magazine* editorialized that the students had been grossly and unfairly maligned. The publication challenged attackers to point to any community of 8,000 people where there was so little immorality. Although the other incidents merely facilitated already planned changes in the disciplinary structure, University President Glenn Frank did not ignore aspersions about student morality. He pointedly told reporters that only a few scattered students were occasionally afflicted with lax morals.

Less dramatic evidence indicates that student morals were rather conventional. When Charles G. Norris's *Salt* was published in 1919, the *Cardinal* was horrified that the fictional setting resembled the Madison campus. The paper denied the existence of immorality and drunkenness, which frequently appeared in the novel. In 1920, *The Octopus* editorially complained about the poor taste of couples who kissed in hallways and adored each other over Coca Colas. Beyond these remarks, there is no evidence that couples exchanged affections or petted publicly. Throughout the period chaperonage regulations were rigid and were enforced. Groups were required to register chaperons two days in advance of a coed activity. On several occasions the failure to do so resulted in student suspension. All undergraduate women were required to live in houses approved by the dean of women. Dean Nardin approved only houses which adopted the regulations of the Women's Self-Government Association (WSGA). Those rules required that women return to their houses by 10 p.m. during the week and by 11 p.m. on Fridays and Saturdays. The WSGA also prohibited driving or riding outside Madison after 8 p.m. without special permission and a chaperon. No doubt there were some successful violations, but Dean Nardin suspended students who were caught. It seems unlikely that most coeds risked such punishment.

Available data further indicates that premarital sexual relations were very uncommon. When writer Charles A. Sheldon visited Madison in 1926, officials told him that only twelve of the 4,000 males receiving physical examinations that year had venereal disease. He also learned that only 17 students had been dismissed for "sexual irregularities" over a 2-year period. Impressed with the officials and their statistics, Sheldon told the readers of *Ladies Home Journal* that there was not a non-academic community in the entire country with such a fine record.

Yet, systematic discipline data were rarely kept. Only after Dean of Letters and Science George Sellery prodded Goodnight, did the dean of men really organize such records. Those files reveal that student dismissals for improper sexual conduct were rare. On two different occasions a dozen men were dismissed for "contributing to the delinquency of a minor," after local judges sent the girls to houses of correction. Comprehensive data remains for only the period between June 1, 1929 and September 1, 1930. In that interval nine students were disciplined for "improper conduct between men and women students." However, that category apparently also included chaperonage violators. Certainly, the administrators were vigilant. Although Goodnight rejected the services of the Pinkerton Detective Agency, his correspondence shows that he had informers who kept their eyes on student conduct. While admitting that some undiscovered immorality probably occurred, Goodnight believed that there was no increase in sexual immorality. Indeed, he believed the '20s students were a "cleaner set" than their predecessors of 1900. Such impressions, the enforcement of curfew regulations, and available data all deny that a revolution in student morals occurred at Wisconsin.



Fox-trots

Supposedly, the postwar college generation engaged in mad, lascivious dance styles. As the sensual saxophone played, the flapper coed and her partner "danced as if glued together, body to body, cheek to cheek." This aspect of the flaming youth stereotype has been largely accepted.

During the early '20s unconventional dances were popular at Wisconsin. Even before the war Dr. E. A. Ross was horrified at dance styles. On May 4, 1917, a local minister called upon students to give up the fox-trot and bunny hug. Administrators first encountered a problem with the "dance mania" in the winter of 1918-1919. When an influenza epidemic killed 50 students, authorities imposed a dancing ban. Irate students claimed the ban had really been imposed because of faculty prejudices against dancing. They violated the ban, and the authorities quickly lifted it. In 1920 Dean Nardin condemned the cheek to cheek style as vulgar, and the *Cardinal* editorially commented that the current "cruel and unusual forms of dancing" were causing criticism of all dances. The editors urged students to save dancing from the disrepute into which it had fallen since the toddle and shimmy became popular. The 1921 *Cardinal* staff also objected to the "dance mania," and moaned that "conditions have reached the point of statewide notoriety." Even the *Octopus* urged students to enjoy other entertainment besides "the eternal, the inevitable dances." However, Dean Nardin

claimed that only a "negligible minority" engaged in improper dancing.

Dancing remained popular, but student affinity for the so-called "objectionable" dances waned quickly. Dean Nardin sensed the trend when she made her 1920 biennial report to the Board of Regents: "Doomsday is not here . . . slowly better fashions in dancing are appearing." The 1922 *Commerce Magazine* survey revealed that most students attended some dances. Yet, a significant minority, one-third of all students unaffiliated with fraternities and sororities, did not. By 1923 Dean Goodnight could report that "bad dancing" had decreased greatly and that dancing was generally more conventional than it had been at any time in the last decade. During a decade when college life was closely scrutinized, the very absence of complaints about student dancing indicates that Wisconsin styles were fairly conventional.

Flappers

Coeds have also been ascribed leadership in fashion changes during the decade. William Leuchtenburg declared that the typical skirt rose from a height of six inches above the ground in 1919 to knee length in 1927. Also, "the well-acquainted flapper wore a tight felt hat, two strings of beads, bangles on her wrists, flesh-colored stockings rolled below the knees, and unbuckled galoshes." Other historians added that many dresses were sleeveless and of thin, lightweight material. Although Held's caricatures, magazines, and the college novels disseminated the style change, historians listened even more carefully to the cries of enraged moralists. Often-proposed state legislation has been cited to prove the prevalence of such fashions. Denouncements by alarmed ministers and educators captured public attention. Although dress styles did change, there is as little consensus about exactly what constituted a "flapper" dress style as there was about what constituted a flapper life style. The Held drawings and the sketches from popular women's magazines evidently reflected the most fashionable young women's outfits.

The knee-length skirt, which historian P. W. Slosson claimed to be generally popular before 1920, did not arrive at the University according to that schedule. In 1920 Dean Nardin noted that no campaign for longer skirts was necessary since very few UW women "violated the laws of good taste by going to such extremes." A 1921 *Cardinal* editorial did write about "an outbreak against the present day indecency of feminine dress." No other objections were raised, and the following autumn the campus paper declared that long skirts were in vogue. Shorter dresses eventually became popular. The October, 1927, *Octopus* noted that the "short-skirted ladies" felt the

need to have the dress line at least at the knee when they were seated. Such impressions do not relate how many coeds were "short-skirted ladies." Campus photograph files furnish one barometer. A study of pictures comprising the campus historical and prom albums, leads to the generalization that in 1913 dresses were shoe length; by 1916 the hemline rose to the ankle, and by 1920 it had risen to the calf. Thereafter, the length fluctuated, but by 1928 it had reached knee length. (Such pictures testify that Wisconsin coeds, like other women, discarded corsets for more comfortable garments.) The pattern of fashions at Wisconsin certainly deviates from the flapper tradition. Knee length skirts and synthetic hosiery were popular at the end, not the beginning, of the decade.

Filthy Weeds

Historians have been kinder in their portrayals of coeds than was Dr. Charles Smith when he told the Lutheran Educational Conference in 1924 that "the world has never known such an army of hard-drinking, cigarette puffing, licentious Amazons as walk our campuses today." Still those historians have focused on smoking as an example of the new "emancipation of women," and such interpretations certainly have included coeds. College novels, national magazines, and Held's drawings testified that the college flapper usually had a cigarette holder in her mouth.

At the turn of the decade Dean Nardin had maintained that almost none of the coeds smoked cigarettes, but unquestionably, coed smoking increased in the '20s. (Male smoking was apparently accepted before 1920. According to the "carefully compiled figures" given to the 1916 *Cardinal* by local dealers, 1,040,000 cigarettes were sold in the University district the previous year.) Only one of every ten women admitted smoking in 1922. Viewing even that amount of smoking as a temporary fad, the dean told a New York reporter that smoking was no longer regarded "as smart at Wisconsin. It rather has come to be regarded as vulgar." However, such thoughts were wishful. When the 1927 *Cardinal* polled the owners of women's rooming houses, proprietors declared that between 50 and 85 percent of the coeds smoked. The *State Journal* reported that between 55 and 60 percent of Wisconsin sorority women also smoked. Even Nardin admitted that more coeds were smoking cigarettes. At the end of the decade Dean Goodnight not only noted the sharp increase in coed smoking, but defended the ladies as well. At the beginning of the period, coed smoking was virtually nonexistent. Although the number of feminine smokers increased radically, there is no way of ascertaining how prevalent the custom became by 1930. At least for the

greater part of the Jazz Age, few Wisconsin women used cigarettes.

Faithlessness

66 **A** new generation . . . grown up to find all Gods dead, all wars fought, all faiths in man shaken." Fitzgerald's famous conclusion to *This Side of Paradise* aptly anticipated most historical descriptions of youth's postwar attitude regarding organized religion. Citing the demise of compulsory chapel attendance at some universities as an example of religious laxity, both Allen and Wechsler concluded that student faith had waned. Link and Sullivan attributed the decline to the popularity of science, particularly Freudianism. Leuchtenburg wrote that the growing secularization greatly weakened religious sanctions. He then contended that: "the mood of the country was hedonistic. Omar Khayam's quatrains took the colleges by storm." Ernest Earnest also concluded that traditional religious ideas no longer made sense to students. Nevertheless, Earnest carefully qualified his generalization by observing that students were more deeply concerned about religion than the pre-war generation had been. The roots of the stereotype may lie in the nature of the secular and scientific atmosphere of academic work. Scholars readily became the villains of the anti-evolutionists of the period. At the end of the decade the insidious influences of Freudianism upon young minds were summarized by Daniel Gilbert in his *Crucifying Christ in Our Colleges*. Magazine writers and college novelists also announced the demise of campus piety.

At Wisconsin students maintained an interest in organized religion. Dean Goodnight contended that students accounted for over half of the Madison attendance. He pointedly contrasted the radical decline of saloons with the radical increase in religious organizations surrounding the University. In 1915 the *Wisconsin State Journal* cited "much laudatory comment" by local citizens about student religious involvement. Indeed, there was "considerable surprise" that students became so active in church work. A 1921 informal survey of local ministers by the *State Journal* recorded a high level of student participation. In 1922 *The Wisconsin Alumni Magazine* interviewed nine local religious leaders about student attendance and participation. The nine organizations—Baptist, Catholic, Presbyterian, Episcopalian, Lutheran, Jewish, Methodist, Christian Scientist, and Congregational—claimed the affiliation of 6,254 students. Of that group 4,148 were members of campus auxiliaries of the religious bodies. Average student weekly attendance was estimated at 3,100. Periodically, the clergy condemned stories which cast aspersions upon student faith and morals. Indeed,

Lutheran Pastor A. J. Solden maintained that their interest in church work was above that of the other residents of Madison. Other students were devout, but favored a more liberal philosophy than that espoused by orthodox religious groups.

The constantly active YMCA and YWCA chapters also reflected a high degree of student religious interest. In 1915 over one-third of the women students were YWCA members. The 1917 YMCA pursued a campaign for church attendance and brought a dozen religious leaders to campus for a week of lectures. The endeavor was so successful that campus religious organizations sponsored annual religious conferences for several years thereafter. The most famous speakers attracted audiences of over 2,000. Although competing with classes, five 1922 lectures drew 6,000 students. The 1925 conference led by Harry Emerson Fosdick was particularly well received. In 1923, 1,600 students were members of the YMCA and YWCA. National YMCA leader Sherwood Eddy claimed that Wisconsin and only one other school "have the finest religious atmosphere" of any of the many institutions which he had visited.

UW students did not win renown for their church attendance nor their orthodoxy. Nonetheless, the typical student probably attended church or synagogue, even if somewhat sporadically. The student response to the annual religious conferences also indicates that neither Omar Khayam nor Sigmund Freud had achieved philosophical ascendancy in most student lives.

Finale

How wild was the Wisconsin Jazz Age student? Many undergraduates in the immediate postwar period were fond of booze and unconventional dances. During the '20s, students were increasingly attracted to automobiles and fraternities. By the end of the decade many coeds smoked and wore knee-length dresses. Yet, even in the period when drinking, cars, and fraternities were most popular, the typical student was unlikely to be a participant. Although more popular, the "objectionable" dances, coed smoking, and short skirts enjoyed short reigns. Furthermore, there is certainly no evidence that a revolution in sexual morals occurred at the University. Additionally, significant numbers of students were actively engaged in church work, and many others attended religious services. Doubtlessly some Wisconsin students actually were prodigal, flaming youths. Still, such students hardly constituted a majority. Indeed, only a few Wisconsin students indulged in the conduct commonly attributed to American Jazz Age collegians.

Wisconsin football fortunes were on the upswing in 1970 in John Jardine's first season as Badger head coach and, by late summer, there were plenty of reasons to be optimistic that the upswing will continue in 1971.

The Badgers finished 1970 with a 4-5-1 record, best since a 5-4 mark in 1963, and their 3-4 record in Big Ten play was good for a tie for fifth place in the conference. Wisconsin outscored its ten opponents for the first time since 1963, by a 198-195 margin, and the Badgers' 148-144 edge over conference opponents was the first since 1962.

Back-to-back wins over Illinois 29-17 and Minnesota 39-14 in the final two games of the season marked the first time since 1963 that the Badgers had won two games in succession and road victories over the Illini and by 30-12 over Indiana were the first away from home since 1966.

THE FOOTBALL SEASON

By Jim Mott

Director, UW Sports News Service

The other Badger win was a 29-16 upset of a tough Penn State team in Camp Randall and was Jardine's first victory as a head coach. The Badgers also tied Texas Christian 14-14, and battled hard before losing to Oklahoma 21-7, Iowa 24-14, Northwestern 24-14, Michigan 29-15 and Ohio State 24-7.

The upswing on the gridiron was reflected in increased attendance as Wisconsin set single game and season attendance marks. Successive record crowds of 72,389 and 72,758 at Camp Randall for the Michigan and Ohio State games, respectively, helped to establish a school record 377,335 total attendance for six home games, an average of 62,889. Wisconsin rose from 19th among NCAA schools in total attendance and 20th in average attendance in 1969 into the top ten in the nation in both categories in 1970.

Many of the Badgers who played key roles in the 1970 season will be back for 1971, particularly on offense. In fact, nine 1970 starters, including all regular receivers and backs, are among the 23 returning lettermen expected to see action in 1971.

Heading the list of offensive returnees is the explosive passing combination of quarterback Neil Graff and tight end Larry Mialik. The two, both seniors, combined for completions 33 times in 1970, producing 702 yards and 7 touchdowns, including scores of 68, 64, 52 and 50 yards. The average length of those seven touchdown passes was 40.4 yards.

Graff was the Big Ten's leading passer in 1970 and he set a school record with 1,561 yards in total offense. His total of 11 scoring passes was one shy of the school record set by Jim Haluska in 1952 and his two-year total of

18 is only two short of Haluska's career record of 20.

Graff is also well on his way toward career school records for attempts, completions, passing yardage and total offense. In 1971 he will also have his two starting wide receivers back to throw to—seniors split end Terry Whittaker (15 catches for 242 yards) and flanker Albert Hannah (10 catches for 156 yards).

Three juniors who performed well in the spring intra-squad game—flanker Tim Klosek (6 catches for 79 yards), split end Mike Haas (4 for 34) and tight end Tom Lonnborg (3 for 23)—provide depth among receivers.

Backing up Graff will be senior Rudy Steiner, who completed 10 of 12 for 110 yards in the spring game, junior Dan Baron, and sophomore Larry Clawson.

The Badgers are also deep in running backs, where junior tailback Rufus 'Roadrunner' Ferguson, with 588

yards and six touchdowns, and senior fullback Alan 'A-Train' Thompson, with 455 yards and five touchdowns, return.

Thompson had a sensational sophomore year, gaining 907 yards on the ground and scoring nine times, but played with a nagging knee injury in 1970. An operation cleared up those problems and the 'A-Train' should be ready to improve on his number four position in school history in career rushing (his present total of 1,362 places him behind Danny Lewis' 1,460) and his number eight position in career scoring (with 86 points).

Ferguson is a compact (5-6, 186 pounds), speedy runner who can go inside or out. He had scoring runs of 65 yards, vs. Indiana, and 47, vs. Northwestern, in 1970 and he gained over 100 yards in a game twice last year.

The Badgers will also operate frequently from the Wishbone-T formation, bringing in Lance Moon at tailback, replacing the flanker. Moon, a senior, has size and speed and was impressive in spring drills. Also impressive was junior fullback Gary Lund, who held down the number one spot in Thompson's absence, and further depth is provided by senior fullback John Krugman and junior tailback Tim Austin.

Up ahead of the running backs, the right side of the interior line will be manned by two returning regulars—senior guard Roger Jaeger (6-2, 225) and junior tackle Keith Nosbusch (6-2, 232)—reversing the positions they held in 1970.

Competition for the remaining three offensive spots is close. Junior Mike Passini (6-2, 209) holds a slight edge over sophomore Mike Webster (6-1, 218) at center;

junior Bob Braun (6-3, 224) is likely to start ahead of sophomore Mike Becker (6-2, 225) at left guard; and at left tackle senior Mike Smolcich (6-4, 232) has a good shot at displacing two-year regular Elbert Walker (6-4, 285).

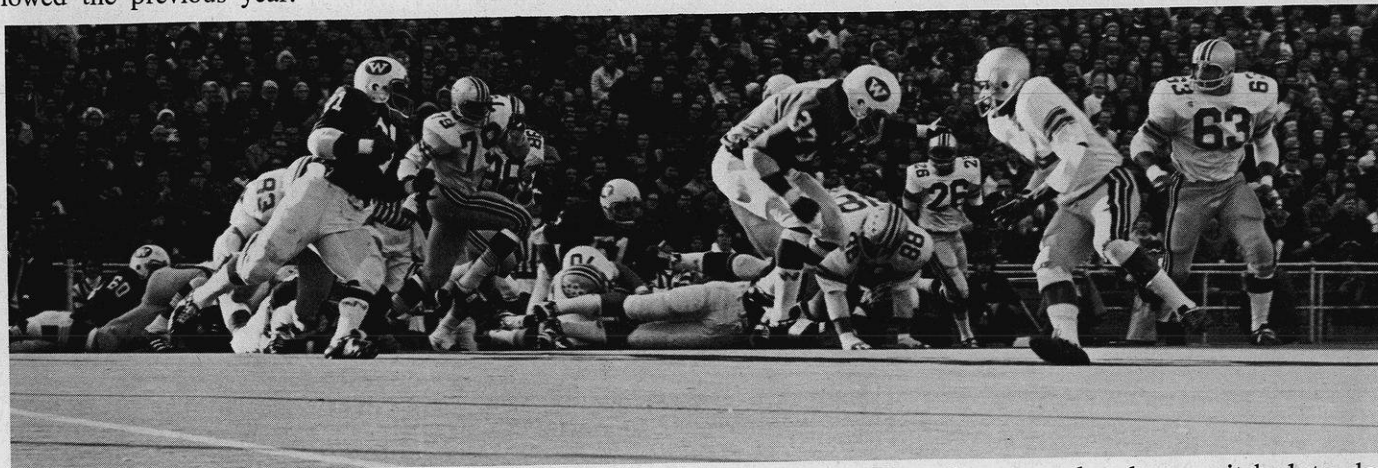
The Badger defense gave up 195 points in 1970, a tremendous improvement from the 349 points allowed the previous year.

Also in the running for a linebacker spot will be juniors Dave Schrader (6-3, 194), a 1970 letterman and Mike Levenhagen (6-1, 206) and sophomore Brian Harney (6-1, 215), with senior Ed Albright, a 1969 starter who missed last season, hoping to make a comeback.

Greyer, at weak safety will be the only senior on the defensive squad who started in 1970 and will be

three interceptions in 1970; Butler led the team in passes broken up (10) and touchdown saves (3); while Crooks was the leading punt and kickoff returner, running back one of each for a touchdown to become the first Badger to accomplish such a feat in a single season.

Senior Greg 'Grape Juice' Johnson, who had a frustrating year as a running back in 1969 and was ineligible



However, many of the key performers from the defensive unit have been lost by graduation. These include three-fourths of the front line—ends Bill Gregory and Ted Jefferson and tackle Jim DeLisle—linebackers Chuck Winfrey and Gary Buss, and cornerbacks Danny Crooks and Nate Butler. Only four starters—tackle Mike Mayer, linebacker Dave Lokanc, and safeties Neovia Greyer and Ron Buss—return.

Sophomores showed great improvement during spring practice and four are likely to start. One of them, 6-3, 210 Angie Messina, appears to have beaten Mayer, a 6-2, 255 junior, out of the starting right tackle spot, and another, 6-2, 215 Jim Schymanski, will play left tackle.

Next to Schymanski, at end, will probably be junior Bob Storck (6-5, 235) who saw considerable action last year at tackle. Opposite Storck, at right end, will be Bill Poindexter (6-2, 215) the only senior who will see action along the defensive line.

Lokanc, a 6-1, 220 junior, has been moved to the middle from right linebacker and should step into the shoes of Winfrey, last year's MVP. Flanking him will be two sophomores—John Hoffman (6-1, 210) on the right and Todd Nordwig (6-3, 215) on the left.

looked for to provide leadership. He had nine of the Badgers' 22 interceptions last year, ranking him third in the nation, and has 13 for his career. Both figures are school records and Greyer will be out to extend those marks and should be in the running for national honors in the process.

Returning at strong safety will be Ron Buss, who ranked sixth on the squad in tackles last year with 69, four more than Greyer. Buss also had four interceptions, the same number that Greyer had in his rookie campaign.

There's a major problem with the departure of both regular cornerbacks, Crooks and Butler. Both had

last year, has been switched to defense and is the likely candidate for the starting right corner spot in 1971. Johnson is still learning and will make mistakes but has enough sheer speed to recover from most miscues.

At the other corner junior Milt Habeck, number two man behind Crooks last year, appears to have the edge. Pushing him for a job will be sophomore Chris Davis while junior Randy Freis will be waiting to step in if Johnson does not accomplish the task adequately.

The Badger kicking game will again be strong in 1971, as Jaeger and Krugman return to placekicking and punting duties, respectively. In two years Jaeger has converted 34 of 39 extra points and has made 12 of 20 field goal attempts for a total of 70 points. In 1969 he scored 46 points by kicking, to set a school record and he also has a modern record 48 yard field goal to his credit. Krugman punted a school record 63 times last year for a 39.5 yard average and had a long of 55 yards.

The 1971 University of Wisconsin football factbook published by the National "W" Club is available at \$2.00 a copy plus 25 cents postage. Fans can order the 56-page factbook from the National "W" Club, 1440 Monroe Street, Madison 53706 ●

1971 SCHEDULE

Sept. 11—Northern Ill. 31-0
 Sept. 18—at Syracuse 20-20
 Sept. 25—LSU 38-28
 Oct. 2—at Northw'rn 11-24
 Oct. 9—Indiana
 Oct. 16—Mich. State
 Oct. 23—at Ohio State
 Oct. 30—at Iowa
 Nov. 6—Purdue
 Nov. 13—Illinois
 Nov. 20—at Minnesota



NCAE's binaural recording rig "Herman" peers over the shoulders of actors reading a scene in a moving car. Making it all work technically are Karl Schmidt, first director of NCAE (left), and Don Voegeli, technical director. Actors are Jay Fitts, WHA staffer, and Bob McElya, former Madison and UW actor, who returned to play the role.

NO, YOU HAVEN'T HEARD EVERYTHING

"Herman" will out-stereo anything developed to date, and that's only one technical goodie they're working on at WHA. Artwise, they're developing radio drama. Again.

By Jody Schmitz

There's a new character on campus these days. His name is "Herman," and he has two microphones for ears and a piece of foam rubber for a head.

"Herman" is the nickname of a piece of equipment used for recording binaurally by the National Center for Audio Experimentation at the University.

Monster that he is, he performs miracles on tape which put the listener in the center of the sound as does no other form of audio reproduction. With this ability he is extending the reputation of the UW as a leader in radio and audio experimentation.

In the two years the NCAE has been in existence, this unusual recording unit has become famous. Last spring "Herman" was introduced by John Macy, president of the Corporation for Public Broadcasting, as one of the important guests at the head table of the first public radio conference in Washington. In Pago Pago, a Samoan version of "Herman" called "Ermani" has been recording native folk music on battery-operated stereo machines.

In binaural recording the sound surrounds you—comes at you from in front, in back, on either side. You would swear, if your eyes were closed, that you were indeed *in* that concert hall or *on* that stage. Your head becomes "Herman's" head. Your ears hear what enters the microphones on the recording unit. The foam rubber between them isolates the microphones as does the head between the ears.

NCAE, which just started its third year on the campus, is the only such center in the United States studying audio techniques. It is funded by the Corporation for Public Broadcasting, which doles out dollars from public and private sources to improve non-commercial

radio and television.

This year NCAE is directed by Ed Burrows, who came to Wisconsin in 1970 from the University of Michigan to act as associate director under Karl Schmidt, head of WHA and the state radio network. Long-time WHA staffer, Don Voegeli, teacher-musician-hi fi buff, is technical director, and there are three other full-time staff members. The center experiments with all kinds of sound, not only binaural. Its goal is "to come up with guidelines for the improvement of sound in broadcasting," according to Burrows. He points out that it is an *audio* project not a *radio* project and it is hoped that NCAE's work will assist TV broadcasting, as well. "It's not untrue to say that sound is the new medium," says Schmidt in the center's newsletter. "Sound has been re-discovered as the essential part of many methods of communication. We knew it all along but tended to forget. There are examples of film-makers producing sound tracks first, then finding images to fit; television receiver manufacturers, looking toward the day of 70% color in homes, talk now of larger speakers and stereo reception; FM stations, once abandoned in the face of TV, now sell for as much as a million dollars; the vitality and innovation in what used to be called 'rock' and 'music' are too restrictive to be useful descriptions of the sounds produced; and sound is being used, particularly by the young, as a kind of liturgical accompaniment and reflection on life."

Research in quadrasonics (4 channel stereo) has been stimulated by manufacturers' claims that it is the sound of the future. Several public radio stations have engaged in experimental quadcasts. So NCAE hopes to answer some of the problems of production and plans to record more than the musical con-

certs that have been done so far. Then they will compare the outcome—four-channel stereo on speakers—with binaural sound on phones.

There isn't much left to do to monaural sound, the sound we hear on non-stereo radio, TV and records, so the center is concentrating on new writing for broadcasting rather than on technical matters. The staff feels that radio has unique possibilities as an art form in itself. "Non-visual theater as it existed in the Golden Age of radio, in spite of nostalgia among the middle-aged and its 'campy' appeal to some elements of the young, may well have passed beyond the point of serious resurrection," Burrows says. "Radio theater, aural drama, is hardly dead, however. It exists all around us: in the brief commercial, the improvisatory satirical sketch, the interplay of words and music employed by rock groups or environmental composers. The 'mini-drama', whether used to convey information, or as a technique for presenting purely artistic materials, has a role to play in public broadcasting."

One result of this challenge was a series of short sketches—three to seven minutes—on environmental and ecological problems which have come to be known as "ecodramas." The half-dozen fantasy skits range from the lyrical to the satirical, and most of them have already been broadcast over National Public Radio.

Another new series developing from the search for new forms is one in which several young American poets will present their work in short programs. Burrows, himself a poet, is reworking their writings for presentation in a semi-dramatic way. Music and sound effects will be used in addition to the voice reading the poetry (most often that of the poet himself). The Putney Elec-

tronic Synthesizer, once the exclusive toy of musical composers, will be used, and some manipulation of the reader's voice by technical means will be tried.

Among binaural experiments here, one that showed very dramatically how this all-around-you sound can transport the listener into the middle of the action, was done by NCAE staff member Kim Hodgson. He took "Herman" and a portable tape recorder into the middle of actual situations—student rap sessions, a student protest and confrontation with police, an improvised play in a Madison elementary school—and came out with moving documentaries. In another production, a scene called for conversation between a couple driving around town during a rain storm. This was actually recorded in a station wagon as it was driven through a UW parking lot. Even the weather man cooperated: a real rain storm made the use of "canned" rain unnecessary.

Of course, the transmission of the "you are there" feeling can be done best by recording on location, but NCAE has also simulated reality by recording the dialogue over a previously taped "sound bed." For example, when scenes were laid in a restaurant or bus depot where it would be difficult to control the non-actors, the sounds of the real thing were taped binaurally, to be later recorded "under" the actors' dialogue.

Eight full-length dramatic programs have been taped binaurally, many of them on location. The center hopes to offer a series of such programs to all stereo-capable public stations in the country, of which there are about fifty.

Last May the center brought John Reeves, the distinguished CBC radio arts director and Italia prize winner, to do "Nathan and Tabileth"

by Barry Bermange, a mood piece with emphasis on words. Reeves used a technique similar to film editing in producing that drama. Sections of the play were recorded separately and then "mixed" in the final editing.

One of the big questions posed by binaural sound is how it will affect young listeners. Staff members asked themselves: Would children hearing a binaural program become so interested in the *listening* experience as such that they might miss the content of the show?

A program recorded last summer will provide some insight into that problem. A crew recorded binaurally a School of the Air script entitled "Old MacDonald Sold His Farm," which had been produced five years ago in monaural sound in the Radio Hall studio. They enlisted the same cast members who had done the earlier show, but moved the entire production out to a real farm among natural sounds. (Even the rooster came through on cue, according to Burrows. As he recorded the narration in the barnyard, the scene-stealing rooster insisted on crowing in the background.) Will it seem natural or will it distract? The monaural and binaural recordings will be played for children, and tests will tell which is best for getting information across.

Once binaural broadcasting is used by radio stations, it can be heard on a regular stereo set with good earphones. Although binaural sound can also be heard over stereo speakers, the feeling of being in the middle of the action is lost. "In 'stereo' we attempt to bring the recorded event into your living room with loudspeakers. In 'binaural' we attempt to take you to the event where the recording was made. You become a participant. Your

relationship is much more intimate, much more real, than with other systems," Voegeli says.

If you use phones, reality is sharp, sounds come at you from all directions and you can be easily transported to another place in the isolation provided by the headphones. Some people object to wearing headphones for that reason. They don't like to be cut off from the environment, unable to hear the telephone or talk with a friend while they listen. Yet this "flaw" holds promise for the student who can be removed from distractions by the phones which keep him "glued in" on the recording.

It brings up a paradox pointed out by the center in its newsletter: "Can mankind be brought closer together by further isolating the individual? Is the shared experience of the concert hall or town meeting in which a man or woman actively participates any more satisfying, enlightening, or educational, any more conducive to humanity's well-being and the success of common effort, than the experience afforded to an individual silently locked in the privacy of his headphones? Is the hypnotic spell of the 'tube' any worse than the mesmeric trance induced by binaural sound? If message and medium are identical, how can we avoid creating a race of bemused zombies? Consider, however, that the Mona Lisa smiles for each individual in turn and there is no wilderness lonelier than the crowd. To state the paradox is perhaps to answer it."

Speakers or phones . . . binaural or stereo or monaural . . . it's nice to know somebody is concerned about the quality of the sounds that are broadcast into our homes at a time when we seem deluged by what some environmental critics call "noise pollution."

The University

Fees Rise, Freeze, Descend Again

Fees and tuitions for the first semester were rolled back by the executive committee of the Board of Regents from a planned increase, to freeze them at last year's level for the duration of the current federal pay and price freeze.

Any students who paid the higher fees set for the semester by the Board of Regents before the national action will get a refund or credit on subsequent fees, Executive Vice Pres. Donald E. Percy said.

In effect, students will pay for the first two-thirds of the semester at last year's rate, the final third at the rate based on the budget now before the Legislative Conference Committee on the Budget, he explained.

For all campuses except the Center System, the undergraduate fees for the semester, previously set at \$275 for residents and \$950 for non-residents, have been rolled back to \$261 for residents, \$916 for non-residents. At Center System campuses, fees were \$15 lower originally than elsewhere in the University and now will be \$12 lower than the new roll-back fees elsewhere.

For graduate students, fees set originally at \$320 for residents and \$1,100 for non-residents were rolled back to \$305 for residents, \$1,076 for non-residents.

Similar changes were made in per credit fees, Medical School, Extension, and other special fees, the University announced.

New L & S Program Permits Degrees in Three Years

With this fall semester a new curriculum was made available for L & S students who want to—and are able to—earn a bachelor's degree in three years.

The program was established over a two-year period of study by a faculty-student committee. The goal was

to provide a more liberal approach to undergraduate course requirements and a more accurate assessment of a new student's prior training.

Students choosing to take the program will still need 120 credits to graduate. But two major factors will help them earn those credits faster:

A liberalization of courses required as "basic" for undergrads. For example, the majority of students will now be able to meet foreign language requirements in their freshman year here or in high school.

The second factor is added emphasis on testing so that students with previous training, travel or education will not have to duplicate their efforts to receive credit for learning they have already acquired.

Other aids are a new rule, now in effect only in the Language Department but applicable in other disciplines, which permits a student who does well in an intermediate level course to receive credit for related lower-level courses. Another rule would permit students to "create" majors not carried by the individual departments by setting up their own program of courses. This plan would require the advice and approval of a faculty member, and a new faculty committee on individual majors.

Patrick Runde, assistant L & S dean, said the new program was not meant to "encourage students to move through the University in less than four years, but we want to let them do it if they can and want to."

A note of caution was raised by Associate Director of Academic Planning Joe Corry, who said "there are still a lot of people who feel a student needs four years of college to complete his maturation process."

Ann Emery Closes

After 41 years, Ann Emery Hall women's residence has closed its doors. The privately-owned dorm at 265 Langdon was another victim of an increasing number of students

choosing to live off campus in apartments.

Last year, Langdon and Lowell Halls closed.

According to Newell Smith, director of student housing, other contributing factors are the necessarily higher rental fees in private dorms; the cutback in out-of-state enrollment; and prohibitions on room visitation by male students in these dorms.

On the other hand, Smith said, UW residence halls had higher registration for the fall semester than was expected. Pre-registration figures promised about 6,000 residents, 600 more than had been predicted at the end of the spring semester.

New Policy Will Push Enrollment Of Minority Groups

Admissions policies for the Madison campus that will attempt to boost minority group enrollment to levels "at least proportional to the undergraduate population" were approved by the regents in August.

This would mean at least three percent minority enrollment among undergraduates from Wisconsin and at least 15 percent among undergraduates from other states.

"Given the present UW minority student proportions of approximately 1.4 percent and 5.4 percent respectively, a much greater effort to discover and aid these minorities is plainly a responsibility of the University, despite its intensive efforts in this matter of the past several years," faculty and student members of the Admissions Policy Committee stated in their report.

They say that establishing such a goal would be irresponsible without providing additional financial and educational assistance.

The committee proposed that the following statement become part of the official admissions policy:

"We are aware of and sensitive

The University

to the discrepancies in the quality of education on the primary and secondary levels of some minority students, and the resultant variations in academic preparation. In all cases of minority students, special attention in the admissions decision will be given to the nature and type of courses taken in the secondary school, to an emerging and improving commitment to an educational goal, and especially to comments and statements made on the maturity, motivation, and other personal qualities of the applicant as supplied by the applicant, his secondary school and character references."

In a further recommendation, committee members, referring to the special five-year program of tutorial and

financial assistance for minority students established in 1966, suggested that "standardized tests, although required, will not be used as a decisive factor in the admission of either Wisconsin or out-of-state applicants. Further, it is our recommendation that for other minority group applicants, test scores should not be considered a major factor in admission but should be used primarily for counseling and placement after admission to the University."

Vice Chancellor Describes UW Drug Education Efforts

The University's educational approaches to the drug problem include "substituting fact for myth, objective thought for blinding emotionalism,

and making the facts and thoughts available to all," says F. Chandler Young, vice chancellor for student affairs.

Dr. Young told a national commission recently about activities of the UW Faculty-Student Drug Advisory committee and the Drug Information Center on the campus.

Of the Center he said: "Judged by the number using it and the number of outsiders wanting to duplicate it, the center has been singularly effective. It has developed the well-deserved reputation of honesty, confidentiality, and objectivity. The low-keyed, intellectual, knowledgeable, and understanding approach to attitudes, feelings, and information about drugs of all kinds has been welcomed



ANOTHER WIN. For the second time in four years, your Alumni Association has been honored nationally for its services. The American Alumni Association, at its recent national meeting, awarded UWAA its 1971 Citation for Improvement, presented for significant efforts in alumni program activity and content. This year's theme was "Mobilizing the Understanding and Support of Alumni Behind Education." Competition was heavy from the more than 1,500 teaching institutions who are members of AAC. Among staff who helped win the award are, from left, foreground, Associate Director Gayle M. Langer; Elma K. Haas, director of Alumni Programs; and Director Arlie Mucks, Jr. Admiring the award is 1971 Association President, Robert (Red) Wilson.

by students, faculty, and others in the community."

He listed as outstanding accomplishments of the center: establishment of an up-to-date, well-indexed library of books, articles, and pamphlets on drugs, with library usage by more than 800 persons; distribution of a pamphlet entitled *Drugs and You*, which summarizes existing laws, gives a brief account of several drugs, and lists places where information and help are available; provision of staff members to lead classroom discussion and student-age drug specialists to "rap," sometimes by the hour, "with people for whom library information is not enough." (Specialists have some training in pharmacy, in small group work, in informal counseling, and even in handling suicide calls, Young pointed out); establishment of "good working relationships" with student groups concerned with drug abuse and of means to help high schools and elementary schools where habits of drug use are established.

Young recommended to the commission that it ask for more federal funds for educational programs on drug abuse. He also recommended "serious and continued study of existing laws on drugs, for it seems to me that many existing laws need to be more closely aligned with facts about drugs and with enlightened societal attitudes about mind-altering substances."

UW Entomologists Fight To Beat the Dutch

The fight to save majestic elm trees on the campus is on in full-force with the UW departments of plant pathology, and entomology, and grounds crew cooperating in an attempt to stem the tide of Dutch elm disease.

Objects of the battle are the 700 stately elms, many over 100 years old, which make up the bulk of natural campus beauty.

This summer, 20 "prime" disease-infected elms began receiving "shots"—innoculations of a DuPont chemical Benlate—in a move which elm disease experts here hope may prove to be a break-through in the disease control of early infected trees. The chemical, a powder, is mixed with water and injected into the tree's new large vessels from two to three inches apart around the tree's circumference. The tree pulls the solution into its system as part of its growing process.

"There is some evidence that Benlate in the powder form, applied to soil around the tree, does prevent the disease. However the 600 to 800 pounds per acre needed would never be approved by the Environmental Protection Agency," according to a pioneer in Dutch elm disease research, Prof. Eugene B. Smalley, plant pathology department.

"Although we have no hard evidence that the injection treatment will work, we will have some data by next spring. Now we can only watch and wait," Prof. Smalley said.

In the meantime, besides repeating the Benlate injections in infected trees every 10 days, ground crew personnel conduct daily checks for signs of infected elms on campus.

"When a tree starts to 'flag', with the leaves turning a bright yellow, we take a sample over to the state Department of Agriculture for analysis. This year so far, of the 64 samples taken, over 90 per cent have come back positive, meaning the trees are infected," Bud Crawmer, grounds department foreman, stated.

UW researchers assisted in controlled experiments of injected Benlate during the summer in the Milwaukee suburb of River Hills. Benlate was also sprayed on elms as a mist in the city of Milwaukee. "Naturally, we are watching these experiments closely," Smalley added.

Since Dutch elm disease was first spotted on campus in 1959, the UW

has sprayed selected campus elms annually to control the disease carriers, the European and native bark beetles. Methoxychlor, a degradable insecticide, replaced the now-banned DDT chemical in 1961.

"Methoxychlor is quite potent for 30 days after it is applied and lasts for about 60 days if we're lucky," Prof. Dale M. Norris of the entomology department said. "Spraying is often difficult, however, since it must be applied in the spring and there are few days when it is not too windy."

Prof. Norris is conducting research attempting to discover attractants and repellents to the bark beetle. "If we can determine specific chemical make-up in the elms which attract the beetles, we can begin working on repellents," Norris said.

Beginning in 1957, when Dutch elm disease was discovered in Wisconsin, UW researchers have been at work collecting elm species from all over the world to select elms resistant to the disease. Twenty acres devoted to the development of these elms at the UW's agricultural research farm at Arlington have begun to bear fruit.

The first plantings of certain immune elm hybrids selected in early studies were planted on the west end of campus three years ago. The trees, five years old when planted, will require from 35 to 40 years to reach maturity, according to Prof. Smalley. Losses of prime elms on campus have averaged around 70 per year in the past few years.

"We are hopeful the Benlate experiment will turn the tide," Smalley said, "just marginally hopeful."

Land Chosen As Site Of UW Golf Courses

Options have been taken on 580 acres of farmland near Madison which will ultimately provide the University with two outstanding 18-hole golf courses and other outdoor facil-

The University

ities, the University of Wisconsin Foundation announced in August.

The future boon for Wisconsin recreation was made possible with funds bequeathed for land purchase and development of the facilities by the late Dr. Harry Culver of Chicago and the late Carl E. Dietze of Milwaukee. Both benefactors were "W" men and both were avid golfers, Robert B. Rennebohm, executive director of the foundation, pointed out.

Rennebohm also said that through the joint gifts, the UW can now become the peer of other Big 10 schools and universities, all of which possess golf courses.

The land is located on County Highway M approximately eight miles southwest of Madison.

Rennebohm said selection of the site by the foundation with the assistance of a special administrative and faculty committee climaxes a search of several years for suitable acreage within easy driving distance of the Madison campus and extensive enough to accommodate the University's long-range space needs.

"This beautiful land, including Morse Pond, will permit us to develop an outstanding recreational and green area while we control the development which will surround it," Rennebohm declared.

It is expected that 350 to 400 acres of the total 580 will be used to construct the two championship courses, a three-hole teaching course for beginners, a driving range, and practice areas. Facilities for the Hoofers to conduct horseback riding, hiking, and archery are also contemplated, and the cross-country course will be the site for future inter-collegiate and high school meets.

The balance of the land will be carefully developed with special concern for retaining the outstanding environmental qualities of the area. Sites for homes and for a limited number of service and commercial enterprises will be available eventually, but only

after studies toward preserving the green areas, woodlands, and Morse Pond have been completed.

Planning, possibly by George Fazio of Philadelphia, one of the nation's top golf course architects, is expected to get underway soon. Initial site preparation and construction would begin next spring, and if all goes according to schedule, play would begin on the completed courses during the 1973 season.

Students, faculty, and staff will benefit mainly from the training and recreational facility, but alumni and other groups will be able to play there during periods of light use.

"We are carrying out commitments made to two outstanding gentlemen while they were still alive and with the funds provided at their deaths," Rennebohm pointed out. "The courses will be a most appropriate and living memorial to both men. Further, while healthful recreational facilities are being provided, our priceless environment will be preserved—and all without cost to the taxpayer."

Members of the committee aiding the foundation in selection of the course site and course architect as well as in reviewing the plans are: Profs. James B. Bower, Frank J. Remington, and Fritz Wegner; University architects and planners James V. Edsall, Richard E. Tipple and Robert S. Fox; Terence Linnihan of the Hoofers; Athletic Director Elroy Hirsch; UW Golf Coach Tom Bennett; former coach John Jamieson;

Arlie Mucks of the Wisconsin Alumni Association; and Rennebohm.

Kids' Football Tickets Repriced For 'Freeze'

President Nixon's price and wage freeze will affect the price of football tickets for high school students and children desiring to attend Wisconsin's 1971 home games.

Prices for this season's tickets had been established at \$2.00 per single game ticket and \$10.00 for a season ticket. They are now available at the 1970 price of \$1.00 per single game and \$6.00 for a season ticket.

Patrons who have purchased the high school student or child ticket at the special season price of \$10.00 for the 1971 football season or patrons who have purchased tickets on an individual game basis at \$2.00 each may, upon request, obtain a refund of the overpayment.

Voigt Named Freshman Cage Coach

Ted Voigt, a major "W" winner on Wisconsin's 1966-67, 1967-68, and 1968-69 basketball teams has been named the school's freshman basketball coach by athletic director Elroy Hirsch.

The 6'8" Voigt, who played prep basketball at East high school in Wauwatosa, has spent the past two seasons as an aide at WSU—Eau Claire while taking graduate work, and had accepted the job as head coach at Durand, Illinois high school for the coming year.

Ted replaces Dave Vander Meulen who moves up to varsity assistant to head coach John Powless.

Voigt played both forward and center during his career at Wisconsin and scored a career total of 177 points in 49 games including a single game high of 15 against Arizona as a sophomore. In the same year he tossed in the winning basket in the final seconds as Wisconsin defeated Michigan 80-79 at Ann Arbor.

1971 HOMECOMING

November 6

**Special reunions for
Classes of 1951, '56, '61**

Football: Wis. vs Purdue

C'mon home!

Easy access, a user-dominated facility, a new concept in design, new services—all these are features of the University's new undergraduate library.

Helen C. White Hall, named in honor of the late English faculty member who served the University 48 years, opened last month. It has three floors assigned to serve as a library, four for various University departments, and two levels of underground parking.

Dr. Louis Kaplan, former director of UW libraries, said:

"We planned the facility with a committee with students on it, and on several occasions we made surveys of student opinion, so we know it is a facility students need and want.

"We will be able to seat 2,000 students in a quiet, attractive environment. Instead of finding a big barn of a place with too many people, users will be little aware of others around. There will be a great variety of seating and study facilities.

"Students will be able to have a

room, or a study table, or just a soft chair for reading. If they just want to sit and look at Lake Mendota, they can do that, too."

More than 135,000 books, periodicals, and reference materials will be housed on the first three floors.

There will be a materials center with a collection of records and tapes, including spoken literature, documentaries, and speeches. A basic collection will include classical, jazz, folk, and rock records. There will be a video service in several of the larger rooms, and the potential to dial through the center to other sections or services on campus, such as the language laboratory.

The most costly equipment was purchased with funds supplied by the Rennebohm Foundation. A considerable portion of records and tapes was bought with federal funds. The building cost \$7.7 million to construct.

A variety of UW offices is located on the top floors of the eight-story

structure. The departments of philosophy and English, the Library School, Midwest Universities Consortium for International Activities, the Cooperative Children's Book Center, and several other divisions have offices in the hall.

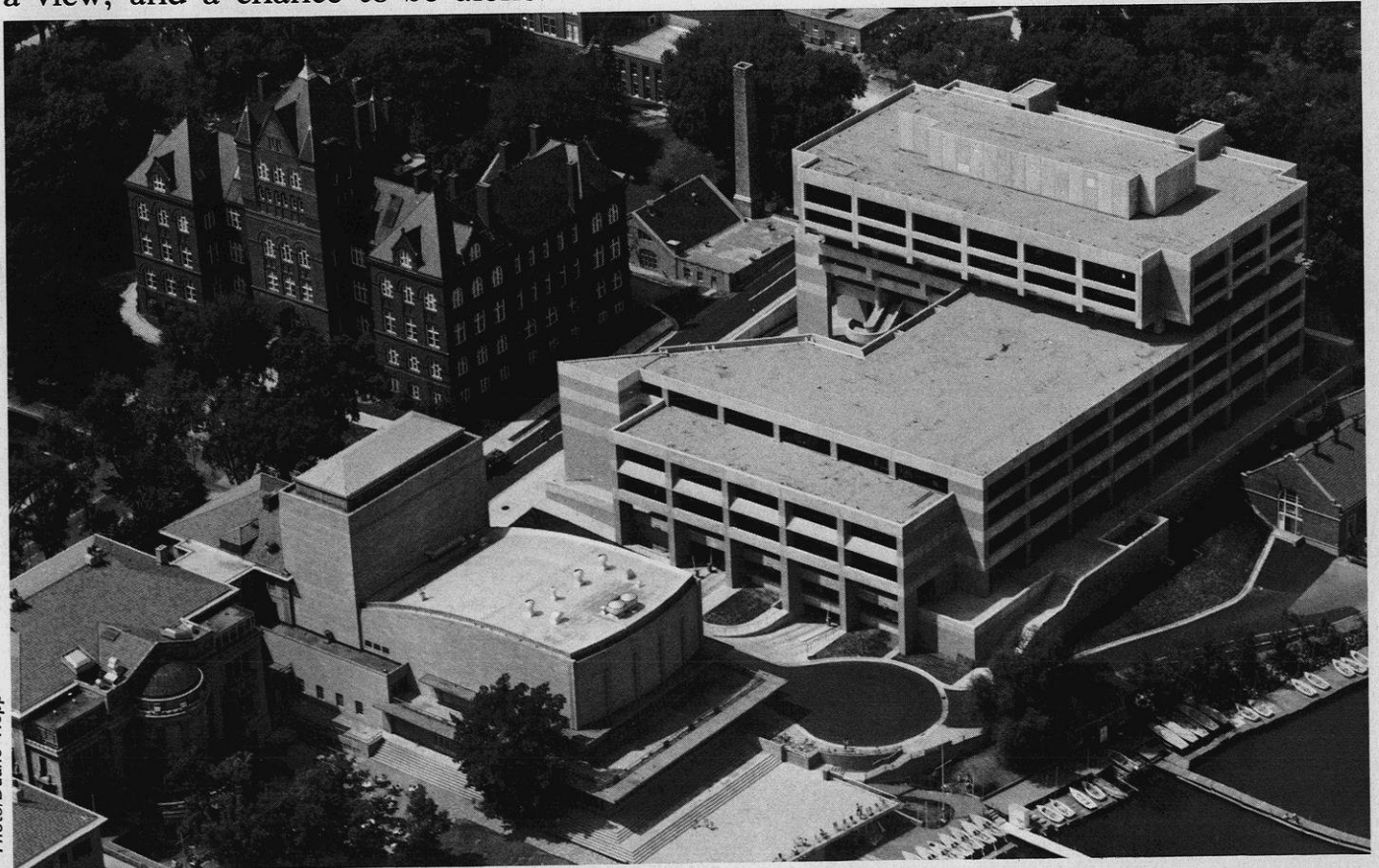
The parking facilities are reached through a N. Park St. entrance. The 220 spaces may be used by the public at night, but are reserved for faculty and staff personnel during the day.

The beautiful building, certain to please almost all aesthetic tastes, is located on the site once occupied by Journalism Hall and 600 N. Park Building.

Space vacated by the English and philosophy departments in Bascom Hall will be re-assigned to the School of Business and the department of communication arts. That formerly used by the Library School at 425 Henry Mall will be occupied by the School of Social Work.

TO HONOR A LADY

The new undergraduate library—Helen C. White Hall—opens with 135,000 books, a view, and a chance to be alone.
by JACK BURKE





Hurry! Only a Few Spaces Left!



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January 18-25, 1972



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This tour is limited to members of Wisconsin Alumni Association and their families.

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Madison 53706**

Quick! Send the brochure.

NAME -----

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CITY ----- **STATE** ----- **ZIP CODE** -----

LOCAL ALUMNI CLUB PRESIDENTS

Here are the people to call or write for information on joining your fellow Badgers in the UW Alumni Club in your area.

In Wisconsin

Antigo (715) 623-5873
Dr. Donald Blink '56
411 Second Avenue, 54409

Appleton (414) 725-7295
Robert K. Jennings '63
433 Lowell Place, Neenah 54956

Ashland (715) 278-3310
Kenneth Van Ornum '49
Marengo 54855

Baraboo (608) 524-2677
Myron E. LaRowe '62
134 S. Oak, Reedsburg 53959

Beaver Dam (414) 885-5182
Dr. Robert Boock '38
1226 Hiawatha Drive, 53916

Beloit (608) 362-7847
Francis McNamara '56
872 Lilac Road, 53511

Berlin (414) 361-0471
Edward Yankowski '46
201A Broadway, 54923

Burlington (414) 763-7325
Kirt J. E. Ludwig '66
409 Kendall Avenue, 53105

Darlington (608) 776-4290
Columbus Baivers '38
1044 Wells Street, 53530

Eau Claire (715) 835-9019
Jack Bartingale '55
208 W. Heather Road, 54701

Elkhorn (414) 723-4597
Paul E. Kremer, Jr. '68
111½ S. Wisconsin Street, 53121

Fond du Lac (414) 922-2381
Robert Anderegg '42
99 Meadowbrook Boulevard, 54935

Fort Atkinson (414) 563-8194
Jonathan Pellegrin '67
624 S. Main, 53538

Green Bay (414) 494-5851
Keith Hawks '51
1705 Forest Glen, 54304

Hartford (414) 673-5226
Mrs. John Grandine
733 Court Drive, 53027

Gogebic-Iron Range (906) 932-2427
Richard J. Dahnke '59
214 W. Ridge, Ironwood, Mich. 49938

Janesville (608) 752-2413
Don C. Holloway '43
1207 Clark Street, 53545

Jefferson (414) 674-2227
Arthur Jark '38
364 East Ogden, 53549

Kenosha (414) 657-7955
Nels H. Christensen '48
6404-40th Ave., 53140

La Crosse (608) 782-4425
Richard Markos '64
1216 Bluff Street, 54601

Madison (608) 836-8432
Dr. Richard Graf '53
218 Glacier Drive, 53705

Manitowoc (414) 682-1796
Roy F. Valitchka x'33
R. R. #4, 54220

Marinette (715) 735-6753
John Henderson '47
954 Edwin Street, 54143

Marshfield (715) 384-2637
Lyman F. Bosen '57
1300 Shawano Drive, 54449

Merrill (715) 536-4556
Martin Burkhardt '30
203 Cottage Street, 54452

Milwaukee (414) 352-1529
Steven Underwood '64
7634 North Seneca Road, Fox Point 53217

Monroe (608) 938-4796
Route #2, Monticello 53570

Platteville (608) 348-3366
Mick McKichan '32
205 Carlisle, 53818

Racine (414) 639-6607
Paul Smith '52
4117 Monterey Drive

Rhineland (715) 478-3767
Mrs. William Sekel '59
101 W. Lakeview Drive, Crandon 54520

Rice Lake (715) 468-7733
Darrell Aderman
Shell Lake 54871

Sheboygan (414) 452-0063
Kenneth Conger '59
4019 North 30th Street, 53081

Sturgeon Bay (414) 825-3545
Alfons Hilbert '55
Brussels 54204

Tomah (608) 372-2376
Miss Katherine McCaul '25
203 W. La Crosse Street, 54660

Watertown (414) 261-0923
Robert O. Bauch '40
1014 Charles Street, 53094

Waukesha (414) 646-8230
Thomas L. Schwaab '38
Route 1, Nashotah 53058

Wausau (715) 845-4336
G. Lane Ware '65
904 Woodward Avenue, Rothschild 54455

West Bend (414) 334-7590
Richard Smith x'52
431 Chestnut Street, 53095

Wisconsin Rapids (715) 424-1106
Arthur Gilmaster '51
1340 1st Street, N., 54494

Out-of-State

Akron (216) 864-1082
William R. Timmler, Jr. '61
1491 Rowles Drive, 44313

Atlanta (404) 255-9559
George C. Elliott, Jr. '35
6320 Aberdeen Drive, N. E., 30328

Aurora, Illinois (312) 897-2420
Mrs. Roger L. Bernard '49
721 North Fordham, 60506

Boston (617) 862-0178
Mrs. Robert Shrock '34
18 Loring Road, Lexington 02173

Buffalo (716) 649-7380
Dick Rice '57
43 Hunt Avenue, Hamburg, N. Y. 14075

Chicago (312) 945-6531
Ronald Leafblad '65
1331 Wilmot Road, Deerfield 60015

Cincinnati (513) 522-0468
Mrs. Berger Velander '46
9490 Sherborn Drive, 45231

Cleveland (216) 228-5080
Robert K. Schuster '55
17874 Lake Avenue, Lakewood 44107

Dallas-Fort Worth (214) 231-3656
Mr. and Mrs. John Olson '56
1315 Chickasaw Drive, Richardson 75080

Denver (303) 757-2889
Douglas Reich '65
4295 E. Mexico Street, Apt. 709, 80222

Detroit (313) 356-1801
Gordon Howard '61
28180 Lahser Road, Southfield 48075

Houston (713) 774-9279
Mark Wallace '51
6119 Rutherglen, 77035

Indianapolis (317) 253-0090
Douglas Heckle '40
7358 Countrybrook Drive, Court A, 46260

Kalamazoo (616) 327-4759
Dr. Allan Rudzik '62
6902 Hickory Point, Portage 49081

Kansas City, Missouri (816) 444-9068
Phillip Brown '58
408 E. 79th Street, 64131

Los Angeles (213) 641-0665
Harry Gold '62
6129 W. 78th Street, Los Angeles 90045

Louisville (502) 425-3908
Gerald Hawkinson '49
3306 Hillvale Road, 40222

Miami (305) 274-8333
P. Michael Maastricht '67
10360 S. W. 100th Avenue, 33156

(continued on page 26)

GROUND GAINER

It's authentic, this UW football helmet. And who's to know they didn't retire it after your days of gridiron glory. Or, if a lady were to give it as a gift for his office, den, or student room, wouldn't it seem he's her own personal hero? Beneath the helmet is a solid oak base; the switch is 3-way; the shade covered with natural burlap. Stands 30" high. Delivery in about 2 weeks. Christmas isn't all that far off! **\$39.95**

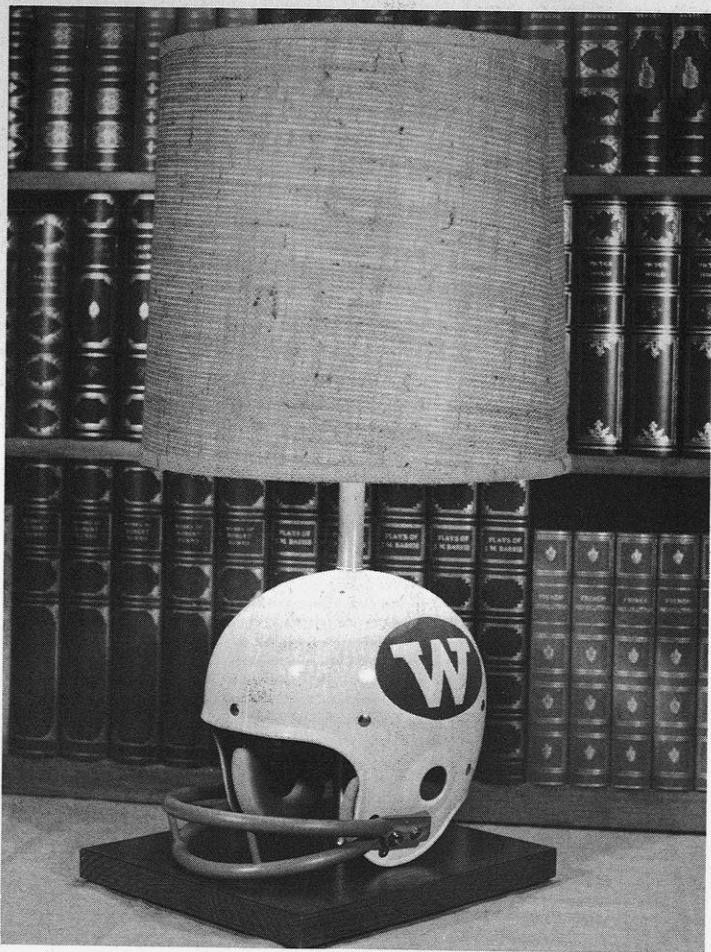
UW LAMP
650 N. Lake Street
Madison, 53706

Here is my check or money order for \$_____ Please send _____ UW helmet lamp(s) to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



This section is limited to news of members of the Wisconsin Alumni Association.

11/30 ANGA BJORNSON '11 has retired to a farm in Piedmont, Calif., after 42 years of teaching. She was featured in a recent article in the Madison *Capital Times* Green Sheet

BARRY J. ANSON '17, research professor in the department of Otolaryngology and Maxillofacial Surgery at the University of Iowa, is co-author of a book entitled "Surgical Anatomy," which was recently published in its fifth edition.

KATHERINE KLEUTER Lower '24 retired in June from the Bryn Mawr College faculty of which she had been a member for 24 years. A professor of Social Work and Social Research when she retired, Mrs. Lower was given the Lindbach Award for Excellence in Teaching. She plans to do further research in the field of child welfare and will help develop an associate degree program for social welfare technicians at Harcum Junior College. She lives at Rosemont, Pa.

ROBERT TURELL, M. D., '26, New York City, has recently published a second edition of his book "Diseases of the Colon and Anorectum."

Newly elected chairman of the trustees of the Memorial Union Building Association at the UW is LOWELL FRAUTSCHI '27, Madison.

31/40

WILLIAM H. TAMM

'38 has been named chief of the engineering division of the Norfolk district Corps of Engineers, United States Army. He was recently awarded the Department of Army decoration for meritorious civilian service.

ARTHUR D. HASLER '37 and Mrs. Hatheway Minton Brooks were married July 24 in Madison. Prof. Hasler is on the faculty of the Department of Zoology at the UW.

NORMAN HANKIN, M. D., '40 has been named assistant professor of clinical pediatrics at Washington University School of Medicine, St. Louis.

41/50

BERNARD A. KAS-

SILKE '43 has moved to Madison where he is superintendent of the South Central district of the United Methodist Church, Wisconsin Conference.

Col. O. W. MARTIN, JR. '44, has been awarded the Meritorious Service Medal for outstanding performance of duty as editor of *ARMR Magazine* from 1967 to 1971. He is now associate editor of *Military Review* published by the US Army Command and General Staff College, Fort Leavenworth, Kansas.

Newly elected as president of Wine and Spirits Wholesalers of America is LAURENCE A. WEINSTEIN '45. He is president of General Beverage Sales Co., Madison and of T & S Sales Co., Oshkosh.

DONALD R. KORST, M. D., '46 has been named assistant dean for educational administration at the UW Medical School. Dr. Korst is also coordinator for extra-mural programs in the UW department of medicine and director of education in internal medicine at Madison General Hospital.

Federal Judge John W. REYNOLDS '47 married Jane Conway on Aug. 1 in Eagle River. He was governor of Wisconsin in 1963-64.

HARVEY M. MEYERHOFF '48 has been elected president of the board of trustees of Park School in Baltimore. He is president of Monumental Properties, Inc., a subsidiary of Monumental Corporation of Baltimore. He lives in Owing Mills, Maryland.

ROSS PACKARD '49 is agricultural attache in the Republic of the Congo.

Appointed vice president of Shearson, Hammill & Co., nation-wide investment banking and securities brokerage firm is MORTON J. WAGNER '49. He lives in Manhattan.

RALPH M. GIBSON '50, and Ann Rose Fauerbach were married July 9 at Nellis AFB Chapel, Las Vegas, Nevada.

R. L. SAN SOUCIE '50 has been appointed president and chief executive officer of DLJ Capital Corp., a subsidiary of Donaldson, Lufkin & Jenrette, Inc., Wall Street investment bankers. He and his family live in Short Hills, New Jersey.

51/60

WILLIAM J. SFICOS

'51 has moved to New Orleans where he will be manager of the new Marti's Restaurant in the French Quarter. He was formerly manager of the Pyrenees Restaurant in Skokie, Ill.

Newly appointed as acting chairman of the Department of Nursing, UW University Extension is MAY SHIGA HORNBACK '54, Madison.

MARK SILBER '54 is one of the founders of Hume, Mansfield & Silber, organization psychologists, Chicago. He is an associate professor of Loyola University of Chicago and chairman of the Industrial Psychology Assoc. of Chicago.

ED DRAGER '56 is associated with the law firm of Law, Nagel and Clark, in Denver.

FRED H. GOLEN '57 has been elected president of Stineway-Ford Hopkins Drug Co., one of the large drug store chains in the Chicago area. He and his family live in Highland Park.

SUZANNE SUELTSMANN '58 was married to Herbert C. Dornfeld on July 3. They are living in Madison.

One of sixteen young men and women appointed by President Nixon to serve as White House Fellows for 1971-72 is MICHAEL S. NOLING '60. He will work with the Office of Management and Budget. He and his family are living in Bethesda, Maryland.

61/71

WILLIAM J. DAVIS '63

has been promoted to vice president of the American National Bank and Trust Co. of Chicago. He and his wife and three children live in Clarendon Hills.

New public relations director of the Floridians team in the American Basketball Assoc. is RUDY MARTZKE '64, who is living in Miami.

Mr. and Mrs. CHARLES H. McATEER III '64 (LINDA J. LEWIS '66) announce the birth of their second child, Charles H. McAteer IV, on June 30. They live in Middleton, where he is a C.P.A. with Dairyland Insurance Co. of Madison.

JEFFREY B. BARTELL '65 Madison, is chief staff counsel for the Governor's Citizens Study Committee on Judicial Organization in Wisconsin. His wife, the former ANGELA BALDI '69, is a law clerk for Federal Judge James Doyle.

DOUGLAS W. PORREY '65 has been named manager of industrial development with Cryogenic Engineering Co., Denver.

WEINSTEIN '45



SFICOS '51



GOLEN '57



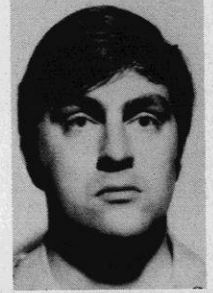
DAVIS '63



GREEN '69



LANDA '70



Minneapolis (612) 429-9110
Theodore Hermann '45
2044 Birch Street, White Bear Lake 55110

Minneapolis Alumnae (612) 473-2996
Mrs. Calvin Henninger '43
2710 Vagabond Lane, Wayzata 55391

New York City (212) 225-7456
Mrs. Frank Sanger (Joan) '46
73 Poplar Street, Douglaston 11363

Orange County, Cal. (213) 772-4310
Dr. Richard Theisen '50
710 Brookhurst, 92804

Philadelphia (215) 659-6387
Dr. Albert F. Preuss '49
142 Greyhorse Road
Willow Grove, Pennsylvania

Portland, Oregon (503) 644-3437
Roger Sackett '57
11550 S. W. Cardinal, Beaverton 97005

Rochester, Minnesota (507) 282-7369
Kenneth R. Cisewski '64
3102 Knoll Lane, N. W., 55901

Rochester, N. Y. (716) 244-3778
Mrs. Roger Cass (Carolyn) '60
122 Southern Parkway, 14620

Rockford (815) 962-3703
M. Bradley Wood '28
2620 Buckingham Drive, 61103

Rock Island, Illinois (309) 762-7480
Frank Jones '25
2507 32nd Avenue Court, Moline 61265

Sacramento (916) 483-8663
Philip Boehrer, M.D. '51
1121 El Sur Way, 95825

St. Louis (314) 966-4246
Owen T. Armstrong '47
1635 Dearborn Drive, Warson Woods
63122

San Antonio (512) 696-3654
Dr. Duane Kraemer '55
3315 Quakertown, 78230

San Diego (714) 583-4083
Richard J. Parsons '50
6260 Elder Place, 92120

San Fernando (213) 882-3160
Jerome S. Pick '53
22257 James Alan Circle, Chatsworth
91311

San Francisco (415) 362-7440
Ken Kessler '65
2200 Sacramento—#901, San Francisco
94115

Seattle (206) 824-0368
John Weber '49
23009 17th Avenue South, Des Moines
98188

South Bend (219) 234-8427
Donald Behnke '56
343 N. Coquillard Drive, 46617

Tucson (602) 623-9833
Howard Weiss '64
405 N. Granada Avenue, Apt. #7, 85705

Washington, D. C. (202) 229-0536
Roderick Riley '30
7021 Richard Drive, Bethesda 20034

Waukegan (312) 566-8153
Donald Furstenberg '49
427 N. Lomond, Mundelein 60060

Wilmington, Delaware (302) 478-7299
Alden J. Pahnke '47
1119 Crestover Rd.
Graylyn Crest

Mr. and Mrs. Michael Schnarr (JULIE TRAVER '65) announce the birth of their son, Derek Michael. The family lives in Lake Delton.

GORDON M. BAKKEN '66, assistant professor of History at California State College, Fullerton, has been given the Russell Sage Foundation Residency Fellowship of Law to attend the UW Law School, 1971-72.

RALPH KUREK '66, who retired from professional football with the Chicago Bears last July, is now on the staff of the merchandising department of J. Walter Thompson Co., Chicago.

JAMES C. SCHLUTER '67 has joined the Armco Steel Corp. as a development engineer in the new products department of the metal products division. He and his family live in Monroe, Ohio.

JAMES D. SHEAHAN '67, Sycamore, Ill., recently won the award for "Soldier of the Quarter" for William Beaumont General Hospital in El Paso.

Mr. and Mrs. John Howlett (KATHLEEN ZIEBARTH '68) announce the birth of a son, Andrew Thomas. The family has one other son and lives in Green Bay.

Lt. GARY H. SCHROEDER '70 has been awarded his silver wings at Laughlin AFB, Texas.

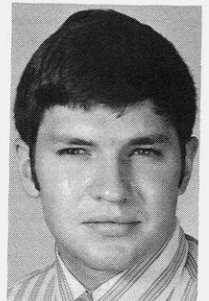
JANIS L. GREEN '69, who joined the Air Force after graduation, is presently a first lieutenant and has served the past year at Nakhon Phanom Royal Thai Air Force Base in Thailand. In November she will be reassigned to Offutt AFB, Nebraska to the 544th Recon Squadron as an intelligence officer.

Second Lieutenant JOHN W. LUKES '69 has been awarded his silver wings at Laredo AFB, Texas and is being assigned to Grissom AFB, Indiana.

SCHROEDER '70



O'BRIEN '71



HAVE A BITE OF LUSCIOUS NOSTALGIA

Dear Alumnus,

During your years here at the University, think of the many times you relished those succulent BRATS at the Brathaus or its predecessor, The Cabin. Just remembering them makes your mouth water, doesn't it!

Well, you don't have to settle for remembering any longer.

Now you can enjoy those same BRATS in your own home!

My company is their exclusive distributor, and we'll rush them to you in 8-lb. boxes. There are approximately 40 BRATS to a box. They'll keep beautifully in your freezer for up to three months. And the cost to you per box, including all shipping charges, is fourteen dollars.

That's about 35¢ each—less than a hamburger in a restaurant.

Your order will be on its way to you no later than the Monday after we hear from you. (We prefer to ship on Mondays to avoid any weekend postal delays.) It will come by Parcel Post, Special Delivery. Postpaid, of course.

Go on. Fill out the coupon. Order as many boxes as you like for your own use and for truly memorable gifts.

Sincerely,



Jay Botwinick

MURRAY MEAT COMPANY

P.S. Just a word about preparation. NEVER boil these choice BRATS. Oven broiling or pan frying is O.K., but charcoal BROILING is by far the best way! Then have a little happy nostalgia. Start the charcoal, draw a cool one, dim the lights. Your Brathaus BRATS will be done shortly.

Murray Meat Company 905 Jonathan Drive Madison, Wisconsin 53713		
Let me savor those BRATS! Here is my () check, () money order, for \$..... Please ship me ----- boxes at \$14 each immediately.		
NAME	-----	
ADDRESS	-----	
CITY	STATE	ZIP
-----	-----	-----

If you're coming to Madison for a football game, we're here to take your order by phone weekdays and until noon on Saturdays. Phone (608) 271-2155.

JOHN P. LANDA '70 is receiving six weeks practical work in military leadership at the Army Reserve Officers' Training Corps Advanced Summer Camp at Fort Riley, Kan.

Second Lieutenant KENNETH B. MIELKE '70 has received a Gold PRIDE (Professional Results in Daily Efforts) Award at Malmstrom AFB, Mont.

CAROL BARTZ '71 has been appointed as a sales representative in the Computer service sales department of the First National Bank of St. Paul.

GARY A. GILBERTSON '71 has been appointed Loan Officer at the West Bend branch of Production Credit Assoc. of Juneau, Wis.

JAMES P. O'BRIEN '71 has joined the Babcock & Wilcox Co., Barberton, Ohio, and will be assigned to the power generation division. He and his family live in Lynchburg, Va.

New editor of the *Badger Farm Bureau News* is GLENN SCHWARTZ '71.

JULIANNE WYNHOFF '71 is the sole female advertising sales representative for Madison Newspapers and was recently the subject of a feature story in the *Wisconsin State Journal*.

Newly Married

1960

Patricia Ann Heffernan and Noel W. IVERSON in Cleveland.

1963

Priscilla L. REICHARDT '69 and Michael William COPPS in Stevens Point. Jean Gillespie and Edward M. LAWRENCE in Malmo, Sweden.

Susan W. Chastain and David H. NIMMER in Minneapolis.

1964

Jane Agnes Malolepsy and John Charles GEREND in Wisconsin Rapids.

Elaine A. NIELSEN and Jerome McCarthy in Seaford, N. Y.

Marion Clancy WIECHMANN and Thomas W. Troxell in Vail, Colo.

Mary Kae CISNEY '69 and Michael WRIGHT in Racine.

1965

Barbara A. Vogt and Paul G. KOCH in Milwaukee.

Georgianne Podrug and Walter Lawrence LATHROP in Menomonee Falls.

Barbara Jean LeMieux and Joseph T. LEX in West Allis.

JoAnne C. PINGITORE and Daniel A. Rubjerg in Kenosha.

Sandra Kay Riedel and Gary Roger STECHMESSER in Maplewood, N. J.

FREE FOOTBALL PARKING

This year you can park free in Lot 60 for all UW home football games.

The lot is located at the northwest edge of the campus, adjacent to Nielsen Tennis Stadium and near Forest Products Lab.

Buses leave Lot 60 every five minutes, express to Camp Randall. Fare: 50¢. Return bus free, either during or after the game.

There are sandwiches, refreshments, restrooms on Lot 60.

Also: special parking areas available for groups on three-day notice. Call Tim Phillips at (608) 262-2956 or 262-6876.

1966

Lynn B. ZVONAR '67 and Richard W. CHERWENKA in Milwaukee.

Esther Kolbeck and Richard CHRISTIAN in Wausau.

Cheryl Lee DAVIS and Gerald T. DeGarmo in Racine.

Charlotte Overson and Ronald HENSLE in Janesville.

Jane Eleanor JESINSKI and Richard A. Braun in Sheboygan.

Elaine Ann Holt and Richard James KOLKMANN in Kenosha.

Kathleen Ann MADLAND and John Kowalski Jr. in Fox Point.

Marilyn Jean Kind and William C. T. PAPPATHOPOULOS in Gibson, Wis.

1967

Kathleen Ann SONDERGAARD '71 and Mark Sanding BONADY in Racine. Donna Lee HENDERSHOT '68 and Bruce W. HENKE in Madison.

Sharon L. Hill and Mark R. KERSCHENSTEINER in Calumet, Mich.

Lucinda Ann Wheeler and John David MACK in Spring Green.

Karen K. MOHAUPT and Lester V. WATTERS '64 in Madison.

Carol I. Boyer and Michael William STELLING in Indianapolis.

Marian Jean Tarasko and Paul David VETTER in San Bernardino, Calif.

Bonnie Jean Gastrau and Erv. C. WOLLER, Jr. in Hubertus, Wis.

Suzanne Rita Otto and Alvin WYSOCKI in Milwaukee.

1968

Sara Ann HALE and Austin H. Henry in Madison.

Mary J. Porter and Gerald Joseph HUIK in Naperville, Ill.

Susan Joye Erbach and James Louis HUSAK in Wauwatosa.

Mary Katherine Kiedrowski and John H. KOPMEIER in Stevens Point.

Diane Rose Christie and Richard George LEVIS in Milwaukee.

Jean Ann Elger and David John OLYSAV in Waukesha.

Margaret Thekla Wurlitzer and Richard Robert STEINMETZ in Nashotah, Wis.

Emily Jane Fisher and Eric James STRAUSS in Waunakee.

Linda Elizabeth ZINTHEFER '70 and Henry Charles WARMBIER in Sheboygan.

1969

Catherine Durbian and William A. BLOSS in Kenosha.

Nancy BORCHERS and James Stevenson in Oshkosh.

Jo Ann Hendickson and Joseph J. DAIS in Green Bay.

Marianne GILLETTE and John Edward Taylor in Ft. Sam Houston, Tex.

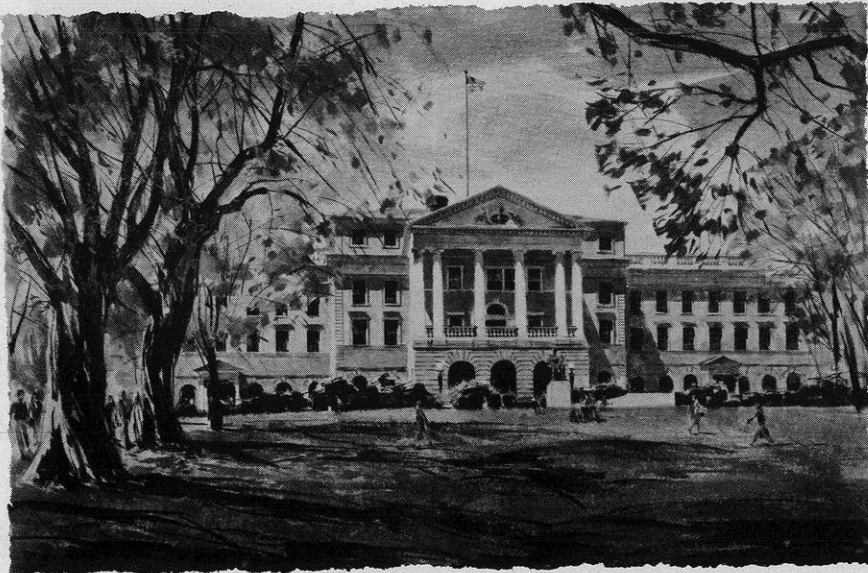
Susan Marie Malach and Dallas W. HILDEBRAND in Park Falls.

Betsy Ann MEYER and Richard Webster Horsfield in Hartland.

Mary Jean NYSTROM and Roger Harold Kraft in Cumberland.

Judy Delores RENNY and Anthony John Petcher in Keshena, Wis.

Gail M. SHORT and John N. Hanson in Waukegan.



Own this enchanting Wisconsin Portrait



Famed watercolorist Robert Childress came from his Connecticut studio to choose these three favorite sites for his portrait of the University. From his vibrant originals he carefully supervised this limited first edition. Here is Bascom Hall amid autumn foliage, Carillon Tower surrounded by the soft pinks and greens of spring, and the Lincoln Statue in the rich patina of the years. Reproduction is on heavy watercolor style paper. The Bascom Hall print is 24" x 18"; Carillon Tower and Lincoln Statue are 12" x 16" each. Each will frame handsomely, of course. Own a set for your den or office, and give sets to your friends and family to whom these beloved scenes mean so much. \$20 the set, unframed.

Portrait of Wisconsin
650 N. Lake Street
Madison, 53706

Please send me _____ set(s) of the First Edition Reproductions of the three paintings by Robert Childress.

- I enclose payment (\$20 per set)
- Please bill me (\$20 per set plus \$1 handling and postage)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Checks should be made payable to "Portrait of Wisconsin"

Alumni News

continued

Diane Theresa STAMLER '70 and David J. OLSEN in Madison.

1970

Joan Sandra BELL and Thomas Galoway GODFREY in Akron, Ohio.

Sharon Lee BORDER and Larry William Pyatt in Janesville.

Gloria Ann WENZEL '71 and Thomas A. BRATKOWSKI in Wausau.

Marilyn Louise Fratt and William D. BYRNE in Oshkosh.

Carol Roberta GRAVES '71 and David Lee HUFF in Oconomowoc.

Barbara Ann JONES and Gary Lee Henkelmann in Wind Lake, Wis.

Karen Louise KAMPMEYER and John David Larson in Merrill.

Lavonne E. KENNEDY and Timothy McClure in Rockford.

Nancy Braithwaite and Myron A. LEVINE in Madison.

Irene LIANG '71 and Robert E. LUKES in Madison.

Madalyn Lorraine MEYTHALER and Geoffrey Jacob GEMPELER in Madison.

Ruth SAFERSTEIN and Andrew Gold in Kansas City, Mo.

Susan A. SCHULTZ and Jerald A. Stephani in Manitowoc.

Mary Pat SCHUMACHER and Thomas William Balistreri in South Milwaukee.

Cynthia Williams SDANO and Frederic Farley Burchsted in Sheboygan.

Christine THOMAS and Michael A. STEINMANN in Durward's Glen, Wis.

Cheryl Beth TOPP and Gerald Russell Schwier in Madison.

Joan Marie TORKE and Stephen Thomas Graff in Manitowoc.

Nancy Lois WALLACE and William John LAUZON '71 in Lake Mills.

Barbara ZIMMER and Mark Jung in Fort Atkinson.

1971

Alida Loren Hurc and Ronald Leslie ANDERSON in Madison.

Diane Darlene Dabill and James Jerome BECKER in Neenah.

Barbara Sue Weil and Richard Allan BRAUN in Milwaukee.

Jill Louise COUNSELMAN and John Marley NORTON in Monroe.

Laneh Marie DRAHEIM and Lee Norman Johnston in Two Rivers.

Dona Mae GAIER and Frederick Francis Frusher II in Baraboo.

Linda Jean GOLDSCHMIDT and Fredrick M. COHEN in Milwaukee.

Kay GUENTHER and Chris Krier in Random Lake, Wis.

Carol Ann Ward and Robert Milton HACKBARTH in Madison.

Patricia Anne HALLER and John Carl Lounds in Cambridge, Wis.

Mary Joan HAMMEL and Thomas Gregory Tierney in Madison.

Patricia HAUSER and Paul Frederick Flee in Madison.

Kathy Darleen Spyttek and James Allen HOCK in Elm Grove, Wis.

Donna Mae Ostrom and Larry Michael HOLMES in Middleton.

Lynn JONOKUCHI and Michael Walter Lueck in Milwaukee.

Susan Marie KATH and David Roger Lease in Janesville.

Nancy Marsceau and James KRAHN in Kaukauna.

Laurene Kae Kuhl and Michael J. KIETZER in Lomira, Wis.

Linda Elizabeth LARSON and Steven Thomas Eide in Soldiers Grove, Wis.

Kathryn Lynn Likes and Duane Edward YOUNG in West Salem, Wis.

Charlene Ann MANTHEI and Bobby Eugene Faust in Pleasant Prairie, Wis.

Renee Shebesta and Thomas Harlan MIHAL in Brookfield, Wis.

Mary Louise Schallert MOELLER and Ansis Hagen Freimanis in Madison.

Ann Marie MUERMANN and William Bennett Nichols, Jr. in Chetek.

Kay Elizabeth NELSON and Richard W. Broome in Deerfield, Wis.

Annmarie Loos and Gene L. NIMMER in Madison.

Linda Marie Richardson and Bruce Elery NIMZ in Rhinelander.

Victoria Irene Finder and Steven Arthur OLSON in Stoughton.

Sharon Christine Thompson and William Jacob OLSON in Madison.

D You'll feel so Welcome
at the HOTEL
**LANKINTON
HOUSE**
...so "at home" in the
cordial,
friendly
surroundings!

RATES FROM \$1000

FREE Park and Lock Parking in new Pavilion for PLANKINTON Guests

Ideally located—close to everything!



Newly remodeled. Fine, modern facilities... large, comfortable accommodations, all with Radio, TV, Air-Conditioning.

Delicious food served in the COFFEE SHOP • TARTAN ROOM • GRILLE & BAR

all comfortably air-conditioned

the "Preferred Hotel" in Milwaukee MICHIGAN ST. at PLANKINTON Downtown on I-94 to Plankinton Exit, then one block North to Hotel

MILWAUKEE, WISCONSIN

Marilyn Murphy and James Peter O'ROURKE in Egg Harbor.

Ann Mary Hochstetter and Joseph T. PAWLAK in Madison.

Carol Ann PETTIBONE and David J. Anderson in Racine.

June M. Krueger and John F. PILGRIM in Rhinelander.

Cynthia Louise ROMAKER and Daniel A. Thoftne in Madison.

Jean Mary Wisnicky and Earl Louis SCHUETTE in Spring Valley, Wis.

Christine Mary Koenigs and Ronald Joseph SCHWENK in Marytown, Wis.

Katherine Mary SPRINGER and Larry L. SCHREIBER in Lake Mills.

Marianne Bishton and Dennis STANKE in Lake Geneva.

Carolyn Cance Senty and Michael F. STIEGHORST in Sheboygan.

Karen Louise STRANGEBERG and William Eugene Nowell in Kenosha.

Lisa Ann Neese and John Edmund THACHER in McFarland.

Sharon McAllister and William THIEL in Weyauwega, Wis.

Susanna TOY and Richard J. HAMMES in Milwaukee.

Patricia Lynn WILLIAMS and Frank Capozzi in Madison.

Jane Therese Safransky and Dennis M. WOJTAK in Kenosha.

Judith A. Anderson and James P. WUNSCH Jr. in Madison.

Deaths

Carl Elisha FISCHER '00, Cottage Grove, Ore.

Oscar H. GAARDEN '07, Winona, Minn.

Mrs. F. Ellis Johnson (Elizabeth Dale TROUSDALE) '09, Salem, Ore.

Charles William STODDART '09, State College, Pa.

Mrs. Orson C. Gillett (Leslie B. WEED) '10, Madison.

Anita L. DOHMEN '11, Milwaukee.

Ethel Theodora ROCKWELL '11, Madison.

Leora VAIL '11, Benton, Wis.

George McMurtrie MOORE '12, Jackson, Minn.

William Francis PLUMMER '12, Baraboo.

Dean Brown BECKER, Sr. '13, Ft. Atkinson.

Richard Clarence NEVIN '13, Racine.

Katherine SARAZIN '16, Southport, Conn.

Rolf GRIEM '17, Pittsburgh.

Winifred P. BOWLES '19, Waunakee.

Karl Simeon BARNARD '22, Brillion.

Cyril Lambert ERICKSON, '22, Naples, Fla.

Louis Orlando EVENSON '23, San Angelo, Tex.

Dominic Frank SCHMIT '23, Moorestown, N. J.

Herman Henry BARKER '24, Eau Claire.

Mrs. Lon L. Grier (Florence Esther THOMPSON) '24, Milwaukee.

Anna KUSTA '24, Two Rivers.

Sam SCHWARTZ '24, Madison.

Clarence Gerald JAX '30, Houston.

Leone Florence OLDER '30, Madison.

Edward Eugene DEN DOOVEN '32, Menasha.

Mrs. William H. Frackelton (Jane Rohn LOVE) '32, Milwaukee.

Mrs. Leslie A. Wood (S. Jane HOOVER) '34, Phoenix.

William James HARLEY '35, Milwaukee.

Karlton Alvin KRASIN '35, Chicago.

Jane Catherine DALE '38, Monmouth, Ore.

Erland Waldemar JOHNSON '38, Sheboygan.

Howard Herman BIENDARRA '39, Springfield, Ill.

Warner Eugene FRANK '39, Wheaton, Ill.

Eugene Frank KUEHLTHAU '39, Moline, Ill.

Rev. Reynold Daniel McKEOWN '39, Green Bay.

Mrs. Harold A. Winson (Lucille Helen KLAFTER) '39, Jamaica, N. Y.

Mrs. Leo H. Eberhardy (Frances Theresa WILLIHNGANZ) '41, Madison.

Roland Keith WACKER '42, Madison.

Jerry Louis DAME '43, Madison.

Herbert Theodore SCHLINKERT '47, Ridgewood, N. J.

Lois Mae OEHLER '50, Appleton.

Walter Daniel VON GNECHTEN '50, Madison.

Mr. and Mrs. Donald PURUCKER '51 (Joan Mary EISENMANN) '51, Waterford, Wis., in an automobile accident.

John Anthony CHECK '53, Madison.

Richard Paul KUHLEN '60, Madison.

William Thomas PEYTON '68, Boston.

Stephen Thomas LIMMEX '69, Spring Green.

FACULTY DEATHS

Margaret Kuenne HARLOW, primate psychologist, on the faculty since 1946 and renowned for her work in primate behavior done in conjunction with her husband, Prof. Harry Harlow, whom she married in 1948.

The WAA Staff
invites you to

STOP BY FOR COFFEE

before every
Home Football Game!

It's a tradition, you know, asking you to join us for free coffee, cheese and/or Wisconsin cranberry juice when you get to Madison for a UW football game.

This year we're moving* our Hospitality Room to the new Union South, at Randall and Johnson. Pull into one of the many parking lots near Camp Randall, and stop to see us between 10 a.m. and noon.

We'll also have a cash bar for your pre-luncheon cocktail, and there are several excellent dining rooms in the Union.

We'll be looking for you!

* On Homecoming Weekend, Nov. 6, we'll be there and at Alumni House, 650 N. Lake St.

110

WISCONSIN ALUMNI ASSOCIATION • FOUNDED JUNE 26, 1861

It's *our* birthday, but you get the benefits. For you in the classes of 1932-1963 we're setting a special Life Membership single rate of \$110, payable in one installment.* (Normally, for your age group the rate is \$150.) We're lowering husband-wife Life Memberships, too, to \$135, payable in one installment, instead of the regular \$175. Take advantage of the \$40 saving. It's from us to you, with thanks, for 110 great years!

Classes of 1932-1963, add \$35 to either of the above rates for Lifetime memberships in any of these constituent groups: Home Ec, Journalism, Music, Nursing, Pharmacy, Social Work, Women's Phy Ed.

*Other classes keep your special rates on single or husband-wife memberships: 1964-70—\$100 & \$120, payable in five annual payments if you prefer. 1922-31—\$75-\$100, single payment only. 1894-1921—\$30-\$40, single payment only.

UW Alumni Association
650 N. Lake St.
Madison, Wis. 53706

Happy birthday to us! Here is my check for \$ _____
for a Life Membership under the special rates.

Name _____ Class _____

(Wife's maiden name, if alumna, for husband-wife
membership) _____

(Include constituent group, if any) _____

Street _____

City _____

State _____ ZIP _____