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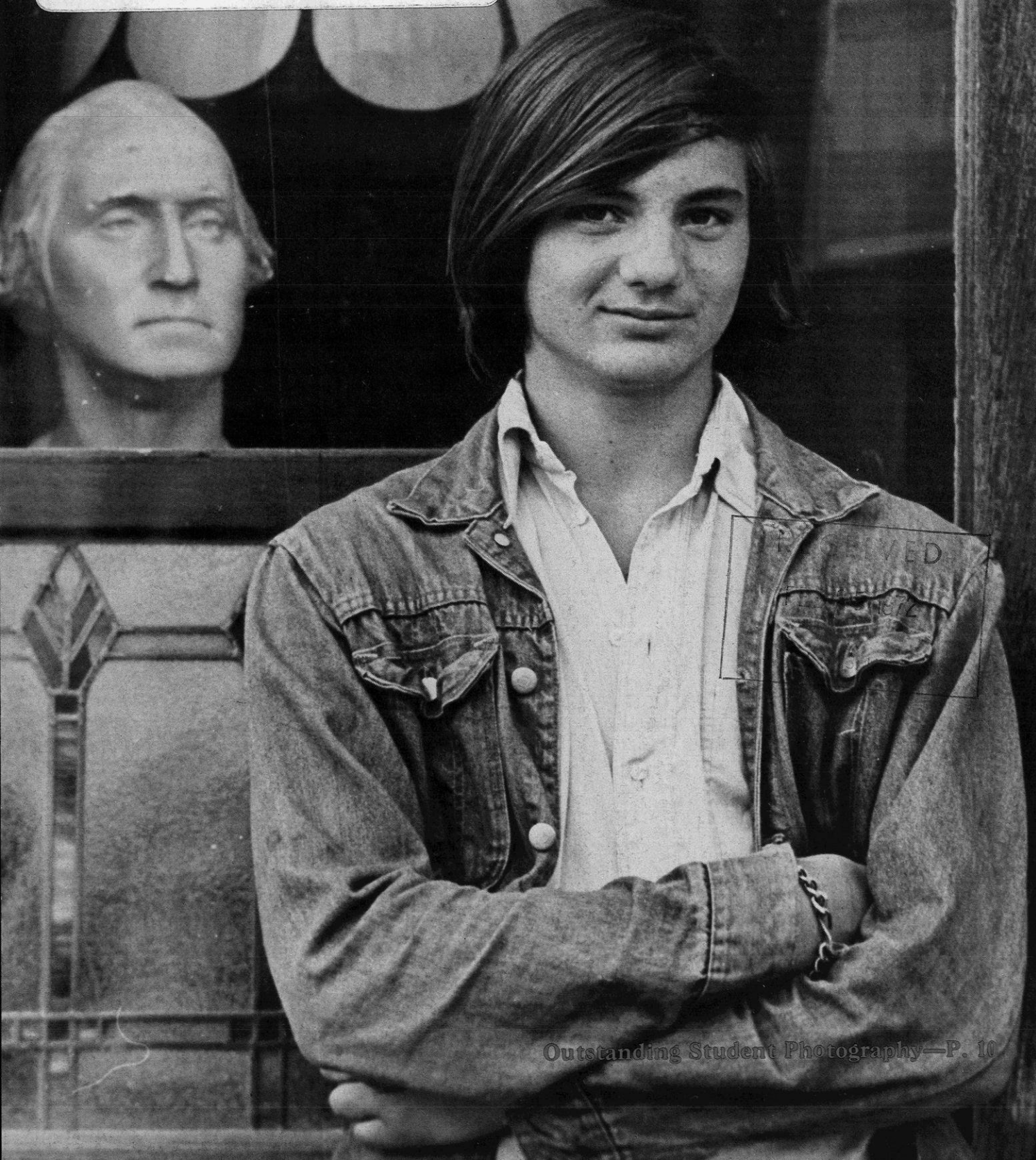
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Wisconsin Alumnus

PR
February 1972

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#4



Outstanding Student Photography—P. 10

Wednesday, July 5th—NEW YORK. Assemble with fellow Badgers and their friends at John F. Kennedy International Airport. Attend our preflight party! Your first chance to say "hello" to your tour companions and to meet your Badger Hosts, Florence and Marty Below. Then board your evening TWA Jet for Austria's imperial capital on the blue Danube and three weeks of enchantment in Europe.

Thursday, July 6th—VIENNA. Customs and immigration are over quickly. In a short time, Mr. Leo Rombouts, your Alumni Holidays' professional European Tour Director, meets the Badgers and accompanies you aboard our deluxe motorcoach to the INTERCONTINENTAL HOTEL. Later this afternoon, after you've had a chance to relax, join your hosts and Leo at our special "Badger Welcome Cocktail Party" at the hotel . . . just for you and your tour companions.

Friday, July 7th—VIENNA. Breakfast and the morning is free for activities of individual interest. Sleep late or, if you can't wait, explore more of Vienna! Our afternoon tour takes you to see Hofburg Palace, St. Stephen's Cathedral, "The Ring" of boulevards and the lovely castle of Schonbrunn, former summer residence of the Austrian Emperor . . . all reminding you of the royal past of friendly old Vienna. Still another treat tonight: a special "new wine" dinner at Grinzing—with folk singing and Viennese music!

Saturday, July 8th—BUDAPEST. Breakfast and morning free to relax or take a scenic stroll. This afternoon we leave beautiful Vienna by unique Hydrofoil and sail along the wonderful blue Danube, witnessing the gorgeous scenery enroute, until we arrive in early evening at BUDAPEST. The twin cities of Buda and Pest on the Danube form a city of music, romance and beauty. We are soon at the DUNA INTERCONTINENTAL HOTEL, in time for dinner.

Sunday, July 9th—BUDAPEST. Our "after-breakfast tour today includes the 13th century Coronation Church, the fairytale Margitsziget Island, named after Budapest's patron saint, and the old inner city of Pest, plus Fisherman's Bastion and the Citadel. Lunch at your hotel today, as we have planned a special dinner party tonight at the Voros Csillag Hungarian Restaurant with gypsy music and dancing!

Monday, July 10th—BUDAPEST. Leisurely morning for you to explore this city and relax. Snap pictures of historic buildings—buy handmade lace and embroidery. At noon, we take a scenic train ride to BELGRADE, impressive capital of Yugoslavia. Enjoy a delicious lunch on board. We arrive at 7:00 P.M. and transfer to the METROPOLE HOTEL. Dinner tonight at the hotel.

Tuesday, July 11th—BELGRADE. Exciting day ahead! After a morning of leisure, a host of memorable sights are ours to behold in today's sightseeing. It includes the huge Kalemegdan Fortress surrounded by the beautiful Kalemegdan Park, open-air historical exhibition, the Herald of Victory monument, broad boulevards, 17th century Bajrakli Mosque, modern buildings, the university and parks. Dinner at the hotel.

**You have your
fun
cut out for you
on our
BADGER
HOLIDAY
in
CENTRAL
EUROPE
and
GREECE**

Wednesday, July 12th—BELGRADE. Mosques and Minarets! Home seems far, far away as we gaze at the strange sights of this exotic country while our private deluxe motorcoach moves through Sabac and Koviljaca Spa to SARAJEVO, one of Europe's most interesting cities, and the TERMA HOTEL. Dinner at the hotel.

Thursday, July 13th—SARAJEVO. A last look at picturesque Sarajevo and its crowded bazaar, the Bascarsyja (world-famous for its craftsmen), and we motor along the colorful valley of the Neretva river to Mostar. We'll take a peek at its 16th century, heavily fortified stone bridge, built by the Turks, before we move on to the

cultural seaport city of SPLIT and the HOTEL MARJAN. Dinner at the hotel.

Friday, July 14th—SPLIT. We leave the interesting Roman Empire outpost of Split (site of Diocletian's unusual imperial Palace, circa 305 A.D.) and embark on the Adriatic for a delightful day's cruise along the most spectacularly scenic coast in Europe to the walled resort city of DUBROVNIK, "Pearl of the Adriatic" and the EXCELSIOR HOTEL. Dinner at the hotel.

Saturday, July 15th—DUBROVNIK. We're spun back into the 16th century as we cover the narrow, cobblestoned streets of old Dubrovnik to gaze at historic sights. Sightseeing will include Sponza Palace, the Cathedral, Onofrio Fountain, and a drive to the Ombla river source. Before returning we'll enjoy a breath-taking panorama of the city and its island from atop the Zarkovica Hill. Dinner tonight at the hotel.

Sunday, July 16th—DUBROVNIK. Lazy day for shopping, swimming, suntanning or just relaxing in this beautiful resort, or enjoy an excursion to dramatically lovely Montenegro including St. Stefan. Visit the bay of Kotor. Return to Dubrovnik at twilight to join the natives in their "korzo" as they promenade up and down the car-free main street. Dinner at the hotel.

Monday, July 17th—DUBROVNIK. Unforgettable day! We jet to ISTANBUL overlooking the Golden Horn. Balance of day on your own to bargain in the bazaars for gold bracelets, carpets and antiques. We have dinner tonight at your hotel, the ISTANBUL HILTON.

Tuesday, July 18th—ISTANBUL. After breakfast this morning, we catch the mystery and exotic atmosphere of this sprawled-out city in sightseeing that includes Galata Bridge, Hippodrome Square, the old Seraglio, Obelisk, Sultan Ahmet Mosque (Blue Mosque), St. Sophia, Walls of Istanbul, Ataturk Bridge and other fascinating sights. This afternoon, a captivating cruise between Asia and Europe on the Bosphorus! With Istanbul's 500 mosques as a dramatic backdrop, we'll pass charming bays, quaint fishing villages and sparkling resorts. We'll sail to Sariyer at the entrance of the Black Sea, call at Rumelihisar to visit the famous Fortress, then return to Istanbul and our hotel for dinner.

Wednesday, July 19th—ISTANBUL. Breakfast and morning at leisure. This afternoon we jet to **ATHENS**, ancient and modern city of Greece whose golden past still lights the world! We transfer to the **HOTEL GRANDE BRETAGNE** for dinner and the night.

Thursday, July 20—ATHENS. Glorious free morning! We get to know colorful Athens this afternoon on our tour as we visit the National Archaeological Museum, then by the National Library, the University, Academy, the Royal Palace and to the fascinating Temple of Zeus . . . and much more. This afternoon on your own to relax and enjoy Athens. Dinner at the hotel.

Friday, July 21st—Sunday, July 23rd—CRUISING. Calling all connoisseurs of the unusual! It's "all aboard" for a trip to the enchanted islands and mythical lands as we sail our luxurious yacht-like steamship **STELLA MARIS II** on a sunny, relaxing three day cruise! Beautiful days on the incredibly blue waters that surround these fabled isles. We'll visit delightful Mykonos, Capri of the Aegean with its 365 chapels; Rhodes, where we'll view the magnificent and beautiful statue of Aphrodite; Heraklion, capital of Crete and volcanic Santorini, site of an ancient civilization.

Monday, July 24th—ATHENS. We arrive back at Piraeus in the morning and transfer by private motorcoach to the **HOTEL GRANDE BRETAGNE**. The entire day is free to wander around exciting Athens. See the sidewalk sponge seller, the street juggler, the small street Kiosk. Tonight after dinner, attend a presentation of "Sound and Light," a never-to-be-forgotten experience.

Tuesday, July 25th—ATHENS. Your first full day in Greece, completely at leisure. Tonight, attend our special "Farewell Dinner" at the Restaurant Dionysos, across from the Acropolis . . . You'll treasure the memory of this climax to your Badger Holiday.

Wednesday, July 26th—ATHENS. We jet back home, arriving later that same afternoon in New York—the end of a perfect "Badger European Holiday!"

\$1,549

per person from New York, air fare and land arrangements included, on the basis of two persons sharing a double room.

Supplement for single room occupancy: \$160.00 including Cabin on ship.

TERMS AND CONDITIONS

TRANSPORTATION—Round-trip Jet Air Transportation, New York to Europe via **TRANS WORLD AIRLINES** in Economy Class Service, based on the Group Inclusive Tour Fare (GIT). Transportation in Europe based on Tourist or Economy Class. "STELLA MARIS II", 3-day Greek Island Cruise, based on two in an air-conditioned outside cabin.

PARTICIPATING AIRLINES—All IATA and ATC Member Carriers.

LAND TRANSPORTATION—Deluxe motorcoach throughout the tour.

TOUR ESCORT—Services of a professional Tour Escort throughout the tour.

HOTELS—Twin-bedded rooms with bath in first class or deluxe hotels listed, or similar, based on two persons sharing twin-bedded rooms.

MEALS—Snacks and meals are served on Transatlantic planes. In Europe, plain Continental Breakfasts and table d'hôte luncheons or dinners are provided throughout the tour. Also included are special meals indicated in itinerary. All meals included on cruise.

SIGHTSEEING—By private deluxe motorcoach, as specified in the itinerary. All admission fees included. Shore excursions on cruise are included.

BAGGAGE—Is limited to two normal size suitcases. A 44-lbs. weight allowance is granted on transatlantic flights.

TRANSFERS—By private motorcoach from airports and railroads as listed in the itinerary, including the conveyance of 2 pieces of hand luggage only, per person.

PORTERAGE—Included throughout the tour.

TIPS AND TAXES—All necessary gratuities to hotel staff, porters, cham-

Wisconsin Alumni Association
650 N. Lake Street
Madison 53706

Please make reservation for individual(s) on your "Badger European Holiday and Greek Island Cruise."

Name

Home Address

City/State

Zip Phone

Enclosed \$. deposit.

(\$200.00 per reservation required. Balance Due by May 5, 1972)

bermaids are included. However, individual tipping for special services rendered are not included and are left to your discretion. Local and state taxes are not included.

CANCELLATIONS AND REFUNDS—All cancellations for whatever reason will be subject to a cancellation charge of \$10 per person. Refund of balance of deposit will be made up until 21 days prior to departure date of the tour. For cancellations made less than 21 days before departure of the tour, a cancellation fee of 25% of the applicable air fare is required by the airlines in accordance with airline regulations.

PASSPORT AND VACCINATION CERTIFICATES—All Passengers must be in possession of a valid passport. It is the responsibility of each passenger to ensure through the proper authorities that his (her) passport and vaccination are in order. Both documents must be valid until date of return.



Your hosts: Marty and Florence Below '24

ON WISCONSIN



Arlie and his Maryalice at his 10th Anniversary observance.

Note: We muzzled Arlie this month for reasons unbeknownst to him, to invite a really good writer to take over! He is Lloyd Larson '27, sports editor of THE MILWAUKEE SENTINEL, with this to say about Arlie and his first decade as executive director of Wisconsin Alumni Association. —Ed.

It is always a delight to give a skyrocket to a fellow Badger. That goes double in the case of Arlie Mucks, our man in (almost) perpetual motion. And I am pleased to have the opportunity to tell him so before you fellow alumni and other distinguished "reading" witnesses.

Arlie had mighty big shoes to fill when he succeeded John Berge as executive director in January of 1962. But it was obvious from the start that he was equal to the challenge. In fact, I doubt that anyone ever came to a new job more completely equipped.

He was, first, a WISCONSIN man through and through—a loyal, dedicated believer—as was his father, the late Arlie Mucks, Sr., before him. His entire life has been spent practically within sight of or actually on the campus.

But deep interest in Wisconsin was only a start. He was blessed with other extraordinary and equally vital qualities. To mention a few: intelligence, personality and integrity . . . tremendous drive and enthusiasm . . . ability to organize, direct and supervise . . . great capacity for work. He was an idea guy, too.

The selection committee quickly came to a decision after concluding that Arlie had all the tools, to borrow an expression popular in professional sport circles.

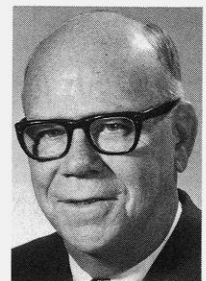
What's more, as a baseball manager or football coach would say, he proceeded to put it all together in impressive fashion from the moment he was officially appointed.

I am proud to have been a member of that committee. More than 10 years after the fact, I say without fear of contradiction that all our high hopes were realized because we picked a true big leaguer.

Moving into year No. 11 of what we sincerely hope will be a long, long career as our chief executive officer, Arlie continues to give us big league performance day in and day out. The record clearly tells all on that score.

The Wisconsin Alumni Association and Badgers everywhere salute you, Arlie Mucks!

Regards,



Lloyd Larson

FORGET ABOUT BUSINESS



ALUMNI WEEKEND

May 19-21

Everyone welcome back! Special reunions for Classes of: 1947, '42, '37, '32, '27, '22; combined '16-'17-'18; Band of 1915.

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COVER PHOTO

"George and Friend" by Rick Eiber

WISCONSIN ALUMNI ASSOCIATION

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RED WILSON REVISITED

An interviewer looking for hot copy would throw away his Bic about three minutes into a session with Red Wilson. Even Howard Cosell, the nabob of noise, would probably run out of decibels shortly after covering Bob's 10 years as a catcher for the White Sox and Detroit, a decade for which he earned a .258 batting average via 455 hits in 1,763 at-bats in 610 games. Oh, maybe Cosell could stay hysterical for a while longer, talking about Wilson's UW football career in which he won the Big Ten MVP award as an end in 1949 (his senior year when he captained the team), and for which he practiced by taking team MVP honors as center for two previous seasons *along with* a 1947 all-conference citation *while* he led the baseball team in batting with .342 and .426 in '48 and '49. But after that, Howard baby, you're out of work.

Bob Wilson speaks softly and deliberately, is not mad at anyone, and probably the last person who heard him cuss made him stay in at recess to clean the blackboards. In short, the only thing colorful about him is his hair, and it's getting so you have to jump to see much of *that*. He isn't much fun for the Cosells of the world.

On the other hand, several thousand people from Wilson's past and present think that he is just fine the way he is. If he comes on more like a bank president than a jock it is because he is the former now, and never sounded like the latter anyway. He is also the 1971-72 president of *Wisconsin Alumni Association*, a spot which, if it does not exactly require a hot-line to Henry Kissinger, does demand that its holder be gifted with dignity and intelligence, objectivity, dedication and sometimes an asbestos ear. It is because Wilson has these attributes in spades that we're talking about him here.

We interviewed Red at the West-

gate Bank over which he has presided since they built it 2½ years ago on not-quite-abandoned farmland on Madison's far west side. The bank is low and brick, with lots of drive-in windows from which, if a teller reached out far enough, she could use a silo wall for an emery board. Inside, it is quiet and open and friendly. Bob's office is a glass box in one corner, sans trophies but with a woodsy watercolor and photos of Vera, his wife of 22 years, their 19-year-old son who is now in the Air Force, their daughter—a senior at West High, and their five-year-old boy. Color: Bob offered us a Certs.

We asked him what he thought of the recent University merger. "At the moment I don't have any strong feelings one way or the other. I think it's an evolutionary period which hopefully could result in an even greater University. One measure of its success or failure will continue to be the attitude of the students themselves; their feelings. So far they're still very much interested in going to Wisconsin. They know it's a challenge—a great school. When they graduate they can take a lot of pride in having got through four tough years here. I think that as long as they react this way, we're in the right direction."

The kids themselves? "I have a lot of confidence in them. I think they're going to come out with the values we need. From time to time their emphasis has been sidetracked from education onto other things about which they're concerned. Now I think there's a re-emphasis on getting the education first, as a solid base from which to do a better job of solving the other problems that bother them."

Wilson graduated in 1951, an insurance major. He recalls former Commerce Professor Frank Graner as his most effective instructor, and this observation led him to say that today maybe it's harder for students

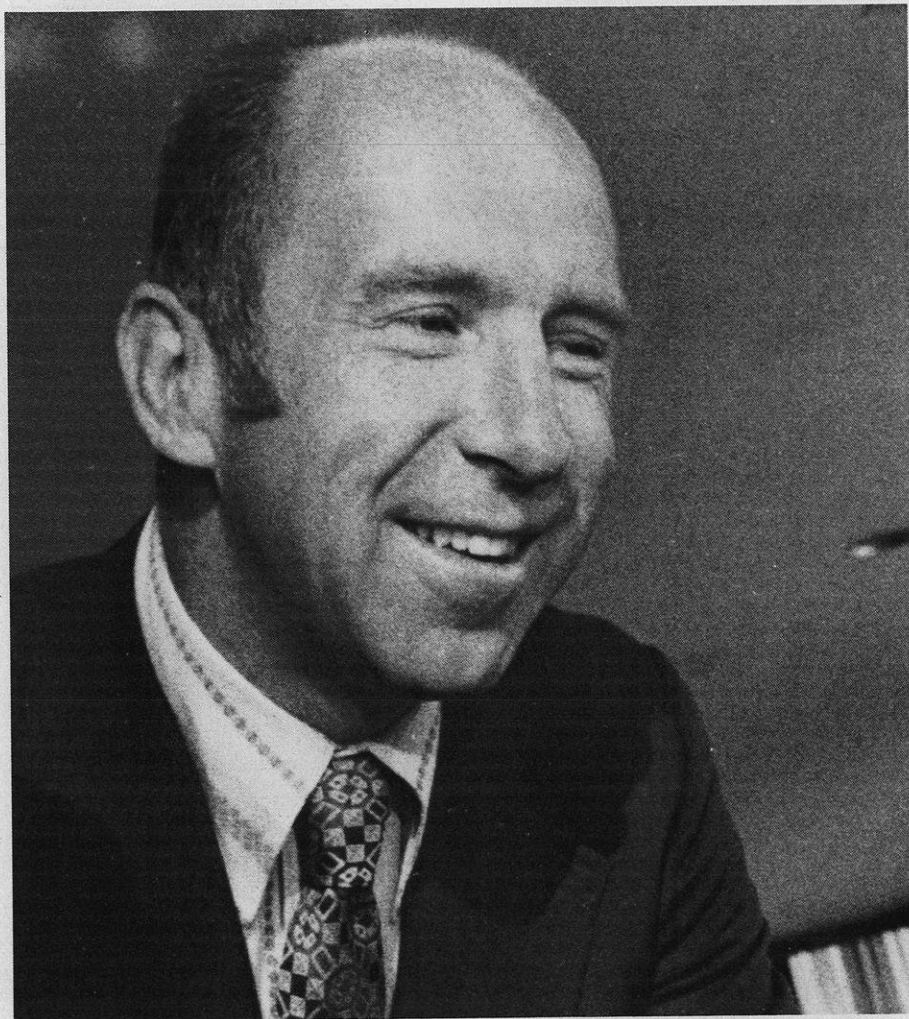
to see enough of all their profs to choose a favorite. "There has been a decided movement towards research and other activities that generate dollars in the form of grants and things. This seems to have moved some of the faculty closer to this outside money than to working on lessons and lectures." He doesn't see this as completely avaricious, however. "Certainly it's most satisfying to be in a position to help people, including help by off-campus consulting work. But an institution should lay down some ground rules, or the students suffer. Maybe, today, some of them are being shortchanged."

Some students and parents from out of state are fairly unhappy about enrollment quotas. But "I think there have been some decided inequities prior to the limitations. Sure, it's unfortunate for those out-of-state students who want to come here but are met head-on by restrictions. But on the other hand, they should voice their feelings against their own states which, apparently, aren't providing them with the kind of educational institutions they want."

Athletics: "I think the situation here is just great. Elroy has done an outstanding job, along with support from the alumni. The direction we're moving in is *so good*! There's more to be done, of course, but we'll do it." One thing that might be done, Red feels, is accomplishment of the sought-after permission for the Packers to play at Camp Randall on occasion. "I think one or two Packer games here each season would be healthy for them and for us."

Does he see any unhealthy trends in the Minnesota basketball team's recent physical attack on Ohio State's? "I think you'll find there have been riots and conflagrations on the field of sports ever since sport was recorded. I don't want to minimize how bad I think it is, but it looks to me like an individual problem. No, it

You loved him in football and cheered him in baseball, and here he is again, your WAA president, not making any more noise than he ever did.



has nothing to do with trends in college athletics. It has nothing to do with overall sports programs. It has nothing to do with athletic scholarships. It doesn't even have anything to do with television coverage—I've heard that one, too." But, doesn't it have something to do with Minnesota's recruiting? "I think it may have something to do with the *people* they recruit, and I think it has something to do with the way they were coached. You don't just get somebody out of high school and *coach* him to do the things these lads did. But I think it was a natural reaction with them. Maybe they were brought up in a very rough atmosphere.

"I wouldn't want to have to be in a decision-making position about them or (Coach) Musselman until I knew a lot more about it."

Mr. Woodrow Hayes, who put on a pretty good bout of his own during the Ohio State-Michigan football game last fall, is a different story. Woody "should have been reprimanded much more strongly than he was," Wilson feels. "He knows better than to do what he did. I suspect, however, that he's deeply ashamed of his outburst."

Finally, it would have been easy for Red Wilson to be "too busy" to give the time he has devoted over the years to *Wisconsin Alumni As-*

sociation. It's a common plea. Why hasn't he ever fallen back on it? The answer is simple: "I'm an alumnus. Somewhere along the line one has to put forth an effort to maintain or better whatever it is he's involved with. People with interest and concern and pride have to try to improve any program they're in. I think that, under Arlie's direction, the association has made great strides in membership size, its involvement with people, its offering of programs that give others a better insight into the University as it is today. There is better communication between alumni and students now, through WAA efforts, and I think that communication between alumni and the University faculty and administration is getting better, although there's room for improved teamwork.

"I think the faculty, students and administration are in a position to do a very good job. And they don't need the alumni—or me, as spokesman—to tell them how to do things. But I think we can help in reflecting our feelings, hopefully to improve the whole atmosphere in which they operate. Maybe this means only better economic support and continued all-University programs. I'm sure there are those on The Hill who say 'We can get along fine without the alumni', but they can't. We alumni live in this community and in this country. We're part of it, and if you can't be proud of something you've been a part of, there's something missing."

You have a good point there, Red-head. And it should be reassuring to members everywhere—those who can't take part in Association work and those who are just "too busy"—to know there's a guy representing them because it's a matter of personal pride to him. You could say something—hokey but true—about it's being lucky that we have a Wilson mitt on our team.

LIBERAL EDUCATION and OCCUPATIONAL LIFE

by
Robert Calvert, Jr.

Alumni of the University of Wisconsin and 99 other leading institutions told the author what, if anything, their liberal arts degrees have meant to their careers. See if you agree with their opinions.

This article is based on Dr. Calvert's surveys in preparation for his book *Career Patterns of Liberal Arts Graduates*. The Carroll Press, publishers, Cranston, R.I., 1969.

For the past three decades a college degree has more or less guaranteed productive employment for graduates. Now, suddenly the tide has turned—or, at least, the waters are muddied.

School systems report many more good teaching applicants than they can use. Government agencies at all levels are faced with executive mandates ordering retrenchment or taxpayer revolts prohibiting expansion. The glamorous space industry has turned into a sickly giant. Business firms are more concerned with cost cutting and profit margins than with continued recruitment of new college trainees. Even the "War on Poverty" has begun handing out termination of employment slips. Suddenly, a college degree proves to be no guarantee of suitable employment.

Perhaps this condition should have been better anticipated. Some authorities have been forecasting a surplus of college graduates for years. In 1950, the Chancellor of the New York State Board of Regents said:

We are likely to educate, particularly in the post-graduate area, many more men and women than can earn a living in the field in which they have chosen to be educated, and too often anywhere also, and we shall find that, embittered with their frustration, these surplus graduates will turn upon society and the Government, more effectively and better armed in their destructive wrath by the education we have given them.

In this same period, Harvard economist, Seymour Harris, observed that the economy had absorbed only 2.7 million college graduates between 1870 and 1940 and concluded that it could assimilate 10 million more

between 1940 and 1968. Robert Havighurst, in 1960, predicted a surplus of college graduates beginning immediately. None of these surpluses occurred when predicted but were delayed for a variety of reasons to emerge in the early 1970s.

Organizations—whether business firms or colleges and universities—seldom bother with self-appraisal during periods of rapid expansion or of unusual prosperity. Now, however, as colleges and universities face financial crises and as their graduates face an uncertain job market, evaluation must be emphasized and changes anticipated.

Self-evaluation can never be criticized; in fact, it may be long overdue for higher education. As Nevitt Sanford pointed out, "There is a remarkable discrepancy between the wide public acceptance of the value of college education and the paucity of demonstrated knowledge that it does some good."

The real danger, from the standpoint of the liberal arts institution, is that the prospect of a surplus of college graduates may encourage over-reaction and automatically lead students and their college into more specialized training and away from general education.

In the search for opinions which might help evaluate the merits of liberal education as preparation for employment in today's world, the results of a mid-1960's study of 11,000 liberal arts alumni may be of particular relevance today. These graduates, drawn from 100 cooperating colleges and universities, were asked how they appraised their careers and the adequacy of liberal education for both careers and personal lives. The sample was based upon male graduates surveyed five, ten, and fifteen years

after college. Women were omitted from the survey solely for reasons of economy, as relatively fewer would have had employment records to report.

Careers of Liberal Arts Alumni

Historically, liberal arts alumni entered the three traditional fields of teaching, preaching and healing. Even today a myth exists that most liberal arts alumni either teach or work for a non-profit agency. This is simply not true of the liberal arts graduates in mid-career. Half of the alumni reported that they were in private enterprise and only a third teach or are in government service. The largest single block of graduates is found in fiscal, office and management occupations.

A series of questions dealt with satisfaction with employers, occupations, and career lives. Liberal arts graduates are highly satisfied with the work they are doing: 69 percent like their jobs very much and 22 percent fairly much. Older alumni report the most satisfaction, possibly reflecting greater tolerance toward job limitations and a seniority status which provides more challenging job assignments. A fairly high level of satisfaction also was expressed toward the current employer. Only 11 percent of the alumni definitely wished they were working for another employer, while 18 percent were not sure. Fortunately for the egos of the men involved, and interesting from a research point of view, two-thirds of the graduates said their careers were more successful than those of their classmates.

When asked if they wished that they were in another occupation, ten percent of the graduates said they

wished they were doing something else. However, only three and a half percent said they definitely would change and another eight percent said they probably would change. Some interesting occupational preferences were listed by those graduates who wished they had chosen another field. By far the greatest swing would be to careers in college teaching, medicine, and creative arts and the strongest movement would be away from military service, state and local government and the clergy.

A Rutgers University alumnus said, "The liberal arts graduate should not begin his first job with the intention of remaining with the particular employer or that particular career." This summed up the record of this alumni group: five years after graduation, 56 percent had changed employers at least once. Fifteen years after graduation, 76 percent of the liberal arts alumni had changed initial employers. Most of the graduates had little experience with unemployment. Only 10 percent had been out of work for as long as five months and much of this may have been the result of waiting for military service or for graduate school courses.

The only major complaint had to do with salaries. Eight and six-tenths of a percent greatly disliked and 20 percent slightly disliked the income from their jobs.

A key question asked, "To what extent do you agree or disagree with the statement that your undergraduate training provided good preparation for your vocational life?" The responses indicated generally good support for liberal arts education: strongly agree, 17%; agree, 56%; disagree, 22%; strongly disagree, 5%.

Evaluation of Liberal Arts Education

Despite their frequent complaints as undergraduates, most liberal arts alumni would attend the same college if they were starting over again. Over 86 percent of the graduates would attend the same institution. Some would elect a different field for their college major as follows: would repeat original liberal arts major, 49%; would switch to a different liberal arts major, 32%; would major in a non-liberal arts field, 14%; no answer, 5%.

Loyalty to college major varied by type of field. In the sciences and mathematics, 55 percent would repeat their major in contrast to 53 percent for the humanities and 44 percent for the social sciences. Eighty percent of the alumni would advise a high school graduate to take a liberal arts major.

As might be expected, there were strong comments made by some alumni against liberal education. These were illustrative:

"Everyone needs two educations—one with which to earn a living and the other to make life rich and full."

(University of Southern California)

"Liberal arts contributes to fascinating undergraduate discussions. But what is the graduate to do when he has to support a family? Perhaps he can become a school teacher as I did. But then he can't afford the very things he has learned to appreciate."

(Arizona State University)

These were the minority. Many more comments supported liberal education in roughly the same five out

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TWO LESSONS IN THREE DAYS

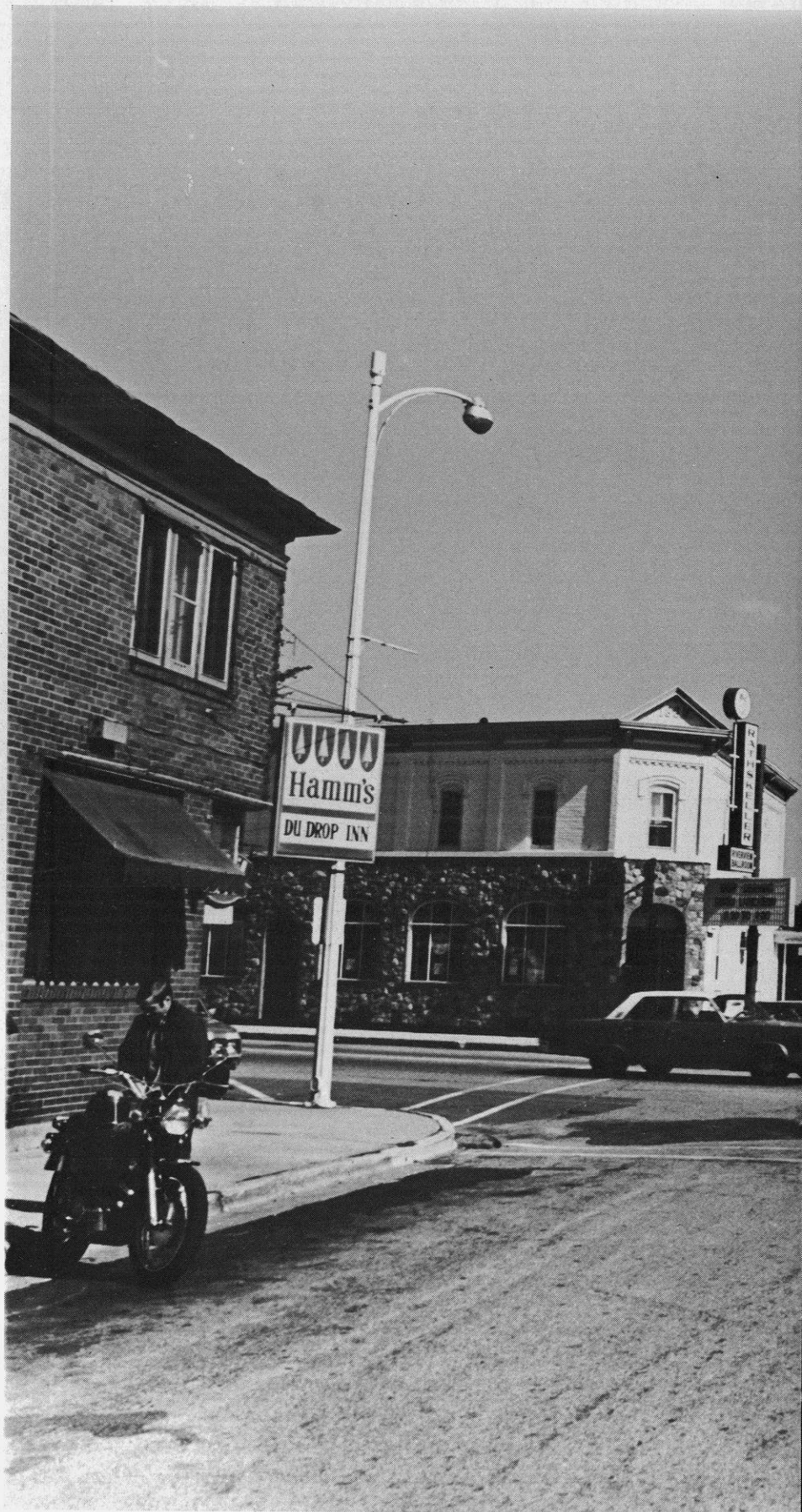
During the fall, visiting art lecturer Cavaliere Ketchum took his photography class to the Sauk Prairie area for three days.

"We wanted to extend art class beyond the art building," he says.

"We wanted the kids to meet new people, be friends with them, and let the friendship show in the pictures they created." The experiment worked. Surprisingly to some of the students, they found quick rapport with townspeople of all ages as they poked through shady yards and wandered down wide streets. Farmers and shopkeepers stopped work to chat and relax in easy poses. Teen-agers hammed it up for hours for the cameras. Families suggested interesting locations and tramped happily along to help find them.

The best result, Ketchum says, was an important lesson in people. With it came a notable record of the life of mid-America. The entire collection—some of which is shown here—will be presented to the State Historical Society.

Don Harter





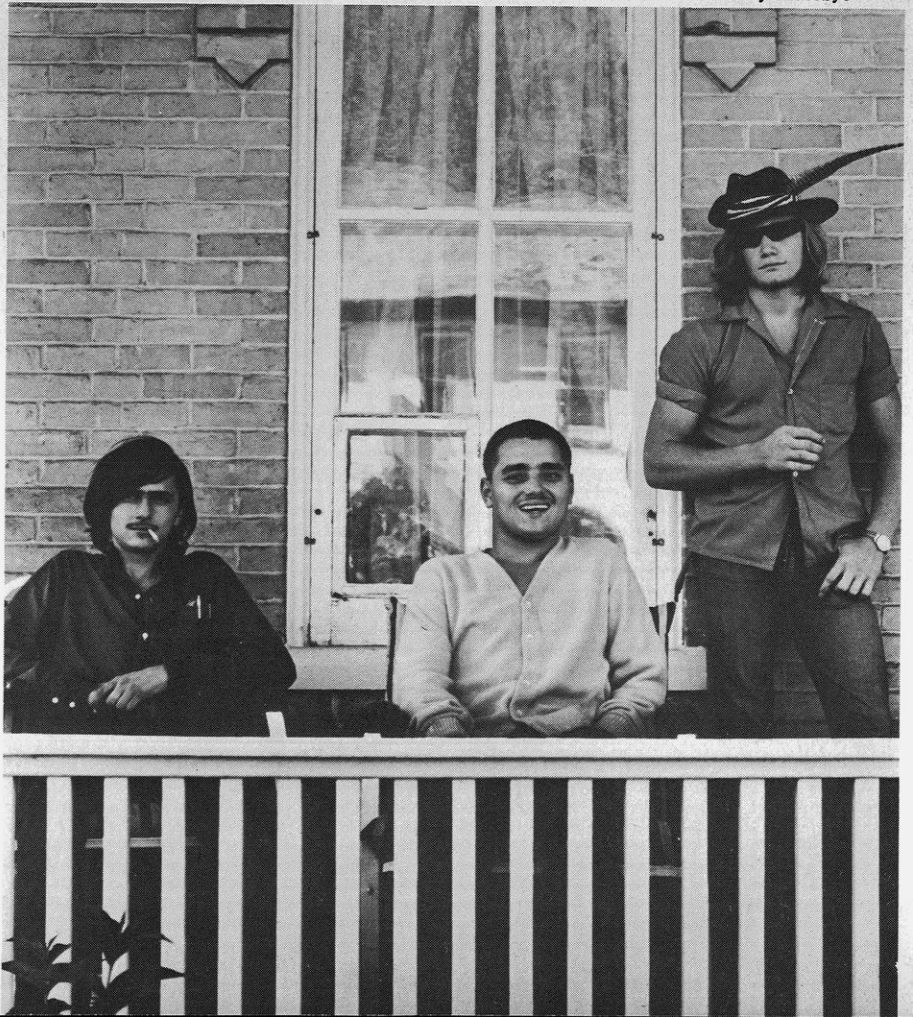
Cindy Murray



Linda Rich



Terry Husebye





Cindy Murray

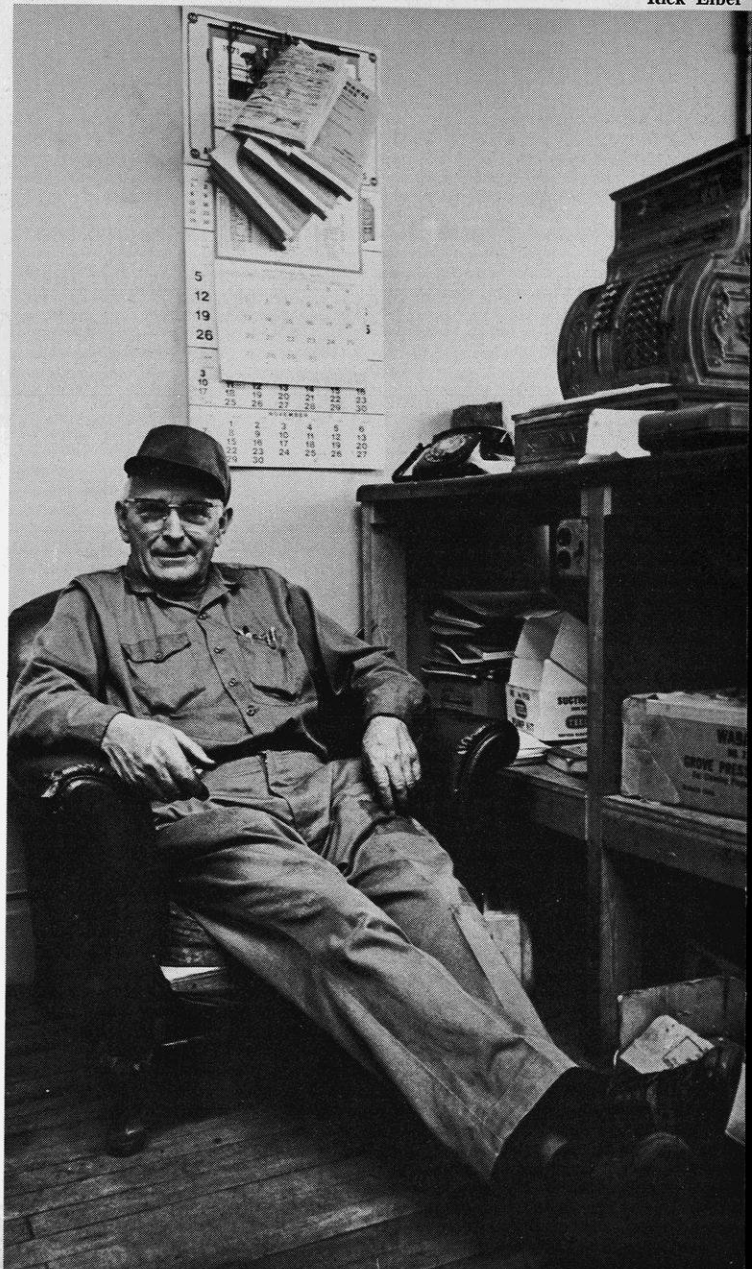


Jim Colby

Rick Eiber



Rick Eiber





Cindy Murray

Rick Eiber



Rick Eiber



Short Course

BRIGHT LITTLE ISLAND. The girls at Zoe Bayliss scholarship cooperative decided that what the world needs now is not another parking lot. So when they heard there'd be one at the southwest corner of Johnson and Park streets, next to their house, they got up enough petitions to capture the attention of town and gown officialdom. The girls wanted a green area, instead, and now they're going to get it. The powers agreed; UW landscape architects will help design it; businesses and individuals have promised financial help to install benches, walks and native plants and grasses. All this "and no frisbees", promise the ZB girls who can probably bring that off, too.

NATIONAL PAIN. From the UW's Center for Health Sciences come these facts about arthritis, which strikes four to five percent of the population. It is not a disease in itself but a manifestation of disease, like fever, indicating that something else is wrong, say Doctors Mark N. Mueller (who set up the study program four years ago) and Walter R. Wallingford. Anyone of any age can have the problem, and there are more than 100 different types, including rheumatoid, infectious, gout, and that caused by sports injuries. Treatment must be specific, since the handling of one kind may actually cause damage if misapplied to another. The physicians say that one of the major problems in research and treatment is the serious shortage of rheumatology specialists.

TIMETABLE. Summer will be a little shorter this year. The 1972 fall semester begins on August 28 and ends with graduation on December 21. Second-semester classes start on January 15, with spring commencement on May 21. The change puts the Madison campus in line with the other UW campuses and most other colleges across the state.

MEANWHILE. This year's winter commencement was held on Tuesday afternoon, January 25. Bachelor degrees went to 1,211; masters to 662; Ph.D.'s to 313; doctor of laws to 32; and doctor of juridical science to one.

UNLUCKY STRIKES. Law professor Nathan Feinsinger, one of the nation's leading labor mediators, says that too many strikes come about because both labor and management have a stereotyped view of causes and procedures in labor disputes. "First come a set of demands from the union and a counter offer by the employer," Feinsinger says. "Then there is a certain amount of haggling. Unless there is a settlement or an agreement to extend the contract expiration date, the union strikes as a matter of course, simply because nobody can think of anything else to do." It's a holdover from the 1930s, he says, and because both sides are "still wedded to this mechanical process they end up backing themselves into strikes which neither wants." Backed by labor-management committees on the national level, Feinsinger is trying to develop more productive bargaining procedures. He'll bring to Madison the principals involved in 10 past strikes to talk about what really happened and what could have been done to prevent or shorten the disputes.

SKI FOR CANCER. Theta Chi fraternity sponsored its fourth annual fund raising effort for the Dane County Cancer Society this month. Red-and-white buttons blazed "Ski for Cancer", and posters mushroomed around campus. Buses took skiers to Skyline, in the Adams-Friendship area, for a day of skiing at \$6 a head. Last year the project earned \$3,500 after expenses, when 1,000 turned out, and the goal for this year was announced at \$5,000.

YOU CAN'T HAVE EVERYTHING. Campus botanists, reporting on the fertility of Wisconsin land, say there's one area where the soil is rich enough to make about the best farming you're going to find. Unfortunately, they note, somebody planted Milwaukee on it.

CHANGING SCENE. The University Club, founded in 1907 and long the Tudor-styled symbol of a genteel, Mr. Chips way of life, is in "deep financial distress" says its board of directors. Its living quarters are no longer restricted to members; there's a snack-bar in the basement, and you can get a cocktail in the public dining room. But these changes aren't bringing in enough revenue, so the directors have launched a membership drive. Without that dues subsidy—a member pays from \$25 to \$60 a year—the doors will close permanently in a very short time.

WHERE HAVE ALL THE HOOFERS GONE? You could have heard an echo in their Union headquarters during semester break, says advisor Terry Linnihan. Five skippers and crews headed for Ft. Myers, Fla. to compete in the Mid-Winter Sailing Nationals. There being not much salt water in Lake Mendota, they'd all taken a cram course before the trip from Richard Doel, a fellow in Environmental Studies, who hails from Berkeley and knows about racing in tidal currents. Skiers headed in all directions: 66 to Jackson Hole; 135 to Chamonix, France; 300 to Hurley. Thirty-five of the more stalwart took a camping trip to Porcupine Mt. State Park. And it wasn't just lolling around for the stay-at-homes. For weeks they've been getting ready for spring by taking Sunday morning kayak lessons in the Lathrop pool.

FRIENDS OF OUR FRIENDS. Foreign students unable to get home for the holidays continue to be made a little more at home by the 19-year-old Madison Friends of International Students. This group of Madison families invites the young people to their homes for Thanksgiving and Christmas, often incorporating some of the visitors' traditions into their own celebrations. Currently, about 500 families take part in the program. They hosted 300 foreign students this Thanksgiving and 150 for Christmas day. For those who don't observe the Christian holiday, special get-togethers are held at other times, such as the January potluck sponsored by the International Wives' Club. Foreign student enrollment this year is 2,400 from 103 nations.

TRIVIA. Before ice closed Lake Mendota for the winter, the UW rescue service brought in 948 passengers from 588 tippy canoes and hauled in 169 boats carrying 423 people. ● There are 2,284,035 volumes in the nine libraries on campus. ● Last year a male student sued UW for alleged anti-*male* bias because out-of-state ladies who marry Wisconsin men are classified for tuition as residents, but not vice versa.

WHEN THERE'S LOVE THERE'S ROOM

MOVING UP

A series on interesting young alumni



The Jeskes: Garrett, Deidre, Cheryl (on Roland's lap), Derek (on Karen's lap) and Rochelle

One night last spring when Roland Jeske '58 came home from the office, his wife Karen said to him: "How would you like to have twins?" In many homes that question might lead to comments on a lady's sanity, but it wasn't that unusual at the Jeskes. And almost before they knew it there were 17-month-old black twins—Derek and Deidre—toddling around their comfortable home in Crystal Lake, Illinois.

Their arrival made a household of five adopted children, and if this causes you to marvel at the parents' stamina, marvel also at their magnificent reasoning. As Roland and Karen put it: "We get more from

these children than we give." To an objective visitor, it would seem that the exchange of love and joy is mutual.

Their family "started" in Florida in 1967, after the Jeskes had been married 8½ years. They had made previous attempts to adopt in Milwaukee—where Roland had worked while he and Karen attended night classes at UW-M. They had been turned down the first time for reasons they were never able to uncover, and on the many applications after that because that first refusal went on the record and was provided all subsequent adoption agencies.

Now, in Florida, they applied to

the Children's Home Society, and soon were presented with month-old Rochelle, now four years old. Their second application brought Cheryl at ten days old. She is now three.

After moving to the Chicago area, where Roland is labor relations manager for the Metropolitan Sanitary District, they applied for another child. This time Garrett, a racially-mixed child—then six months old, came into their home. He, like the twins, is now two years old.

So now, four years after their first successful application for a child in Florida, the Jeske family consists of five children, all under five; the parents; and a dog, two cats and two gerbils. But don't take bets that it will stop there. Karen says they are already thinking about applying for another child as soon as the twins are in nursery school. And this time they may ask for a deaf child.

As a result of the many years of waiting—years they consider as wasted when they could have been devoted to giving love to children who need it—the Jeskes have become heavily involved in the Open Door Society of Illinois, a nine-chapter organization in the Chicago area which promotes the adoption of hard-to-place children, especially those of minority and mixed-race origins. Beyond that, but closely related to the same concern for the crashing of racial walls, Karen has recently worked with two local teachers to draw up a proposal of a human relations program which they hope to take into the Crystal Lake schools.

Both Karen and Roland note progress in adoption procedures, only part of which they attribute to the ever-increasing need for good homes. "There has also been the pressures

applied to the system by parents who simply want children *now*," says Roland. "People are tired of waiting two years while applications are processed and home studies done. (The wait is even longer until a white child comes along.) Adoptive parents have simply said, 'We know you have this black child or this racially-mixed child and we want him in our homes soon!'"

The Jeskes feel that parents who have accomplished speed-ups in agency procedures should now band together and get more done as a strong, unified voice. One aim, he says, would be a lobby group to make adoption fees tax deductible. The Jeskes also think there should be a grievance procedure so that couples have some recourse when they feel they have been misjudged by a social worker or agency.

Meanwhile, what is it like to have three two-year-olds in the house? "We do have some special problems, I will say that," says Karen. "At this age they are all under foot all of the time. If you have one child and that child slams his fingers in the door, he's going to learn not to slam his fingers in the door. But if you have three children who are slamming each other's fingers in the door, they don't learn. This is an age when children are so self-centered that they are hardly even aware that each other exists, except to take toys away."

"The other problem is safeguarding their privacy. I have to be there every minute to see that they don't take each other's toys," Karen points out. She admits to enjoying "making order out of complete chaos." "There's a challenge involved which satisfies me . . . it doesn't shake me," she says. And it doesn't seem to.

—J.J.S.

Foote, Cone & Belding & Bucky



FCB Badgers: (seated) Clements, Stone, Bogie, Christman. (standing) McDowell, Giordano, Weinert, Hansen.

If the strains of "Varsity" ever came across the PA system at Foote, Cone & Belding advertising agency in Chicago, the organization would probably be immobilized while staff members throughout the office rose to sing the familiar strains.

UW alumni abound in the agency's operation, and include vice-presidents, board members, receptionists, copywriters and account executives.

Receptionist on the media floor in the agency's Equitable Building offices is Harlene Garfield '51. On the same floor in the records department is Mary Stone, a member of the class of 1938.

Among the copywriters in the agency are: Lynn Giordano '70, David Manhoff '68, and Carl McDowell '69. They write some of the television and print advertising for Johnson Wax, Kimberly-Clark, Sunbeam, Sears, Alberto-Culver and Armour.

The largest UW representation is in account management. Here are

Jim Weinert '66, an account executive on the STP account, and Pat Murphy '60, copywriter and account executive on the International Harvester account.

Duane Bogie '47, who has been with the company over 21 years, is a senior vice-president of Foote, Cone and Belding. He is management supervisor for Hallmark Cards and programming director and executive director of the Hallmark Hall of Fame television series, a position in which his UW Haresfoot experience comes in handy.

The Kraft Foods account keeps many Wisconsin grads in the agency busy. Harvey Clements '43, who is a new member of the Board of Directors, a senior vice-president and management supervisor for the agency, heads up the account. Fred Hansen '49 is a vice president and account supervisor, David Christman '68 is account executive and David Fairman '62 is copy group head on that account.

—J.J.S.

of six ratio as reported in the statistical evaluation.

"Most of the fields I have worked in are not covered by specific college courses."

(Ohio State University)

"Stick to your educational goals and avoid treating college as a trade school."

(Oberlin College)

"If one hopes to grow with the years after college days he's better prepared, I have found, if he has a liberal arts background. He brings to his maturity a hunger to branch out, and there must be very few professions, indeed, in which this is not a decided asset. Maybe we haven't the time nor money to become Renaissance men, but by thinking in that direction we can become more affective citizens of our century."

(University of Wisconsin)

"The world is changing too fast to tie yourself to a career. The best a person can do is to select the broadest possible field. The one in which I am working did not exist 30 years ago and was only added to the curriculum at my Alma Mater five or six years ago. The solution is to prepare for a career by learning as much as you can about as many things as you can encompass."

(Wayne State University)

Recommendations from Graduates

Their single greatest career problem was obtaining the first job after college.

"One employer commented to me, 'You have a fine background but what are you going to do with it

and how does it apply to your possible employment with us?' "

(New York University)

"Although I graduated near the top of a class of 1,700 not one firm contacted me about employment while mediocre engineers received at least a dozen offers."

(University of Southern California)

This highlights the great irony in most collegiate programs of career assistance. The most sophisticated help is available for the students who least need it. On major university campuses, too often students graduating in engineering and business administration are served by much stronger placement programs than their classmates in liberal arts. For too many independent liberal arts colleges, there is a marked discrepancy between the budget and staff for the admissions function and that provided for job counseling and placement. This lack of assistance was indicated in these comments made by alumni:

"A better job of career counseling could be done by the liberal arts college. I wasted some time which might have been spent in more constructive pursuits."

(Colgate University)

"Better vocational counseling during college would have raised me to an equivalent economic level five years ago."

(Brooklyn College)

"My college guidance and placement assistance was not strong enough so that I could find a worthwhile job."

(Duke University)

Better career counseling and placement should reduce subsequent job changes—changes which are costly to employers and contribute to some of their resistance to hiring liberal arts alumni. In no way need increased vocational awareness detract from the emphasis upon a broad liberal education. However, the student who majors in French, anthropology, or botany should know whether he wants to work as a teacher, a salesman, a foreign service officer or a hospital administrator—and be able to tell an employer why he wants such a career.

Alumni report that their most useful courses in later life were those in three of the basic education fields—English, mathematics and psychology. They support the concept of broad training fitting the alumnus for a life with infinite occupational possibilities. Most seem to agree with a statement made by John Ciardi when he was on the faculty of Rutgers University. The present poetry editor of *The Saturday Review* said:

"The best product we can hope for—and a high product it is when achieved—is a man of general culture. This is what we have to offer at our best. If we can turn out such men, management will then have a responsible and responsive personality to work with. This is what we have to offer. And this we can achieve when we seek the liberal arts for their own sake."

student standpoint

A VISITOR'S VIEW

By John Ngara

My purpose in writing this is to try to illustrate just how easily things can go wrong between Africans (and perhaps other nationals, too) who come to the United States as students, and American families and others who sponsor our stay. I hope to show also why some students return home radical as they never were before.

The problem, as I see it, belongs to the generation gap issue. But that fact is not apparent in the initial stages of an African student's arrival in the United States: a more fundamental issue makes its appearance on the scene in various manifestations.

I remember paying a visit to a drug store with an American family one Sunday. No sooner was I asked which deodorant I preferred than there quickly followed something like, "Oh, you wouldn't know that. I'll choose one for you." Many thanks.

I do not gainsay the existence of a clear difference between African and American ways of life. What I do strongly take issue with is that this difference is exaggerated, more often than not, to the point where it becomes distorted completely. Whereas the effect of western civilization on African society has been a dilution of traditional values to the extent that an accommodation of the white man's standards has been possible, this fact is invariably forgotten and replaced by the less complicated assumption that all those who emanate from Africa come straight from the jungle. ("You speak English so well. . ."). True, we deplore the destructive effects which western civilization has had on many aspects of our culture, but I

shall not permit the author of that destruction to take refuge in his treatment of my kind in a way that would have made sense only in the *status quo ante*. (I would be prepared to forgive him of this sin if his actions were more the result of his regrets than his faked ignorance). With this as background it would seem that the question of the generation gap is just a tiny problem in a bigger one. Of that I am not completely persuaded. I became mindful of the fundamental issue the moment I realized that their effort to instil in me "civilized" values was nothing more than a subtle attempt to woo me, to make me an ally of that generation whose values have since become the target of sustained attack by those of my own generation in this country. The way in which this was sought to be accomplished was to avoid exposing me to influences other than their own or of their own choice. I remember the one time that I slept out. The place I had spent the night at was known to all concerned, but I observed on my return that the whole thing had been viewed with extreme censure. I couldn't be certain whether they disliked just the idea of my sleeping out, or the place I had slept at. The real cause for alarm was that what I had done constituted a potential threat to the effective maintenance of their authority over me. Furthermore, I was kept constantly broke, so that I would naturally have to depend on them all the time. This sin becomes more glaring when account is taken of the very high income which accrues to the family each month.

Among my friends here from this and many nations we often discuss the degree of independence, economic or otherwise, an African state can be said to possess after it has fallen under the influence of either of the big powers. I advance the view that whereas the USSR will seek to dominate a foreign state for reasons of political strategy, the United States will do it for the purposes of exploiting the given state both economically and, of course, politically. I deplore the whole idea of any type of national domination, but I submit that United States domination of the Third World cannot validly be equated with the USSR variety. Implicit in such a purported equation is the anti-Communism scare, so characteristic of United States foreign policy, which has since incurred the dissatisfaction not only of the younger generation, but also of those who are in their right senses and are proud of it.

Those of us African students who come to the United States under the auspices of private families or of various agencies sooner or later come face to face with the stark truth behind this apparent generosity. As the editors of "*Africa Retort*" (Oct. 1970) have pointed out in their chapter headed, "African Studies in America: The Extended Family," the whole idea ". . . (is) part of a strategy to create (African) middle-class elites who will be receptive to American interests." I submit that these are precisely the interests which the younger generation has come strongly to question. The strategy dovetails quite beautifully with the "uncomplicated assumption" I mentioned earlier. What can be more good-hearted

Student Standpoint

(continued from page 21)

Mr. Ngara was a special student in the Law School when he wrote this observation.

than to permit the man from the jungle to avail himself of the abundant fruits of American civilization? "Wait a minute, why not give him the system itself to take back with him when he leaves, not just the fruits thereof?" "You realize, of course, that we have to be on the scene to show you how the thing works." One has only to glance at the manner in, and extent to, which the United States exercises control over a foreign state to realize why it cannot pull out immediately therefrom when dared to do so.

In short, the issues that belong to the generation gap controversy do not present themselves as such as far as students from the Third World are concerned. They assume a wider perspective. While blue jeans and long hair (how lovely!) may suffice to announce on which side of the generation one is, in addition to that, one might need to address himself to the utilization of something more drastic to make the articulation of values effective. This is inescapable if we see the attempt to "instil civilized values into those savages" as neo-colonialist, and agree, as many of us do, with what Frantz Fanon says in *The Wretched of the Earth* that "... (Decolonization) can only triumph if we use all means to turn the scale, including of course, that of violence." Our task will consist in persuading the white man to lay down his burden at last, because, as Govan Mbeki points out in his *South Africa: The Peasants' Revolt* "... if in this (myth) there is anything new, it is that which is not true, and if there is anything true, it is that which is not new."

Alumni News

12/30

Columbia university has established a professorship in the School of Law which is to be known as the JAMES L. DOHR Chair in Law in honor of the late Mr. Dohr '12. There is also a chair named after Mr. Dohr in its School of Business. He received a master's degree in 1917 in business and a law degree in 1923 and subsequently taught in both schools.

SAM OGLE '20 was among the five returning players reuniting recently and celebrating the fifty years since the famous baseball game between Waldo, Wis. and the Milwaukee Brewers in 1921.

A rare honor, an honorary Doctor of Science degree was presented recently to JOHN HASBROUCK VAN VLECK '20, a former Minnesota faculty member who recently retired from Harvard university. He is the forty-eighth person in the University of Minnesota history to receive an honorary degree.

OSCAR AUGUST HANKE '23, who was formerly publishing director for Watt Publishing Co. and has been credited as the first academically trained journalist to make a career of poultry journalism, has been elected to the Poultry Hall of Fame.

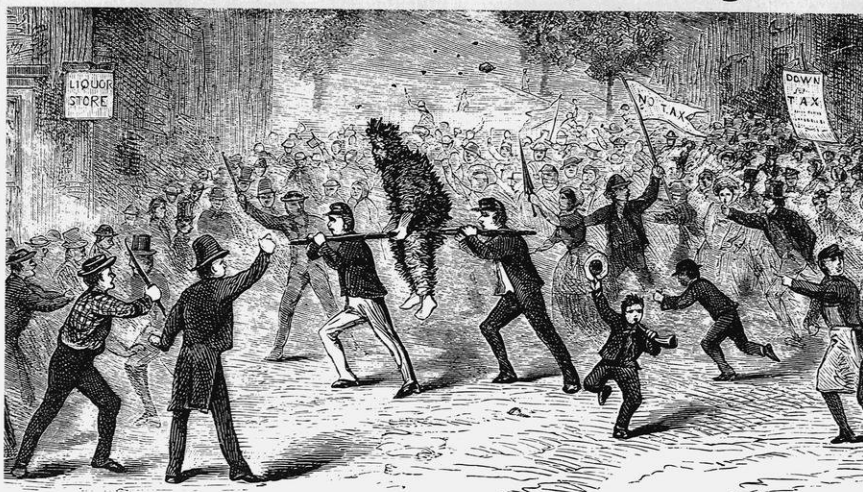
Recently retired as a vice president of the Cramer-Krasselt Co., MARVIN A. LEMKUHL '28 has opened Lemkuhl Advertising Inc. in Milwaukee. He will specialize in service to selected Wisconsin banks in non-competitive markets outside Milwaukee.

Prof. ROBERT H. FOSS '29, retiring assistant director of the UW News and Publication Service, was honored at a public reception in January at the Wisconsin Center. A member of the faculty for more than 40 years, Prof. Foss retired from full-time service Feb. 1 but will continue on a part-time basis.

31/40

JANE WERNER Watson '36, Santa Barbara, Calif., was in Madison recently for the opening of a collection of Indian miniature paintings which she has presented to the Elvehjem Art Center at the UW. Mrs. Watson and her late husband lived in New Delhi from 1960 to 1962 while he was Scientific Attache to the US Embassy. This is when they began collecting the art of South East Asia, with specific emphasis on India, Tibet and Nepal. Before giving this collection, the Watson's had donated over 120 objects to the Elvehjem.

The Whole Gang's Expecting You



ALUMNI WEEKEND

May 19-21

Everyone welcome back! Special reunions for Classes of: 1947, '42, '37, '32, '27, '22; combined '16-'17-'18; Band of 1915.



Betty Vaughn remembered something.

There is much joy to remember about the days we spent at the University of Wisconsin. But there's nothing particularly productive about nostalgia. Charles and Betty Erickson Vaughn, of Madison, did some remembering of a different kind a few months ago. "We recalled that over the years we've continued to take advantage of being near the University," Betty says. "We use the Union often for plays and dinners. We're stimulated by the whole world of discovery that pours out of UW labs and classrooms as reported by the press. We see football, basketball and hockey. We're on hand for Alumni functions.

"Moreover, we're delighted with the education and guidance our son is getting right now on the Madison campus. He's had wonderful advisors and teachers. And

the wide range of interests he's encouraged to follow—well, that reminded Charlie and me that this University continues to lead, to be one of the greatest in the world!"

Which is why the Vaughns remembered that a great University needs the support of its alumni. Moral support, yes. But greatness costs money. Deserving young people may need help in meeting the costs of education, higher here as they are everywhere.

So the Vaughns, like 1,000 others last year, became life members of the Wisconsin Alumni Association. They're now a continuing part of the University. They're heard. And their one-time membership dues will help keep a great institution filled with fine students. Remember what *you* gained from your years at the University of Wisconsin?

Life Membership rates: Single, \$150;
Husband-wife, \$175. Each payable
over five years.

Name _____ Grad. Yr. _____

Wife's maiden name (if husband-wife
membership) _____ Grad. Yr. _____

Address _____

City _____

State _____ Zip _____

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

OTTO A. ANDREAE '38, Elm Grove, has been elected vice president of Management Planning, Inc., a financial consulting firm. He will be responsible for client relations throughout the midwest.

New editorial director of Modern Medicine Publications in Minneapolis is SYLVIA S. COVET '38. She has assumed the top editorial supervisory position for three medical journals and three dental publications. Miss Covet received the 1968 Neal Award from the American Business Press Association.

VINCENT E. MCKELVEY '39 was sworn in recently as new director of the U.S. Geological Survey at a ceremony in the office of the Secretary of the Interior. He was nominated by Pres. Nixon and confirmed by the Senate. He has been a career research scientist with the Geological Survey since 1941.

41/50

C. I. RICE '43 has been named vice president and general manager of Avionics for Collins Radio Co., Cedar Rapids. He will have general management responsibility for the company's avionics products in the air transport, business aviation and military aviation markets.

HELENE LIVINGSTON Hestad '43, Madison, has been appointed assistant project director for a north central states planning project for continuing education in nursing. The project, funded by the Division of Nursing, U.S. Department of Health, Education and Welfare, covers a five-state area.

RICHARD HART LEONARD '47, editor of the *Milwaukee Journal* and director and president of the Journal company, has been named to the selection committee for the 1972-73 Nieman Fellowships by the president and fellows of Harvard College.

Named by President Nixon as a member of the Rent Advisory Board is HARVEY M. MEYERHOFF '48, Owing Mills, Maryland, president of Monumental Properties, Inc., Baltimore. He is also honorary life director of the National Association of Home Builders and president of the Home Builders Association of Maryland.

JAMES M. CARR '50 has been appointed manager of the mid-Atlantic division of Binney & Smith, Inc., makers of art materials including Crayola crayons. He will manage his four-state division from the company's executive offices in New York City.

51/60

Named to act as assistant superintendent of the newly merged film emulsion and plate manufacturing divisions of Eastman Kodak Co., Rochester, N.Y., is ROBERT A. ACKERMAN '51. He and his wife, the former MARY E. EMIG '49, live in Irondequoit, N.Y.

RUTH SCHUMACHER Lutze '52 is directing a special statewide program for Wisconsin's inactive nurses. The program has 116 nurses enrolled and is offered by the Department of Nursing in University Extension over the statewide telephone/radio network.

Mettler Instrument Corp. has announced the election of MARSHALL E. PETERSON '52, Princeton, N.J., as president and chief executive officer. He is currently president of the New Jersey chapter of the American Marketing Association.

JOHN W. FARRELL '53 was one of three metallurgists of Union Carbide's Ferroalloys division in Niagara Falls to receive the Charles W. Briggs award at the AIME Electric Furnace Conference in Toronto. The award was for the best paper at the 1970 conference.

CHARLES W. T. STEPHENSON '55 has joined the faculty of the School of Law of the American university in Washington, D. C. as an associate professor.

GEORGE W. UNDERWOOD '57 has been appointed vice president and general manager of the Pharmaceutical Laboratories division of Schieffelin & Co., New York. He and his family live in Park Ridge, New Jersey.

One of the country's oldest general management consulting firms, Fry Consultants Incorporated has announced the appointment of PHILIP G. HENDERSON '59 as vice president in their Chicago office. He and his wife and three children live in Geneva, Illinois.

RONALD J. CLAUSEN '60 has been appointed vice president, investment management with Burgess and Leith of Boston, members of the New York Stock Exchange. He and his wife (NANCY NESBIT '61) and two sons reside in Melrose, Mass.

DONALD R. STONE '60 has been named Legal Counsel by Medtronic, Inc., Minneapolis. He is also currently serving as Secretary and member of the board of the Minnesota Patent Law Association.

61/71

B. ANDRE KEYMAR '61 has recently been appointed a vice president of Dean Witter International in New York City.

DAVID P. ENGBERG '62 has been promoted to the position of tax administrator by the Koehring Co., Milwaukee. He and his wife, the former MARY BETH WED-EMEYER '63, have two children.

FREDERICK E. HAUG '65 recently became the Dean of the School of Arts and Sciences at the University of Wisconsin-Eau Claire.

CLIVE FRAZIER '66 is now associated with the Martin-Marietta Corp., Orlando, Florida (Walt Disney World) in the research and development laboratories.

New head of Marketing Program Control for The Upjohn Co., Kalamazoo, Mich. is RICHARD N. GROH '66.

LAJOS WERNIGG '66 received his master's degree in Sanitary Engineering from the University of California at Berkeley and has returned to Fairfax, Va. and his former job with the U.S. Navy in Washington, D.C.

Air Force Capt. GARY P. EMMERS '67 has received the Bronze Star Medal for meritorious service while engaged in military operations as a munitions accountable supply officer in Thailand. He is now serving with the Strategic Air Command at Plattsburgh AFB, N.Y.

JOEL E. GLASS '67 has moved to Royal Oak, Mich., after being promoted to manage the news department of the F. W. Dodge division of McGraw-Hill Information Systems Co. in Detroit.

Capt. NORMAN G. GRATKE '67 has received the Air Force Commendation Medal for meritorious service. He is now serving at Sunnyvale AFS, Calif.

After receiving his doctorate in chemistry from North Texas State university, MICHAEL J. DREWS '67 is doing post-doctoral research at Clemson University in South Carolina. His wife, the former ALISON C. LUEDTKE '67, received her C.P.A. certificate from the State of Texas in October.

Mr. and Mrs. JAMES C. SCHLUTER '67 have announced the birth of their first child, Owen James in September in Monroe, Ohio. Mr. Schluter is taking coursework on a part-time basis leading to a



Girls, spring will be a little *great* this year if you begin it with the stimulation of our 12th annual Women's Day, Tuesday, April 18. The program is concerned with contemporary challenges to you and your family. You'll get involved with developments in food and nutrition. You'll hear a concise explanation of what the UW merger means to tomorrow's student. You'll learn an expert's views on what is good, bad and new in the field of visual communication. That's only *part* of the morning program! And one of the loveliest parts of the afternoon session will be Professor Robert Fountain and the 62-voice UW Concert Choir. Next month we'll give you the full schedule. This month . . . right now . . . write down the date: Tuesday, April 18. Mary Jane Ryan Johnson MS '55 is our chairman.

"WOMEN'S DAY WITH THE ARTS" is a function of Wisconsin Alumni Association. If you are traditionally on the mailing list for this event, you will hear from us soon. Otherwise, for ticket information write or phone our offices: 650 N. Lake St., Madison, 53706. Phone (608) 262-2551.

Brain Break

Take a Spring break and put your brain to work at a University Extension "live-in" weekend seminar. Good food, good company and good talk with some of the UW's most stimulating faculty members who will conduct lecture-discussions on matters of the moment.

Seminars are:

April 14-15

RUSSIA AND HER NEIGHBORS

St. Benedict's Center, Madison

April 21-22

CHINA-JAPAN-UNITED STATES: NEW BALANCE OF POWER IN ASIA

Lowell Hall, Madison Campus

April 28-29

SEMINAR ON THE CITY

*American Baptist Assembly,
Green Lake*

May 5-6

RENDEZVOUS WITH JAPAN

St. Norbert's Abbey, De Pere

ROBERT SCHACHT, Director, Weekend Seminars

Room 101, Extension Building
432 N. Lake Street
Madison, Wisconsin 53706

Please send me information on these weekend seminars:

- ☐ RUSSIA AND HER NEIGHBORS
- ☐ CHINA-JAPAN-UNITED STATES
- ☐ THE CITY
- ☐ RENDEZVOUS WITH JAPAN

Name

Address

City

State Zip

master's degree in Business Administration at the University of Cincinnati.

Air Force Captain ARTHUR K. KLEMP '67 has arrived for duty at Yongdongpo-Seoul, Republic of Korea.

ROLLAND R. HACKBART '67 has recently joined Motorola's Communication Division in Schaumburg, Ill. as a Senior Electrical Engineer. He and his wife Judy proudly announce the arrival of their daughter, Lisa Corrine, last May.

Recipient of a Military Airlift Command PRIDE Achievement Award at Vance AFB, Okla. is Capt. FLOYD F. HAUTH '68.

Air Force Capt. WILLIAM P. HERRBOLD '68 as selected to participate in the Strategic Air Command's elite Combat Competition at McCoy AFB, Fla. in December.

GARY C. WILLIAMSON '69 has been promoted to first lieutenant in the Air Force. He is a stratolifter weather reconnaissance aircraft navigator at Yokota AB, Japan.

DAVID J. SPATOLA '70, who is program advisor at the University of South Dakota Student Center, has been named Arts Coordinator for the Upper Midwest Unit of the National Entertainment Conference and, in addition, has been selected as a member of the National Committee for Arts and Exhibits of the Conference.

Second Lieutenant GREGORY C. MARKOS '70 has been awarded his silver wings and has been assigned to Norton AFB, Calif., where he will fly with a unit of the Military Airlift Command.

CAROL L. DUNCAN '70 is a stewardess for American Airlines and is based in Dallas.

After receiving a master's degree in journalism at Ohio State university, DAVID B. GILL '70 has been appointed to the position of director of public relations at the Planned Parenthood Association of Wisconsin in Milwaukee.

Second Lieutenant LESLIE M. HEPLER '70 has been assigned to McChord AFB, Wash., where he is with a unit of the Aerospace Defense Command.

Airman GUY G. HOFFMAN '71 has completed basic training and has been assigned to Chanute AFB, Ill. for training in weather services.

ROBERT J. FRITZ, WILLIAM T. HEMMENS, and JONN J. KNAUF, all of the class of '71 have been commissioned second lieutenants in the Air Force upon graduation from officer training school at Lackland AFB, Texas. FRITZ has been assigned to Mather AFB, Calif. for navigator training. HEMMENS will go to Vance AFB, Okla. for pilot training and KNAUF has been assigned to Chanute AFB, Ill. for pilot training.

REMINISCE



ALUMNI WEEKEND

May 19-21

Everyone welcome back! Special reunions for Classes of: 1947, '42, '37, '32, '27, '22; combined '16-'17-'18; Band of 1915.

ENGINEERS '22

Special Alumni Weekend
luncheon, dinner: May 18

Watch for announcement from
class chairmen, or write to Wisconsin Alumni Association.

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Summer 1972

THE ORIENT

July 1-31

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● Fly Los Angeles to Tokyo. After an overnight stay, on to Taiwan, where museums and lectures reveal the rich culture of Old China, and Taiwan's position in our foreign policy. Second week in Hong Kong, the bridge to the East. Your host will be the Chinese University of Hong Kong. Third week in Seoul, at Ewha University to study Korean culture. On to Kyoto and Tokyo where historic and modern Japan combine.

THE MIDDLE EAST

July 10-31

Approximately \$995—New York to New York

● First week in Cairo at the American University. Program will span the centuries from ancient pyramids to current efforts at modernization. Lush agricultural lands of Alexandria, the pyramids and the Sphinx will be highlights. Lebanon, the link between Moslem Middle East and the West, is the focal point of the second week, with visits to the magnificent ruins of Baalbek and cosmopolitan Beirut, where we will stay at the University of Beirut. Last week to Istanbul, blend of Roman, Byzantine, and Ottoman history and culture.

EASTERN EUROPE

August 3-24

Approximately \$945—New York to New York

● The week in Yugoslavia centers in Belgrade. Described as a nation of six republics, five major nationalities, four languages, three religions, two alphabets and more than a dozen minorities, Yugoslavia was the first to break with the Soviet Union. The next step is Bucharest, Romania—called "Little Paris" before World War II for its architecture, culture and gaiety. Warsaw, Poland, with its rich and tragic history will be visited during the last week. Our tour host will be the Polish Institute of International Affairs.

IRELAND, ENGLAND, SCOTLAND

August 5-26

Approximately \$745—New York to New York

● Dublin, with its lakes, castles and greenness will host the tour the first week. In England the following week the program is built around the Stratford Festival. Lectures by distinguished scholars precede the plays attended nearly every day. The third week in Scotland focuses on the Edinburgh Festival of music, drama and art. Residence will be in Middleton Hall, along with a score of Scots, Englishmen and other Europeans.

ROBERT SCHACHT, Director, International Seminars

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Madison 53706

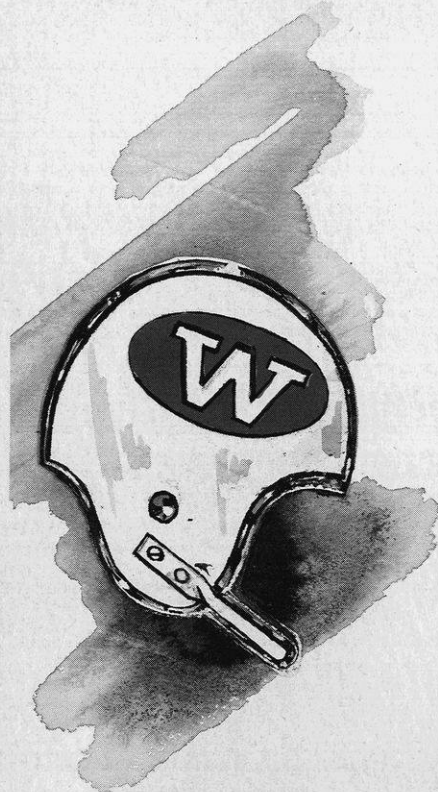
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in Racine

1966

Nancy ROBERTS and Daniel HOLTS-
HOUSE in Pardeeville, Wis.
Gloria TOYNTON and Mark O. DOB-
BERPUHL in Barron, Wis.

1967

Jane Marie KAMMERER and Thomas
Trimborn in Milwaukee
Nan LOLICH and Benjamin S. Hall in
Manhasset, New York
Susan RETZLAFF and George T.
CARLSON in Denver

1968

Karen Jane Fahrenz and James Ronald
DILLINGER in Rochester, Minn.
Ellen R. HEINRICHS and William J.
Stiner in Marshall, Mich.
Elizabeth Langlois and Davie NEU in
Racine
Cynthia Louise Bronson and Frederick
Carl REICHARDTS in Ft. George G.
Meade, Md.
Ruth FLEGEL and Dennis WALDEN
in Milwaukee

1969

Karen CHEEK and James Manning
Siegel in Milwaukee
Julie Ann CORNELIUS and William
Thomas Richard Cox Jr., in Madison
Diane Elizabeth SIEDSCHLAG '71 and
Dennis DeVries ELA in Monroe, Wis.
Carol BARTUSCH '70 and Timothy
GEIGER in La Crosse
Martha Louise HANSEN and Andrew
S. KOHLER in Milwaukee
Dianna Jeanne Stearman and Robert
L. LAWRENCE in Lexington, Kentucky
Margaret Mary HAMEL '71 and Ron-
ald David LEONHARDT in Fox Point,
Wis.
Sandra Alora MARTENAS and John
Edward BROSEAU in Racine
Mary Lou MILLER and E. G. Righel-
lis in Watertown
Marjorie Anne Grady and Carroll
PEEPER in Doylestown, Wis.
Valerie Anne WEINERT and Randall
Charles Melzer in Winchester, Wis.
Marcia Jean WELSH and Robert Bruce
GORDON in Madison

1970

Linda Kay Setula and Leigh Jay ASCH-
BRENNER in Scofield, Wis.
Cynthia Joy Karabensh and Michael J.
DIAMENT in Milwaukee

Judith Ann BARBIAN '71 and William
R. FRANK in Milwaukee
Marcella GRAY and Alan M. HORO-
WITZ in Kenosha

Betsy HOFFMAN and Karl Peter
SCHMIDT in Bethesda, Md.

Suzanne May KESSLER and Thomas
Claydon FROST '71 in Wauwatosa
Kristen Shelley KNUTSON '71 and
Gary Lee LEWINS in Green Bay

Sandra Kay LUCKOW and Terrance
John Daron in Manitowoc

Roberta McWILLIAMS and Richard
KILINSKI in Prairie du Chien

Ruth Eva MULLEN and Stephan Allen
ROOT '71 in Madison

Cynthia Noyes COLES and Sheldon
ROSE in Chicago

Blanca Nilso Ramos and Frederick
Wm. SCHUKNECHT Jr. in Port Wash-
ington

Vivian Anne Lantinen and Buckchul
SHIN in Homestead, Wis.

Naomi E. GARBER and Herschel I.
STRAUSS

1971

Betty L. BRAGG and Neal Langjahr
in Abbotsford

Catherine Jean EVANS and John Cant-
well Pick in West Bend

Judith C. HEIDEN and Michael R.
Kwasinski in Mequon

Christine Ann HEILMAN and Robert
Roy Newman Jr. in Madison

Margaret A. Hindall and William Mi-
chael LEHMAN in Lake Geneva

Beverly A. HOFF and Russell L. Cook
in Madison

Mary Kathleen Finley and John Gor-
don HOLLAND in Wauwatosa

Nancy Lee Grosse and William C.
CAPPER in Madison

Margaret Mary Schumaker and Doug-
las George KIEL in Two Rivers

Cathy MEISSNER and Wendell Beck-
with II in Logan, Utah

Mary Ann Mutchler and David William
NELSON in Portage

Sandra Galloway and Randy RUL-
LAND in Stevens Point

Karen Flynn and David MUELLER in
Monches, Wis.

Barbara Ann SCHMITT and Michael
F. DURST in Sun Prairie

Deborah Susan SMITH and Richard
John Schoengarth in Racine

Sally Lynn Laib and William Llewellyn
STICHMAN in Clintonville

Sherry Leanne STILES and James Mi-
chael Shobe in Wausau

Susan Joy UEYHARA and David Earl
Schultheiss in Madison

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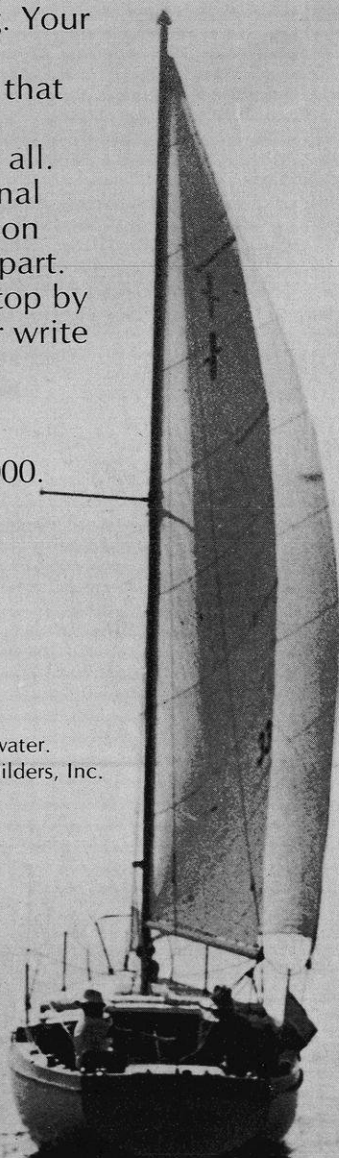
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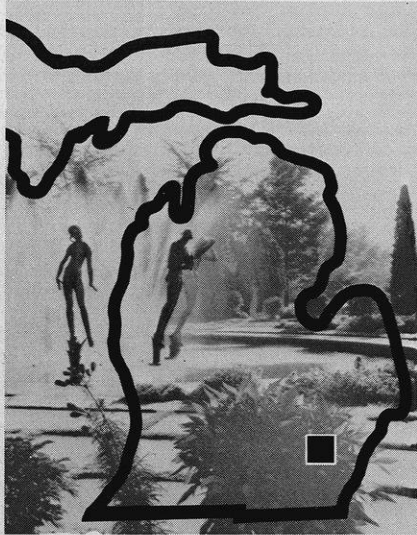
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Boarding and day students are now being accepted for 1972-73 at both schools. For more information write: Admissions Office, Cranbrook Schools, Box 803-O, Bloomfield Hills, Michigan 48013.

Deaths

Arthur MALDANER '96, Winnetka
Herbert Milton WOOLLEN, M.D. '01, Indianapolis

John Vincent BRENNAN '02, Detroit
Mrs. Emerson Ela (Florence M. WHITE) '02, Madison

Otto A. SOELL '02, LaCrosse
Mrs. Robert H. Titus (Mabel S. PERLIN) '02, Alhambra, Calif.

Benjamin Alexander PAUST '04, Minneapolis

Lillian Emilie HAERTEL '05, Chicago
Sister Mary Magdalen (Helen Elizabeth CRONIN) '07, Cheyenne, Wyo.

Herbert LOTHE '08, Lake Forest
Miles Charles RILEY '09, Madison
Lester Davisson HAMMOND '10, Arlington, Va.

C. Frederick HORNEFFER '10, Largo, Fla.

Harold Leigh ALGEO '11, Wilmette
Claire Carlton TOTMAN '12, Brookings, S.D.

Stephen WEHNER '12, Northfield, Ill.
Guy Thompson ELLIS '13, Santa Monica, Calif.

John Kingsley LIVINGSTON '13, Santa Barbara, Calif.

Burton Wilson OLIN '13, Winter Haven, Fla.

John Vincent MC CORMICK '14, Chicago

Mrs. A. Roy Hill (Catherine MAC ARTHUR) '15, La Jolla, Calif.

Charles William HUNGERFORD '15, Moscow, Idaho

Karl Lincoln JUVE '15, Venice, Fla.

Sylvia LEONARD '15, Milwaukee

Burton Carl TREMAINE '15, Pacific Palisades, Calif.

Mrs. George Weygandt (Mary Alice POULTER) '15, Fayetteville, Ark.

Mrs. Victor Carl Hamister (Bessie Irene SUTHERLAND) '16, Lakewood, Ohio

Earl James CASKEY '17, Beloit

Milo Louis MARGENAU '17, Bartlesville, Okla.

Mrs. Albert Charles Fiedler (Blanche Stevens TOLMAN) '18, Milwaukee

Guy E. MC GAUGHEY '18, Lawrenceville, Ill.

Mrs. John L. Lynch (Eva Lucile ROSITER) '18, Milwaukee

Rodney L. MOTT '18, Hamilton, N. Y.

Lorna MURPHY '18, Milwaukee

Mynie Gustav PETERMAN '18, Milwaukee

Mrs. Robert S. Wilson (Grace Alice JOHNSON) '18, Burlington, Wis.

Lucile Katherine AUCUTT '19, La Grange, Ill.

Mrs. Arnold Stevens Jackson, Sr. (Lora C. ZIESEL) '19, Madison

COME AS YOU ARE



ALUMNI WEEKEND May 19-21

Everyone welcome back! Special reunions for Classes of: 1947, '42, '37, '32, '27, '22; combined '16-'17-'18; Band of 1915.

Henry George KOEHLER '20, Madison
Donald Menzies BENNETT '21, Louis-
ville

Lincoln NEPRUD '21, Westby, Wis.
Lowell Evan NOLAND '21, Madison
Olaf K. THOLLEHAUG '21, Brookings,
S. D.

Lorin Elmer DICKELMANN '22,
Whipple, Ariz.

Albert Herron HIRSIG '22, Wellington,
Colo.

Daniel Otto HORNE '22, Harvard, Ill.
Arthur Henry MOECK '22, Milwaukee
Arthur Martyn SAMP '22, Beloit
Roman William BOLLENBECK '23,
Madison

Emily Genevieve FRANCOIS '23, Belle-
ville

Mrs. Richard Edward Krueger (Valen-
tine Eugenia HUMPHREY) '23, Horicon
Elgie Chester MARCKS '23, Milwaukee
Hubert Force TOWNSEND '23, Sarasota
Gerhart Fredrick VETTER '23, Stevens
Point

Walter Herman GAUSEWITZ '24,
Cross Plains

Mrs. Arch B. Cornelius (Rhea Boita
WAHLE) '24, Fremont, Calif.

Gustavus Emil JOHNSON '24, Berke-
ley, Calif.

Mrs. Lazlo Reiner (Mabel Victoria
DUTHEY) '24, Montclair, N. J.

Duey Ervin WRIGHT '24, Wausau
Frederick Russel AXLEY '26, Chicago
Louis Solomon BERKOFF '26, Milwau-
kee

Walton Chaffee FINN '26, Tucson
Alice Avenelle KAUFFMAN '27,
Princeton, Mo.

George Frederick LIDDLE '27, Muske-
gon, Mich.

Charles Howard WARTINBEE '27,
Madison

Carl Alfred WULFF '28, Grafton
Kendall CADY '29, Chicago

Joshua Sullivan GIBSON '29, Bend,
Texas

Donald Austin KURZ '29, Lake Forest
Amy Kathleen LOPEZ '29, Kingston,
Jamaica

Mrs. Adrienne Reeve (Adrienne Ame-
lia CHAMBERLAIN) '29, Chicago

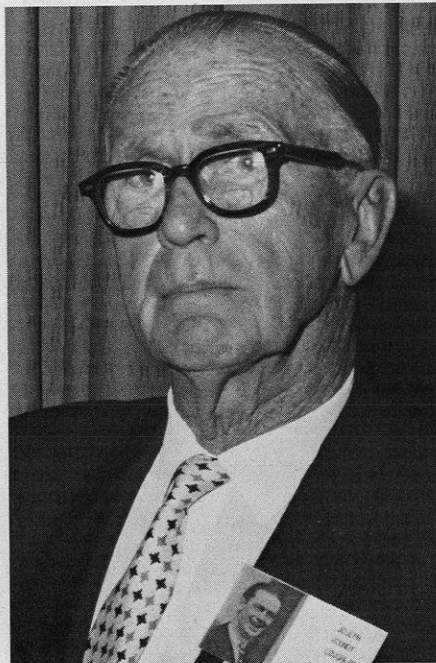
Marvin Edgerton COX '30, Park Ridge,
Ill.

Ben Edward SALINSKY '30, Sheboy-
gan

Mrs. Fred A. Egan (Maxine Susan
BROSTROM) '31, Gary, Ind.

William Henry EVANS '31, Madison
Mrs. Earl B. Gray (Mary Randall
DUNLAP) '31, Harrod, Ohio

Gerald Raymond HOLDRIDGE '31,
Sauk City



Joseph L. (Roundy) Coughlin, 84, one
of the best known men in Wisconsin and
an honorary member of the Class of 1919,
died in early December. He had retired in
January of 1971 after 47 years as a sports
columnist with the *Wisconsin State Jour-
nal*. In a quarter century he had raised
more than \$120,000 to help needy chil-
dren and handicapped people.

William Anthony KUEHLTHAU '31,
Wauwaukee

Walter Edward FALK '32, Racine
Sanford Sterling MUNRO '32, Des
Moines

Charles Louis RAUSCHENBERGER,
Jr. '32, Madison

Arthur Harold VINT '32, Sun City,
Ariz.

John Andrew BAYS '33, Champaign,
Ill.

Paul Olaf CLEVEN '33, Madison
Maurice Eugene DAVIS '33, Barring-
ton, Ill.

Mrs. Oscar William Hurth (Mary Ellen
KOLLS) '33, Cedarburg

Harold Wilson ALYEA '35, Waukesha
William K. MC DANIEL '35, Darling-
ton

Hervey William DIETRICH, Jr. M.D.
'36, El Paso, Tex.

Harry Edward WILD '36, Daytona
Beach

Robert Jesse DANCEY, M.D. '37, Dan-
ville, Ill.

Eldred Frederick HARDTKE, M.D. '37,
Bloomington, Ind.

Henry Broido HERMAN '37, Madison
Herbert Paul JACOBI '37, Omaha,
Nebr.

Harvey RAASOCH '38, Madison
James Earnest LINDHOLM '39, Mad-
ison

Erna Anna EBERT '40, Sheboygan
Lloyd Herbert SHINNERS '40, Dallas

Mrs. James Russo (Elsie Julia KOHN)
'41, Somerville, N. J.

Paul Bernard MURPHY '43, Cham-
paign, Ill.

Mrs. John Douglass Elliott (Marion
Kathryn STEFFEN) '45, Milwaukee

Mrs. Louise Wardell HANLEY '45,
Port Richey, Fla.

Merton Willard TOFSON '45, Wiscon-
sin Dells

Palmer Olaf JOHNSON '46, Middleton
John Richard THYGERSON '46, Fond
du Lac

Herbert Alexander DAVIS, M.D. '47,
Allen Park, Mich.

Walter Frank WOOD '47, Williamsville,
N. Y.

Mrs. Paul Nevermann (Edith Mae
MAAS) '48, Jefferson, Wis.

John Guy HAHN '49, Omaha, Nebr.
Donald Lee WESTON '49, Chicago

Daniel Joseph KIRLEY '50, Madison
Lt. Col. Warren James WEBER '50,
Fond du Lac

Martin Dennis BARNETT '55, Fairfax,
Va.

Vincent Richard HOWARD '55, Wau-
sau

Terry Allen KIRK '56, Milwaukee
Wayne Norman JERLOW '58, Okla-
homa City

Valerian Charles WIESNER '58, Win-
ter Park, Fla.

Thomas Edward ROETHE '64, Fenni-
more

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