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Wisconsin Alumnus

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The Campus' New Seal

Wisconsin Alumnus

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On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

Determination, dedication, loyalty, a good program of work, and motivated volunteers are important to the success of an alumni association. Truly, 1975 was the year of the volunteer in WAA, and I wish to salute our Executive Committee and you for a year that is very historic in the annals of Wisconsin Alumni Association history. At its beginning we all agreed that this would be an unusual year because of the great financial challenge before your Association. It was necessary that adequate funds be raised to carry on a program that has great meaning to the University of Wisconsin-Madison. Your Executive Committee took up the challenge, worked closely with the staff and developed a program that turned out to be highly successful and very exciting.

A special salute should go to Carl Krieger, who was our national president and who devoted so many hours to the welfare of our Association. We have been indeed fortunate to attract men of outstanding ability to head this, the largest independently financed alumni association in the nation. Carl, because of his good guidance and complete devotion to the Association, pulled us through a year that otherwise might have been disastrous.

It's been an exciting year for membership growth: we attracted 3,088 *new* members during a time when the economics of our country were difficult. It is the second highest year in life membership receipts, bringing in a total of \$212,000, and our total dues income exceeded \$290,000! That is tremendous alumni support at a time when our Association needed it most.

And we certainly want to thank those life members who responded so generously to our letter requesting emergency support to continue our Alumni Relations program.

We tried many new things during 1975, and implemented a number of fresh ideas that will be of long-range benefit to our Association.

It is appropriate to salute our staff because they perform an outstanding service to you and to the University

of Wisconsin-Madison. All have double duty and they do their jobs well and, most importantly, with enthusiasm and a smile. We have the smallest alumni association staff in the Big Ten, and yet our program is held up as an example of outstanding alumni involvement.

It has been my good fortune to represent you from coast to coast and to know the enthusiasm that our alumni have for their University and for their Association. We have a most outstanding alumni body that supports not only our efforts, but those of our sister organizations, the Wisconsin Alumni Research Foundation and the University of Wisconsin Foundation. Truly, a magnificent record of achievement and involvement that is the very best in the entire nation.

We asked you for special assistance this year; you answered our call; you met the challenge; and it was a rewarding year for all. I am proud of our Executive Committee, our Board of Directors, our staff, and our program of work.

As we look ahead, it will be another year that will test us all, but because we have the necessary ingredients for success, we will once again meet the challenge and continue to service our alma mater.

On Wisconsin!

By Wm. R. Jordan III Ph.D. '71
UIR Science Writer

Late in the fall of 1923, Harry Steenbock, a young biochemist here at the University, made a startling discovery. He found that he could prevent—or even reverse—the symptoms of rickets in rats by feeding them a mixture of millet seed and casein that had been exposed to sunlight or other source of ultraviolet light. Further experiments showed that the irradiation treatment induced synthesis in the ration, and in many other foods, of the “fat soluble vitamin D” which had just been discovered by Elmer V. McCollum, a former colleague of Steenbock at Wisconsin.

In 1923, both vitamin D and sunshine were known to prevent or cure rickets, but the relation between the two was a mystery. By linking them, Steenbock had shown how to trap some of the magic of sunlight—its power to form one of nature’s rarest vitamins—in a box of cereal or a bottle of milk. Steenbock saw that the results of the experiments he was completing just a few days before Christmas held enormous promise for public health.

The route to widespread fulfillment of this promise was, however, far from clear. Recent events had shown that the easy way of introducing an idea to the public—simply publishing it and abandoning it to commercial interests—was not always the best way. It seemed that, in some cases at least, a patent on a new idea, giving the discoverer some control over its commercial development, was called for. But patenting the irradiation process would be a complicated affair, one which Steenbock had no desire to undertake on his own. Taking out the patent would be expensive; managing it would take up much time, and if successful, the patent would yield royalties which Steenbock stoutly believed ought to return to the University at which the idea had been conceived.

Just a few years earlier he had found the Board of Regents cold to his suggestion that they take out and manage for the benefit of the University a patent on a process he had developed for the isolation of



vitamin A. Clearly, if his latest discovery were to yield its full benefit to society and to the University, it would have to be matched by yet another idea.

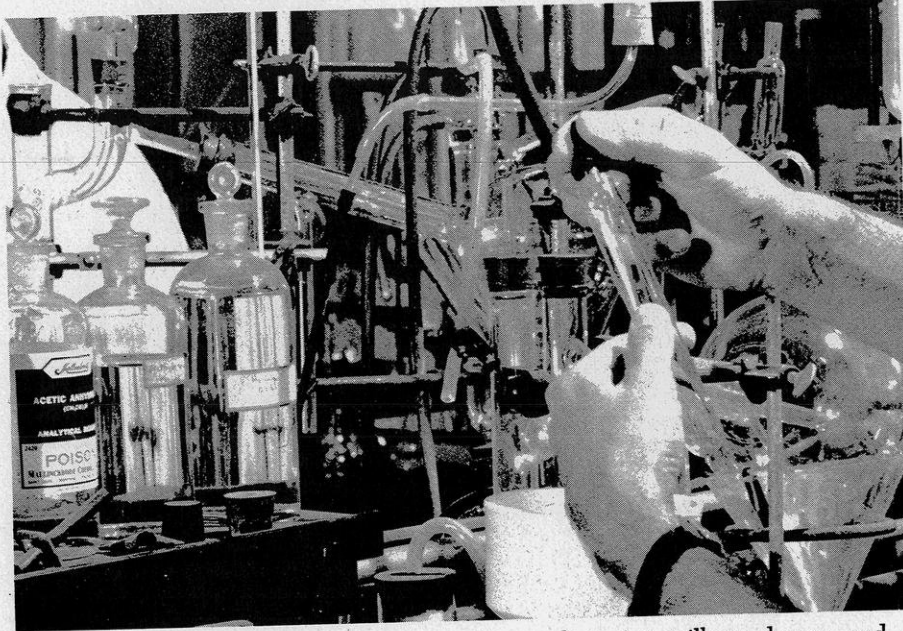
Inklings of a solution came from Chicago where a consulting chemist and a patent attorney had put together a plan for a patent-managing foundation which would provide money to a university but which had the novel feature of carefully separating its management from the university's. Steenbock learned of it early in 1924. He discussed it with Harry L. Russell, then dean of the College of Agriculture, who shared his enthusiasm and carried it to the regents. They, however, saw the scheme as a speculative venture, well outside their authority as managers of public funds.

In the spring of 1925, just before the deadline for filing for patents on the irradiation process, help came. Graduate School Dean Charles Sumner Slichter learned that the Quaker Oats Company had offered Steenbock \$900,000 for exclusive rights to a patent on the irradiation process. “I’ll go to New York right away,” Steenbock, thirty-five years later, recalled Slichter as saying, “and I’ll come back with plenty of funds to set up your foundation.”

Stopping in Chicago and New York Slichter contacted key alumni, urging them to lend funds toward the formation of a foundation which would manage patents on the irradiation process for the benefit of research at the University. He returned with pledges for \$10,000—to which he himself added \$2000—for further research and a patent application.

Early in May, Slichter and Russell again went before the regents—this time with a proposal that would cost the University nothing at all and that clearly stood a chance of yielding considerable support to its growing research program. The regents approved the plan in this form and the work of drawing up a charter got underway. It was granted on November 14, 1925, establishing the Wisconsin Alumni Research Foundation. WARF would have no capital stock and would pay its members no dividends. Its only business would be to aid research at the University through grants made from income accruing from patent management, investments and gifts. Its trustees were five Wisconsin alumni. In addition to George I. Haight, who becomes its first president, they were: investor Thomas E. Brittingham, Jr., attorney Timothy Brown, bank president Lucien

WARF: A Half Century of Progress



Hanks, all of Madison, and New York attorney William S. Kies.

On February 18, 1927, Steenbock signed over to WARF his rights to the vitamin D irradiation process. In return he received ten dollars. "Probably ten dollars never bought so much before in history," an article in *Reader's Digest* was to declare thirteen years later.

The value of Steenbock's irradiation process to society has been incalculable. It has been estimated that as many as half the children in America had some degree of vitamin D deficiency at the time Steenbock made his discovery. In some of these cases the deficiencies resulted in permanent crippling and disfiguration. Available sources of vitamin D, notably the infamous cod liver oil, were unpopular and expensive; Steenbock's inexpensive way of introducing the vitamin into such everyday foods as bread and milk soon made it readily available to all.

Applications for licenses to use the process flooded WARF's offices from manufacturers of products ranging from chewing gum to cosmetics. The licenses, however, went to manufacturers of more substantial food items. The first was the Quaker Oats Company, followed by several pharmaceutical firms. Later, WARF

began licensing milk producers, and milk became the standard source of the vitamin, as it is today. By the time the Steenbock patent expired in 1945, it had produced more than \$8 million in net royalties, and rickets had been eliminated as a major health problem.

The campus currently yields new patent ideas at the rate of about sixty each year. Since 1925, members of the faculty have approached the foundation with more than 1,500 suggestions for patentable ideas resulting from their research—in many cases research that has itself been supported by money from the foundation. Of these, about 250 have actually been awarded patents and forty-two have yielded a profit in royalties. Many of them have significantly advanced scientific knowledge as well as contributing directly to human welfare, most notably the patents on the discovery by Karl Paul Link of the blood anticoagulants dicumarol and Warfarin. These have given physicians a new measure of control over blood clotting in surgery and in the treatment of certain diseases of the circulatory system. Warfarin is now also used all over the world as a rodenticide. Many other discoveries assigned to the foundation have been useful in medi-

cine. There is biochemist E. B. Hart's preparation of copper and iron to relieve anemia; his method for stabilizing iodine in table salt; and a solution devised by physicians Manucher Javid and Paul Settlage which relieves pressure on the brain in patients with brain tumors or head injuries.

Other inventions have come to WARF from the departments of chemistry, pharmacy, soil science, bacteriology, food science, engineering and many others.

In all cases these have been assigned to the foundation voluntarily, with 85 percent of the net royalties going to WARF; 15 percent shared by the inventors. Altogether, of WARF's forty-two royalty-earning discoveries, three have produced more than \$1 million each; nine of them over \$100,000, and fourteen have earned at least \$10,000.

While patent royalties provided the seed money, continued growth has depended largely on investment in common stocks of young growing companies. The combination of the two—royalties and investment—have seen an original \$900 grow to nearly \$100 million. A third source of revenue is the generosity of a number of benefactors who have given funds and property to WARF in order to advance its goals.

Three years after its founding in 1925 the young WARF was able to make its first grant to the University. Twelve hundred dollars went to W. H. Peterson and E. B. Fred for studies on the action of molds on wood. A decade later, the then Professor Fred wrote of some of the other projects funded: 171 of them the previous year alone, including Conrad Elvehjem's studies of the antipellagra vitamin; Harry Harlow's early work on monkey behavior; and studies by R. Alexander Brink on hybrid corn which were just then helping to revolutionize corn-growing in the Midwest.

The grants have continued through the years, usually in increasing amounts annually. Figures at the end of its first half-century show grants for the support of research:

salaries, supplies, and equipment, totalling \$59,299,814; grants for buildings, \$16,407,712; donor-directed funds have amounted to \$3,331,691. The grand total of WARF grants to the University in fifty years: \$79,039,217!

The value of the foundation's funds to research at Wisconsin has been far out of proportion to the amount of money involved. WARF dollars have been there in emergencies, available to fill gaps in government funding, available to back long shots—bright ideas that would later turn into such things as a particle accelerator, satellite instrumentation, or a new drug to fight bone disease.

In 1958, funds from the foundation helped erect the Pine Bluff Observatory on a hill fifteen miles west of Madison. Also gigantic, but built to observe the very tiny, is the High Voltage Electron Microscope (HVEM) which began operation in 1972 in an addition to the Animal Science Building partially paid for with money made available by the foundation. These impressive tools represent only the extremes on the scale of sizes. In between, WARF funds have paid for a long list of equipment which has made possible many experiments conceived by UW researchers.

The influence of WARF on the University shows on the campus' skyline as well as in its laboratories. Funds for several dozen buildings and pieces of major equipment have been provided by the foundation over the last thirty years.

In 1929 the trustees set out to find a full-time manager for the foundation. Looking for a candidate who combined business experience, a solid public reputation and familiarity with the natural sciences and the University, their first choice was H. L. Russell. In 1930, Russell resigned his deanship of the College of Agriculture to become director of the foundation he had helped initiate. When he retired in 1939 he was succeeded by L. D. Barney, business manager, and Ward Ross, general counsel, who were co-administrators until Barney resigned

in 1944. Ross then served as managing director until he retired in 1969, with Edwin O. Rosten succeeding him.

Summarizing recently the history of WARF, Edwin B. Fred said:

"First of all, we had a remarkable group of men, descendants, many of them, of the early settlers of Wisconsin. We had Steenbock's patent. That was the outcome of devotion and hard work. I remember Harry used to work with those rats constantly and sleep on a cot in the lab. I used to see him buy a bottle of milk and some cheese and crackers and go with nothing else to eat. . . . And we had an unusual policy about patents. At Wisconsin, they say an invention comes out of a man's head and it's his to do with as he wants.

"We had men with the courage to go against the faculty view that a foundation would lead to patent chasing. The record shows it never did. Steenbock wanted to show a man could take out a patent and still be a professor. And he did that. We had trustees who knew how to invest money. They kept plowing it back to build up a fund. A lot of people disapproved of that, too. They would have used it right up—killed the goose that laid the golden eggs. They kept the foundation and the University administrations separate. Otherwise it would have turned into, 'You scratch my back and I'll scratch yours.' They turned the money over to the research committee, and right away the committee decided not to use it to go after more patents, but only to support basic research. So they watered the roots of the thing, which is quite proper.

"It's all part of the Wisconsin tradition of service."

WARF is one of the three "Alumni Arms"—organizations founded by alumni to provide support for the University but to function independent of it, owned and controlled by alumni designees. Each works in a different way and for specific purposes. Here are the three.

WARF, as you have been reading, has a twofold objective: (1) to make available to the public, not only in Wisconsin but everywhere, some of the results of the University's research and (2) to assist the University through its grants program.

The *University of Wisconsin Foundation* is another arm, its policy being "to solicit, receive and administer gifts and bequests for the benefit of the University." Private gifts to education have, over the years, become increasingly essential in meeting normal operating costs as well as in providing cultural and other supplemental facilities that would not otherwise be available. The Foundation is devoted to the encouragement of these gifts. Much of its income is applied to scholarships, often on a dollar-for-dollar matched basis with funds raised by Wisconsin alumni clubs.

The third arm is the *Wisconsin Alumni Association*, dating back to 1861, and dedicated "to promote, through organized efforts, the best interests of the University of Wisconsin." WAA helps coordinate activities of the eighty Wisconsin alumni clubs throughout the nation, those "outposts of understanding" by which alumni keep in touch with their University and keep *it* in touch with *them*. WAA members compose the University "family" among alumni, and as such may share in such WAA services as tours, Distinguished Service Awards to outstanding alumni, citations to special University seniors, Alumni Weekend and Homecoming and the class reunions which take place then, programs in continuing education, club Founders Day events, and the outstanding Wisconsin Singers and their concerts.

The African Connection

By David S. Wiley Ph.D.
Chairman, UW African Studies Program

As a nation we sadly neglect it, says this UW authority.



Downtown Nairobi, Kenya—with its Hilton Hotel—is typical of the cosmopolitan Africa we seldom imagine.

The African peoples say it with a proverb, "When one sets a portion for himself, usually it is not too small." The American portion in Africa is not too small. Indeed, even today, Africa and Africans continue to make a major contribution to American technology, economy, and culture. In barely perceived ways we have an "African connection," or rather, several.

The first is through our technology and material culture, heavily founded on the metals, minerals, and oil which Africa produces. If you were awakened this morning by a made-in-Japan clock-radio, it contains copper extracted by workers in Zambia, Zaire, or Namibia. The electric toaster, coffee pot, mixer, all had an African connection if they were made in Asia or Europe. Your instant coffee came to you courtesy of the

peoples of Angola, who grow a variety especially valuable for such blends. (Or if your preference was tea, it may have originated from the Brooke Bond tea plantations of Kenya or perhaps from Malawi.)

The natural rubber in the tires on your automobile probably originated from the labors of Liberians; the chrome in its bearings was extracted by black Rhodesians (Zimbabweans). And even the exhaust emission control catalytic converter on newer models was brought to you by the extraction of platinum by the black workers of South Africa. Indeed, even the lubricants and gasoline may have originated from Nigeria, the second largest U.S. foreign supplier of petroleum, or from Libya or Angola.

The list of African materials in

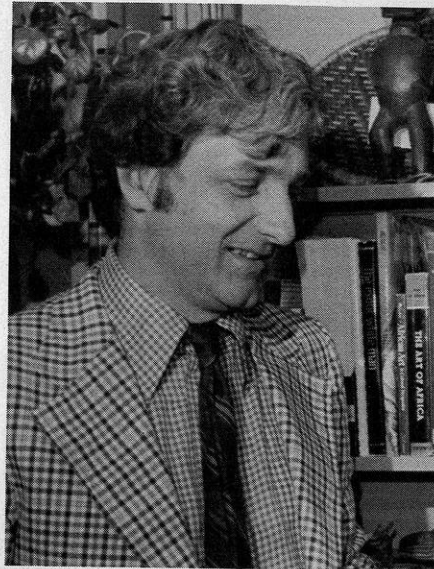
our lives is virtually endless. The chocolate in a candy bar was grown by Ghanaians and Nigerians. Cloves for spicing the hams of American Easter dinners originate from Zanzibar. The sisal to tie holiday packages was grown and processed by Tanzanians. Some of our more effective bug sprays keep away mosquitoes with Kenyan pyrethrum. A diamond begins as a gem with the drill and pick axe of the black South African, Sierra Leonean or Mozambican miner. And the gold in a ring or necklace probably came from the rich ores of South Africa. Even the uranium for the bombs at Hiroshima and Nagasaki was extracted by African miners in Zaire (formerly the Belgian Congo). Wherever an advanced American technology has developed, utilizing

American investments in Africa have almost doubled

precious and rare metals, there we find an African component. Cobalt, manganese and vanadium from Ghana, columbium from Zaire and Niger, tantalum from Mozambique and Zaire, asbestos, tin, aluminum, zinc, and iron have important sources of supply in Africa. In the future, Americans probably will be increasingly dependent on Africa for electrical power, for the continent contains almost one-third of the earth's known uranium reserves, a fact which has not been lost on our makers of foreign policy.

The second African connection is the commercial one. She is an increasingly important market. In addition to merchandise *made* and distributed there by American-owned or licensed corporations, last year U. S. industries exported almost \$3 billion in products to Africa, a sizeable amount in the battle to control our balance of payments. Indeed, as a state, Wisconsin has important industrial ties there. Allis-Chalmers, S. C. Johnson and Son, Cutler-Hammer, Kimberly-Clark and Parker Pen not only export goods to the continent—as does A. O. Smith, J. I. Case and Ray-O-Vac—but own plants or subsidiaries in South Africa. Clark Oil has been exploring for petroleum in Mozambique. The list is longer, but the point is clear. Africa provides for most major American corporations an important source of *sales* and *profits*. For many of these corporations, the use of Africa's cheap labor, especially in South Africa where African labor is prohibited from unionizing effectively, provides an important source of profits through cheaper production costs. Indeed, annual profit rates of return frequently average in the range of 20-27 percent. It is not surprising that American investments in Africa have almost doubled in the past decade.

This trade connection with Africa is not new, for Yankee frigates and clipper ships plied the African waters for slaves and spices before 1776. That connection was so important that one of the first foreign consulates of the newly independent American states was in South Africa in 1799,



Wiley

where some American merchantmen were tempted to annex land as an American colony in Africa for the watering and provisioning of American ships. Only an isolationist president stood in the way of adding the United States to the list of nations which colonized the continent.

The third African connection is the human one. Twenty-two million Americans can trace their ancestry to the continent. Indeed, there is a sense in which contemporary Afro-Americans can claim that Mother Africa was more important to the nation's independence than most European nations. During the Revolutionary period, one of every five Americans was black and about 5,000 of those sons and daughters of Africa bore arms for the Revolutionary cause. Crispus Attucks, a son of Africa, was one of the first five Americans to die for this nation. Other blacks were cited for their bravery as officers, guides, couriers, spies, and laborers for the Revolutionary cause. To be historically accurate however, we also must remember the thousands of African slaves who fled to the British forces during the war, where they were promised liberation from slavery and the opportunity to fight against the perpetrators of the southern slave plantation economy.

Beyond independence, the contribution of Africa's children to the culture and economy of this nation has been exceedingly large. Not only were they the backbone of cheap labor in the building of nineteenth century industrial America; not only did they bring about important innovations and inventions for the manufacture of sugar, cotton, and peanut agriculture, but they also brought to us important agricultural knowledge. Recent research has indicated that South Carolina's rice-agriculture system, which was very important for nutrition in early America, probably would have been impossible without the specific techniques brought by West African slaves. Their natural immunities to malaria also enabled them to work in the warm, wet swampland of the Carolinas.

Of course, Americans have contributed to this human connection. Many of the governmental leaders of independent sub-Saharan African nations have been educated in mission schools founded by American churchmen and women. In Rhodesia and Angola, the officers of the revolutionary guerilla movements which fight for majority rule and an end to racialism come disproportionately from the missions of American churches. Agricultural technologies have been taken by American government aid representatives. Emergency food provisions have been sent from the United States to the drought-stricken territories of the Sahel. And American blacks have given support and assistance to African liberation and independence movements. In the 1930s Emperor Haile Selassie of Ethiopia fought to stop the Italian domination of his nation, and his chief personal pilot and courier was a black American. During the nineteenth century the first "Back to Africa" movement from the United States produced Liberia in 1847, the first politically independent African nation in sub-Saharan Africa in the contemporary period. Later, after 1880 and the European scramble for Africa, the writings for African and Afro-American self-determination began to flow from America to Africa.

in the past decade.

The African Studies Program

Bishop Henry M. Turner, W. E. B. DuBois, and Marcus Garvey wrote to their African colleagues concerning self-determination, black pride, black consciousness, and African personality. Their correspondence and visits alarmed white colonial officials who sought to ban from their shores these dangerous politicians as well as their compatriots in black American churches, who also preached justice, freedom, emancipation, and the equality of all men before God.

Beyond this exchange of persons is another African connection, the cultural. Scholars are only beginning to explore the aspects of African life which have been appropriated into the mainstream of what we term "American culture." We do not yet know very much, but what we have discovered is tantalizing. It seems, for instance, that the great beef-herd ranching technology of the cowboy and the ranchero of the American West almost certainly had an African origin. Texas ranchers learned techniques which had been originated by the Moors of North Africa. The connection was indirect, but the basics had been African. In the arts, African style and technique have long had a significant influence on drawing and painting, first in Europe and then in the United States. The works of, among others, Picasso, Klee, Romare Bearden, and Modigliani have been influenced by the African mask as an art form. Some of the faces in their paintings are virtual replicas of the mask. Some observers have pointed out that the African figure caricature with its two-dimensional images of animals and the human body moved through Western art into the stylized, caricatured cartoons of such as Walt Disney and others. Story and language are another source of African influence on our culture. Proverbs, aphorisms, and folk tales brought to the southern plantations of the Americas found their way into children's literature. Best known are those of Brer Rabbit, which clearly has African cognates, along with many other Uncle Remus stories. Similar influences are found in the language and stories

of the Sea Island populations of Americans off the coast of Georgia.

African languages made an American impact. After years of debate about possible Greek, Finnish, or French origins of that most-American word of all, "O.K.," linguist David Dalby has traced it to West Africa where among the Wolof and Mandingo peoples of Senegal a word of the same sound means "Yes, indeed." Yale anthropologist Robert Thompson believes that West African influences on American culture are even stronger through the insertion of the "cool" style of black American subculture growing out of the Harlem Renaissance of the 1920s and the confluence of black Americans with "hip" and "beat" communities. Thompson has found parallel uses of the term "cool" among the Yoruba peoples of Nigeria, who furnished many of the slaves in the Americas.

But it is through music that Africa's most pervasive influence has been made. Contemporary American rock and jazz have become the favorites of the youth of the world, whether in Bangkok, Tokyo, Caracas, Beirut, or Europe, and Africa. We note the influence of Africa on the music of slave subcultures and thence into New Orleans jazz. New understandings of the ragtime music of Scott Joplin have shown us the route of African syncopation rhythms into the contemporary era. (And the route was not so indirect. Stan Kenton and other leading U.S. jazz musicians actually traveled to Africa in the 1950s and '60s to learn at the source.) Directly and indirectly then, African drum music and complicated rhythms were interwoven with European tonalities and melody to produce the new "American music."

Undoubtedly, recent research by young scholars into the oral narratives and history of Africa, the black subcultures of the South, and the Caribbean will bring to light far more African connections, but the evidence is sufficient to impress us that American indebtedness to Africa is great and continuing.

continued

The African Studies Program at the University is attempting to make a contribution toward both an understanding of African society, economy, polity, and culture and a dissemination of this knowledge in the school, community, and media of the United States. With the only Department of African Languages and Literature in the nation and about thirty-five faculty with major responsibility for teaching and research about Africa, the program is one of the largest centers in the country for Africa. In addition, more than 100 other faculty have researched, taught, and lived in Africa. Research interests of the faculty and graduate students vary from food-crop agriculture in Kenya to Yoruba art history in Nigeria, from the politics of ethnicity in Zaire to Arab expansion in West Africa, from housing and health in urban Zambia to the history of the expansion of Bantu languages, from francophone novels of West Africa to curricular innovation in Ethiopia and Sierra Leone. The Madison campus also has mounted important assistance plans to African nations. Our College of Agriculture worked to establish a quality school of agriculture at the University of Ife, which resulted in over 100 man-years of our faculty time in Nigeria. The School of Education mounted a large teacher-training project in northern Nigeria. With Office of Education funding, two curriculum specialist teachers—one American and one Ethiopian—have founded the only African Instructional Materials Center for Teachers in the nation. This team also works to train and retrain teachers and awaken student interest in the school classrooms in Wisconsin and five other states in the Upper Midwest. Faculty also are involved in the production of textbooks to change the image of Africa for the generations of the future, but our efforts are small in comparison to the task which we face, and the funding remains inadequate and uncertain.

—D.S.W.

We are guilty

Against this backdrop of long historical ties, cultural inheritance, and dependence for strategic minerals, the present attitude of the United States toward Africa is highly perplexing. At the time of independence for many African nations in 1960, there were few illusions about racial discrimination in the United States. Indeed, some African leaders who had studied in the United States in the 1950s (e.g. Ghana President Kwame Nkrumah, Nigerian Nnamdi Azikiwe, and Kenyan Tom Mboya) had direct experience with it. President John Kennedy's new administration, however, made pledges of a fresh start in American-African relations and sent affable C. Mennen Williams as his Assistant Secretary of State for Africa. Williams found a friendly welcome in most African nations. After all, the United States had never been a colonial power in Africa and had fought Britain for its independence, too. With our many black Americans, our great wealth, and our knowledge of economic development, the Western Hemisphere could bring friendship and assistance to newly independent black governments. The "era of good feeling" was short-lived, however, for Africans had underestimated the extent of U.S. commitment to powerful interests which guided foreign policy and protected American corporations abroad, to keep as low as possible the prices of raw materials for American industry, and to halt the spread of international communism and socialism in the Third World. These commitments from the past resulted in strong ties of the U.S. government and major corporations with, first, the Portuguese Salazar dictatorship, which, it was assumed, would remain in power for decades. That regime used our naval and air base in the Azores to bargain for U.S. support, or at least passive acquiescence, for her wars against the African peoples in Guinea-Bissau, Mozambique and Angola. Thus, in spite of our many public speeches in the United Nations for support for "the self-determination of subject peoples," United States

military assistance flowed to underdeveloped Portugal; napalm and herbicides were used on villages; and American Boeing 707s were sold to ferry Portuguese troops to and from the wars.

Similarly, while neighboring African nations have spent millions of dollars of urgently needed development funds to enforce United Nations sanctions against the avowedly racist Rhodesian white government, the U.S. openly allowed the Union Carbide Corporation to continue to export ferrochrome from its Rhodesian mines, thereby providing the whites with badly needed foreign exchange. And American mercenary soldiers have joined the white army there. Americans who work in Africa are asked frequently how "your interest in that company or that chrome ore could lead you to open trade with a regime which stands for everything you Americans say you are against."

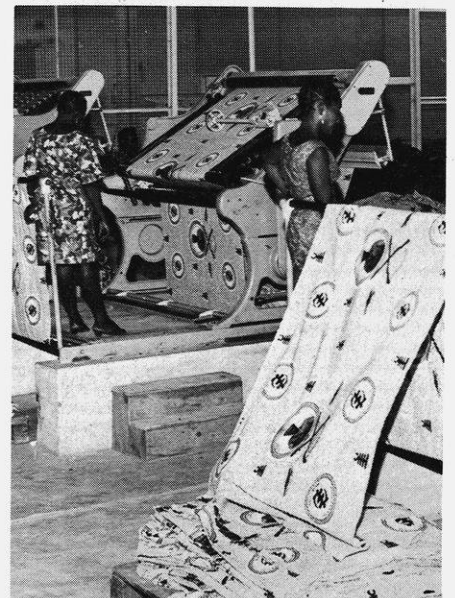
Likewise, American economic interests in profits, ores, and balance of payments issues in South Africa have created a situation which leads independent Africa to assume no contradiction between the principles of the American peoples and government and the practices of South Africa. Those practices include the effective outlawing of black unions, legalized segregation in every aspect of life, the open reservation of good jobs for whites, the segregation of man from wife and father from children for the sake of cheap labor, relocation of large segments of the African population into isolated rural slums, one of the world's most extensive policing and control operations of non-white populations, resulting in the highest arrest and imprisonment rate anywhere.

Americans who visit Africa are questioned about our economic policies beyond the support of avowedly colonial and racist governments. First, in spite of our great wealth and our special relationship with Africa, she has received very little economic assistance from us. For instance, since World War II, Americans have given more foreign aid to Germany, our

former enemy against which many African men fought and died with us, than to all of sub-Saharan Africa. Indeed, since 1945 the two dictatorships of Spain and Greece have received more foreign aid from the United States than all of Africa combined.

More important than aid, however, was economic policy toward African products. One United Nations economist estimates that in the 1950s and 1960s Africa lost twice as much money as all the foreign aid assistance it received simply through the drop in the price of African commodities on world markets. For instance, in 1954 during the colonial period, Ghanaian cocoa sold for \$1575 per ton. By 1965, the price had fallen to \$256 per ton, and those inflated dollars were worth much less. Similar stories may be told about Zambian and Zairean copper, Tanzanian sisal, Nigerian and Senegalese peanuts and other agricultural commodities. The refusal of the United States to support the various African proposals to stabilize these prices at a reasonably profitable level for African governments and farmers is creating a great deal of ill will among these nations which are trying to catch up very rapidly with decent standards of health care and nutrition.

Fabric mill in Ghana



Photo/Ghana Information Service

of incredible ignorance and myth about Africa.

The final area of tension between Americans and Africans is the stereotypes we hold about Africa. We are guilty of incredible ignorance and myth about Africa, even the most educated and sophisticated of us. This fall, a Nigerian professor of English literature who lives in a city of more than a million reported that he had been asked by a college-educated American hostess if the lions shown on a television film were similar in size to those he regularly sees in Nigeria. Nigerians never see lions; the average American youngster has seen far more wildlife in the flesh than his or her African counterpart. Nevertheless, the American media continue to exaggerate Africa's exotic side. Through "Animal World," "Wild Kingdom," "Daktari," Disney specials, and countless B-movies, animalized Africa is rehearsed again and again before the American audience, to the exclusion of those parts of Africa which are mechanizing, industrializing and developing. The result is that while a few facts about this most rapidly urbanizing of the world's continents gradually appear in classroom social studies texts, a new national survey shows that the average American young person at seventeen holds more stereotypes about Africa than at thirteen! To most of the new media generation of this world's richest educational system, Africa remains the Masai warrior, leaning on his spear, idyllically watching the cattle and the clouds: the Noble Savage lives. While the modal African terrain in fact resembles Wisconsin or Iowa, Africa lives in the minds of most Americans as the teeming and impenetrable jungles, through which Bogart's *African Queen* endlessly plods. The repeated bad jokes about the missionary and the cannibal, and the more sophisticated middle-school texts on the hunting-and-gathering "Bushmen" (they actually are the San peoples, called "Bushmen" by the South African whites who exterminated many and drove the rest from their ancestral lands) add to the myth of the savagery, the primitiveness, the voodoo, the irrationality of

African peoples. Indeed, Africa remains "Darkest Africa." When Africanists protest to the major television networks or to the printed media, we frequently are told that either "it's simply a matter of human interest reporting" or "the program was just a story, a comedy which no one takes seriously."

Such media images could be disregarded if factual reporting on Africa were more accurate and extensive, but it is not. The *Washington Post*, probably the most important news source of American political decision-makers, covers Africa's fifty-two nations and 700,000,000 people with one reporter, who, within a few days last spring, was ordered to cover the independence of Mozambique, the coup against the Emperor in Ethiopia, and the Ali-Frazier fight in Zaire! (As one Madison newspaper editor noted, there is more and better reporting on Africa in one weekly air-mail tissue edition of the British *Manchester Guardian* than in all the American national press combined.) Those of us who know Africa and read the U. S. press' political reporting frequently find that stories are shallow, and stereotypical, over-emphasizing the importance of ethnicity and tribe, fixated on the bizarre and exotic, primarily dependent on white expatriates for information, and sometimes covertly allied with white-racialist interests.

Africa is an attractive, friendly, and incredibly complex range of societies and cultures, from which we have much to learn. For long years, we did not understand that the major mode of cultural innovation and development in Africa usually was not one in which "material culture" was primary. When we found no pyramids, no Appian Way, no grand temples, no Great Wall, and no gunpowder, we thought Africa was uncivilized. (Indeed, that is the continuing message of the South Africa Information Service in the stories it distributes in Europe and North America to justify white oligarchy.) But it is not uncivilized! Rather, some African societies innovated and developed in human relations, in building intri-

cately interwoven civilizations, matrixed through kinship, lineage, polity, religion, and locality. This fixation with human inter-relationships frequently produced great concern for reduced hostility, inequality, and dissension in the societies. Important ceremonies are traditionally built around the restoration of friendship between men or women who had quarreled. Criminals usually are kept within the community for their punishments. Sometimes, even the injured party and the criminal are asked to exchange gifts to symbolize the restoration of the criminal to normal human relationships with his neighbor, the exclusion of alienation from the community, and the restoration of communal health. This understanding of crime more as an expression of the poor health of a community and less as a matter of evil individuals is a conception toward which Americans are slowly moving.

The United States needs continuing access to Africa's minerals and commodities for our industry and quality of life. Africa needs American know-how and technology. Today we appropriate little economic assistance with which to keep up the American side of the exchange, and our alliances with minority white regimes are serving only our very short-term interests in these states which shortly will have African governments. (As the African proverb observes, "When you know who his friend is, you know who he is.") The result of this unequal exchange between Americans and Africans may be seen in the recriminations which grow in the halls of the United Nations, in the growing estrangement between Americans and those to whom we owe so much. We can only hope that historians a century hence will look back on these few decades as a temporary period of short-sightedness.

David Wiley has lived in Rhodesia, and conducts research in Zambia concerning education, health, and housing of urban populations.

Living in a mining town in pine-covered mountains is the last thing I expected to be doing in Africa. When I signed up for a two-year stint as a Peace Corps Volunteer, I thought it would be a long time before I encountered those cold, crisp, pine-scented Wisconsin nights. But I was wrong about that and many other typically American illusions of Africa. Perhaps somewhere on this huge continent Conrad's Africa still exists. But I came to Swaziland where there is a curious combination of modern and traditional values.

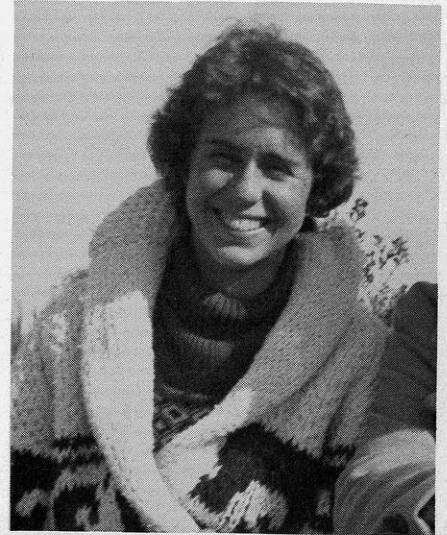
When we arrived fourteen months ago, we had an eerie feeling that we had been tricked: that we were actually in some Disneyesque portion of the States. We still fondly call this "Quasiland" although we know now that we are actually in Africa, in a tiny kingdom bordered by Mozambique on the northeast and by the Republic of South Africa on the other three sides. It is this geographical arrangement, plus the fact that Swaziland was a British protectorate until 1968, that accounts for the strong European influence here. I live in Bulembu, an asbestos-mining town in the northwest corner of the country, near the South African border. Here I teach science and math to 250 students at the secondary, or junior high, level. This country is rich in natural resources, and iron ore mining, cane plantations, and forestry fuel the economy, supplying jobs and facilities for thousands of Swazis.

I had thought that surely I would be living in the "bush" and lugging water from a stream a mile away. While many volunteers do live like that, I am fortunate to have a three-bedroom house, in a pine and eucalyptus woods, with a large yard and garden. The view is arresting—Mt. Bulembu. At 6000 feet it is a mound of browns and greens in an ever-changing panorama. My house is equipped with indoor plumbing, electricity (so while my two Danish roommates and I dress, we can enjoy the tunes of Joni Mitchell), a gas stove, as well as a coal stove to fire the hot water tank. It is much nicer than I ever expected, and certainly a

huge improvement over campus housing.

A typical day starts at 6:30 with our rooster informing us that morning has begun. After coffee and toast, there is a last-minute scramble for books and pens and then we're off for another eight-to-four day. We live on the outskirts; school is about a fifteen-minute walk through town. We greet the Swazis with "*Sawubona*" (hello) as we pass the golf course which belongs to both the mine-owned country clubs. (This is a holdover from earlier days; one club is predominantly white while the other is all black except for my friend, Erik, who was anonymously made a member. Both clubs use the course, and each has its own tennis courts, pool, bowling green, bar and cinema. There are several clubs in this country, as well as a Holiday Inn and gambling casino, the last things I wanted to see here). Past the golf course we walk down a muddy little hill into the "compound"—the miners' housing. On a hill of slag facing the omnipresent mine are row upon row of pink, yellow, and blue cement houses. Each has indoor plumbing and a coal stove. Coal, wood and free medical services are supplied by the mine. Thus, the standard of living is higher here in Bulembu than in much of the rest of the country, where most of the population are subsistence level farmers on their *kraals* (Africans for corral) growing maize and grazing cattle, sheep and goats. So a solid roof overhead, fair wages, plumbing, nearby medical services and a free primary school is a pretty good deal. For all of the racial undertones in this town the mine seems to have a vital interest in its workers. Besides providing a building for a branch of the public library, it has given our impoverished government school free use of the sports equipment, movie projector and duplicating machine. All in all, it seems a somewhat better situation than that of any company town in the States thirty years ago.

In spite of the company-town setting, the Swazi community seems to have it together. As we walk



Hansen

through the compound we are greeted in siSwati and English from all sides. The pre-schoolers are very proud to be able to say "Goot mawning, teachah," while their mothers test our minimal siSwati and giggle at our mispronunciations. They seem to appreciate us no end, perhaps because of a strong respect for teachers in general, or maybe it is because we are the only whites in town to walk through the compound and be openly friendly with them. Whatever the reason, they've made us feel a part of the community, for which we are most grateful.

It isn't unusual to see many of the people here in traditional dress. For the women this consists of the *emahiya*, several layers of brightly colored border prints wrapped around the body and tied at the shoulder, toga style. Beaded jewelry is very popular, especially around the neck and ankles. It is customary for married women to cover their hair, otherwise it is fluffed into huge beehives and decorated with colored plastic barrettes. The younger girls usually plait their hair after the fashion of American blacks. (American blacks got it from Northern Africa. It is not a traditional style here and these girls picked it up from fashion magazines). The afro is rarely seen, and children usually have their heads shaved every few

In A Bright Corner

months. The men also wear traditional dress when out of the mine. Along with beads and an occasional feather, men will wear several layers of cloth from waist to knee, topped with a short loinskin. Often this will be combined with a dress shirt, wing-tips, and perhaps a Frelimo button, for an interesting mixture of old and new.

All students are required to wear uniforms; jumpers for the girls and khaki trousers and shirts for the boys. But when out of class they are into the same fads as teenagers all over the States: short skirts, pants and platform shoes for girls and that world-famous "Levi look" if you're a guy. And just like American kids, they like to boogie, watch Shaft movies, and avoid schoolwork. But they have a deep fear and respect for teachers, which is definitely lacking in American schools. Remembering how we terrorized our teachers in junior high makes it much easier to cope with their harmless, and usually quite funny, shenanigans.

They are as fascinated by America as we are by their country, and have just as many misconceptions. The most common one is, of course, that all Americans are rich. They are very interested in the blacks' role in the U.S.: How many blacks are there? What do they do for a living? Are they still slaves? While

The marketplace.



Photos by the author

encouraging one female student to set her sights on medical school in the States, I was surprised to see her quickly shake her head in disgust. "I am black," she explained, "and they will kill me if I go there."

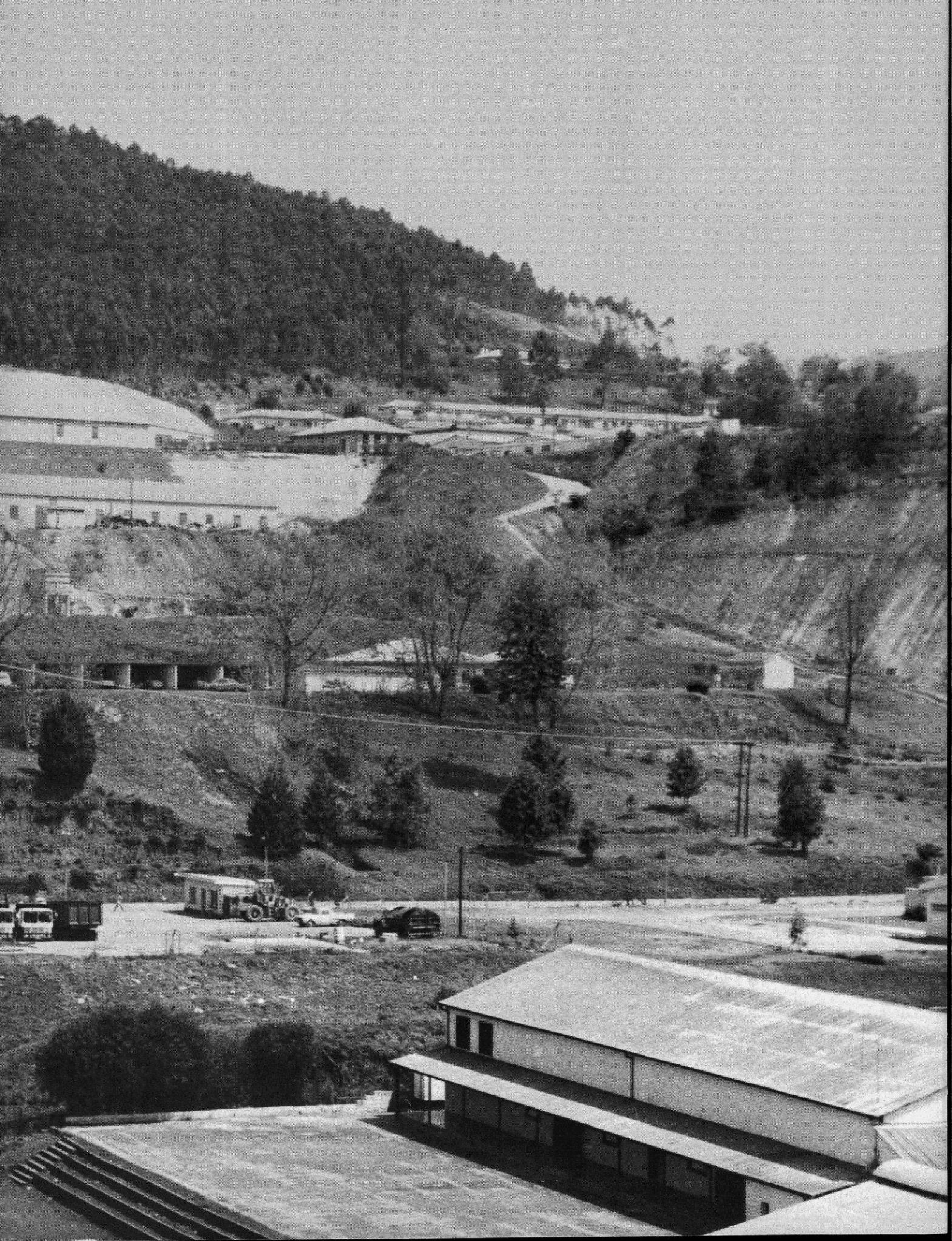
In spite of all the seeming naiveté about the rest of the world, they are acutely aware of the black position in colonialist Africa. It can be a tricky position for a white teacher, and some students will call us racist simply because we are white, and aren't all whites racist? It is hard for them to understand why we are here. They realize teaching is a low-paying job, so why would a white who has everything come to Africa to teach them? Surely we must be here to exploit them in some way. It is very difficult for a teacher to teach South African history without being identified with the Boers. And they can ask some questions that are very hard to answer: "Why is it that when the white men came to Africa they had the Bible and we had the land; and now *they* have the land and *we* have the Bible?"

Considering what they are up against, all my sympathies lie entirely with them. English is the language in which all subjects are taught. Learning in a foreign language handicaps anyone, especially with the classroom providing the only contact with that language. Not only do they

learn in English, but in Swazi, Danish, American and British English, which differ considerably and confuse *me*. SiSwati is easy enough to learn, but I am having the damndest time picking up British terms, and the students know only those. While carefully explaining sound energy, using the car horn as an example, I couldn't comprehend why I was getting nothing but blank stares. Finally I was informed that *cows* have horns and a *car* has a "hooter." While I slowly pick up siSwati and British English, the students are quick to learn such Americanisms as "cool it" and "groovy."

Since their English is somewhat less than perfect—as with most foreign-language students—their comprehension is much better than their composition. In their eagerness to use new terms, they often misuse them. Large words, especially scientific ones, hold a unique fascination for them. After studying reproduction in science class, a history student was asked to explain why Stalin was called the Man of Steel. The reply was "Stalin was the first man to introduce reproduction." In explaining Archimedes' Principle it was said that the naked Greek "... looked down and saw his displacement in the water." If it isn't always accurate it is nevertheless colorful. A note to me from two motherless students asking me to be their "mummy" began "Opportunity and pleasure has made this pen of mine to twice dance on this automatically paper. Concerning life I am well and how is yours?" How could I refuse anyone with such distinctive literary style?

The most difficult adjustment for me here was getting used to the child/adult relationship. Coming from a youth-oriented culture, it was frustrating to see the kids cower in front of me. Children should be seen and not heard, and when answering an elder they should bow down, with eyes downcast and speak softly. This may be ideal around the house but is impossible in the classroom. The best solution to the problem is to lecture in that same manner for awhile; they quickly see that it is



ridiculous. Now that I've gotten them to speak up, I sometimes wish they would pipe down. Disciplining them used to be hard for me, since the method employed here is a thorough thrashing with a stick across the hands. They all knew I was too soft to ever use the stick myself—to hear them cry would turn my stomach. But children expect to be punished this way, and the pain is momentary. It is much worse to stay after school and work, especially to do something as humiliating as cleaning the toilets. Cleaning is "women's work" and since the most frequent offenders are males, this is a fate worse than death. And they will say anything to talk their way out of it. One indignant young male claimed he couldn't possibly sweep the floor since the King had decreed that no men ever *should*.

Displays of affection between the sexes are frowned upon, but it is not unusual to see a boy grab a girl's breast in a gesture very similar to a slap on the bottom in our culture. Large breasts are a sign of beauty and need not be covered, although legs should be. When I wear a long skirt of Swazi cloth the women openly express approval, not so much in my choice of material, but for the discreet length chosen. And when I commented to the primary school teachers that their students always called me "sir," it was explained that it is because "you have no breasts." This brought peals of laughter in the staffroom and a good deal of maligned blushing on my part. But while it is true that I resemble Twiggy more than Mae West in this respect, it hasn't stopped hundreds of Swazi men of all ages (and all complete strangers) from stopping on the street and asking me to marry them. As an educated rich American I am probably worth at least fifty cows, a kind of "security deposit" the groom gives the bride's parents. My answer is "*suka*" (get lost) which they find exceedingly funny. Once when walking alone, I met a man who drew his forefinger across his windpipe in the slit-your-throat style. I nervously greeted him



A "gogo"—middle-aged woman of the village.

and quickened my pace. Later I was relieved to find out that this means "I am dying with love for you."

Wild animals and dread diseases are part of the mystique of Africa. Because this country is largely agrarian, there are few wild animals roaming the countryside. Supposedly there are some baboons, leopards and impala in this area, but I've seen only one impala fawn in the months I've been up here. In fact, the students have rarely seen any. There is a small game preserve here, but most people infrequently travel far from home. Many of my students have never been to Mbabane, the capital city (pop. 15,000), which they think is the center of the universe. As volunteers we are riddled with shots against various illnesses, but these are mainly to protect us from infections in neighboring countries. Swaziland is one of the cleanest countries I have ever visited.

One of our illusions of Africa still exists, and that is witchcraft. There are two types of medicine men.

Miss Hansen, of Madison, majored in medical microbiology here at the University. She finishes her tour of duty with the Peace Corps this month.

The herbalist can tell your fortune and give you all kinds of medicines, to cure everything from a toothache to a nosebleed. Most of it comes from roots or bark, and I don't doubt that it is effective. But the man who really holds the power is the witchdoctor. He can cast spells and sometimes will borrow a portion of a person's anatomy to make *muti* (medicine). Muti deaths are still prevalent, although the government is trying to stamp them out. Any death is considered to be caused by the supernatural powers, but in the case of a mysterious death, the witchdoctor is consulted as to the cause. He usually points a finger at one of a number of people and the family of the deceased deals with the suspect accordingly.

Life here is never dull. There are always surprises, most of which are amusing. Whether riding the bus (a twelve-mile trip takes forty-five minutes), making a phone call (it is quicker to call the States than the nearest town) or trying to complete a transaction at the bank, there is a slow-moving geniality that drove me crazy at first. But when I realized that I was the only one in a hurry, I decided to relax and do things Swazi style. There is always time. time to stop and chat, time to share tea, time to enjoy the happy quiet life of the people.

Things are no longer strange. Walking into class here is as normal to me now as walking into Bascom Hall used to be. Perhaps it's just that I've become accustomed to a new life-style, but I'd like to think the strangeness I first felt was in my head and not in their culture. These people, the landscape and the social structure are not so radically different from any small town in the U.S. Cultural exchange is one of the goals of the Peace Corps. But these people have influenced *me* far more than I could ever hope to change *them*. Economically they may still have problems. Yet it is refreshing to meet a people with their tradition and integrity intact, while striving for a better life for their nation.



Campus Gets Its Own Identifying Seal

From 1854 till the early part of this decade a single official seal served the University of Wisconsin which was, of course, synonymous with the Madison campus. But with merger came thirteen four-year and fourteen two-year campuses, each anxious to maintain its former individuality while now a part of the third-largest state university system in the nation. A minor but visible part of this effort was a rush to design identifying seals, and now the Madison campus has one of its own.

Ours is the work of Prof. Phillip Hamilton of the art department, based on suggestions gleaned from a campus poll last spring and arrived at after input by a group which included representatives of the chancellor's office, journalism, art history, and publications.

The idea of a University seal goes back to 1848, when the Board of Regents asked for one, although it took five years for something to be produced under the auspices of Chancellor Lathrop. He described it: "The human eye, upturned to receive the light falling upon it from above; the motto in illuminated letters above the eye, 'Numen lumen,' (God our light); the legend around the rim of the seal." Lathrop had his design worked out by a Cincinnati artist, who overlooked his orders that the eye be shown raised heavenward; instead it looks out at the viewer.

The new seal will be used to design



nate the Madison campus on most printed items and signs, although a more traditional version of the old is to be developed for official documents.

New Visitation Schedule Begins in Dorms

A liberalized visitation option for 5,750 undergraduate dormitory residents went into effect December 1. The new option, mandated recently by the UW System Board of Regents, allows "open" unlimited visits by members of the opposite sex around-the-clock. The new policy will be implemented according to wishes of dorm residents taken from a preference survey conducted by Residence Halls. All units voting for open visitation had to have at least 90 percent of the residents in agreement since dormitory living is a contract agreement between the student and the University.

"We did not want to make this a simple parliamentary majority-rule decision, and by making the cut-off point so high we think the right of the minority is also protected," said Bill Sweet, assistant director of housing. All male units and the six co-ed units voted for the open visitation option. Only two female units had a 90 percent-and-above preference for open visitation; the remainder will continue under the current "limited" visitation. Heretofore, dorm residents have had two options—limited visitation, meaning no visitors allowed

between 2 a.m. and 9 a.m.; and no visitation. At the beginning of this academic year only six students opted for no visitation privileges. Although all the male units voted for open visitation, regent regulations state that limited visitation for men also must be offered. Whitbeck house of Sallery Hall has reluctantly agreed to be the limited visitation unit.

Sweet said open visitation is a logical outgrowth of 18-year-old, right of majority legislation. "It places the responsibility and privilege of visitation squarely on the back of the individual student. The state legislature, parents, responsible community leaders, and students have been indicating in every fashion possible that the University has got to get out of the in loco parentis business, and that's exactly what we're doing. Opportunity for the individual to exercise his own personal choice has been the theme song for the past ten years, and this is an excellent example of the University honoring this commitment."

Sweet said the new option is significant for what it does not allow. "The regents were quite specific in the outlines that were given to us—it does not in any way represent an opportunity for co-habitation, and it also does not allow sexual conduct prohibited by Wisconsin statutes. We've told our dorm residents very specifically what conduct is expected." Sweet said any violation would be handled on an individual basis and repeated violations will lead to disciplinary action.

Of the 5,750 undergraduates surveyed, 3,809 responded, with 190 men indicating a preference for limited visitation. Of these, only seven indicated a wish to transfer to limited visitation housing.

Mid-Year Commencement Held

Approximately 2,540 students received academic degrees at the mid-year commencement December 14. Bachelor's degrees were presented to 1,480 students, master's to 725, doctor of philosophy degrees to 255, doctor of laws to seventy-five,

The University

and medicine four. The total number receiving degrees is about 150 more than a year ago. The event preceded first semester final examinations, December 17-23. Winter recess ran December 24-January 18. Registration for the second semester takes place January 19-23 with instruction resuming January 26.

Lost Twenty-sixers

The Class of 1926, preparing for its Golden Jubilee Reunion here in May, is anxious to locate these members whose whereabouts are unknown. If anyone has a current address or definite information on any of them, please write to our offices: WAA, 650 N. Lake Street, Madison 53706.

Bassett, Raymond; Bientien, William A.; Bradley, Eugene F.; Burt Madge S.; DeHort, Mrs. Todd (Frances Amerman); De Vries, B. Fred; Fast, Lucy W.; Feerer, Helen S.; Gehrke, Melvin A.; Hanzel, Joseph W.; Harris, Mrs. Roy H. (Mary Hougham); Hoffman, Arthur, L.; Hovious, Carol Faye; Johnson, Oliver J.; Johnson, Mrs. Richard O. (Ruth Hart); Jones, Mrs. Paul C. (Elizabeth Hewitt); Klein, Arnold L.; Koch, Richard G.; Lamb, Mariet G.; Larson, John A.; Long, Mrs. Wendell (Harriett Rowe); Lovendahl, Mrs. Helen A. (Helen Anderson); Lovering, Kathryn L.; Madden, Elizabeth A.; Mays, Mrs. William M. (Beulah Naset); McConkey, Fay B.; Messerschmidt, Ramona; Mills, Beatrice; Mintz, Sarah; Mullikin, Mrs. Champlin (Katherine Beck); Mullins, Vincent B.; Nelson, Nona F.; Nelson, Mrs. Russell W. (Margaret Becker); Nichols, Mrs. Charles R. (Martha Thorbus); Nicholson, Ida O.; Olson, Mrs. Oscar, Jr. (Anna Page); Pearce, Marie E.; Peterson, Mrs. C. R. (Lillian Eastman);

Pick, Sylvia J.; Pope, Mrs. Richard E. (Virginia Wild); Reed, Mrs. John P. (ReSada Hertzberg); Riley, Mrs. John F. (Rosemary Hughes); Russel, Ellery C.; Sharp, Norman G.; Shield, Jalien; Slama, Raymond A.; Smith, E. Blanche; Smith, Percy W.; Stearns, Catherine F.; Stein, Elmer A.; Stone, Mrs.

Alice M. (Alice McCormick); Taylor, Mrs. Adeline O. (Adeline Ollcott); Theis, Jane; Totten, Helen R.; Van Verst, Paul H.; Walker, Mrs. Ned O. (Anita Flatman); Wallis, Samuel R.; Walsted, George F.; Waters, Gladys E.; Wilcox, Mrs. Edna B. (Edna Beam); Winzenburg, Erwin H.; Winzenburg, Henry E.

Campus Is Fourth In Nation In Number of Scientists

The campus has 2,729 fulltime engineers and scientists on its academic staff, ranking fourth in the nation, according to a National Science Foundation report. National leaders among the fifty doctorate institutions were Michigan 3,293, Harvard 2,909,

and Minnesota 2,782. A tabulation by sex of the employees showed Wisconsin second in number of women with 562. Michigan led with 774 women.

A breakdown by field of study showed Wisconsin led the fifty institutions in psychology with 213 employees (seventy-one women). Other Wisconsin rankings were: second in environmental sciences with 130 (fifteen women); tied for third in social sciences with 434 (106); fifth in physical sciences with 262 (fourteen); eighth in life sciences with 1,340 (336); eleventh in mathematical sciences with 111 (three); and twelfth in engineering with 239 (seventeen).

NSF said the figures were approximate for January, 1975, payrolls.

Billy Marek, who graduates with all the rushing and scoring records on the University's book, as seen in this "shadow and substance" image by photographer Del Desens.



continued

Football: A Fizzle

The football season ended not with a bang but a fizzle, to no one's great surprise after a slow leak developed shortly after the opening gun.

Before the final game—a 24-3 drubbing by Minnesota—rumors began that Head Coach John Jardine would resign. He denied them. While he has another four years to go on his contract, he told sportswriters that he would not hold the University to it if the time came when he thought he should leave. But he doesn't, and most knowledgeable fans back him. Yet this year it was the fans who were Saturday's heroes, turning out in record-breaking numbers week after week (433,772 at the six home games), only to leave Camp Randall bewildered and disappointed. At the end the Badgers were in sixth place in the conference (3-4-1; 4-6-1 overall), and no one knew quite why. No one had good explanations for their inability to get it together, to come up with the big play when it was needed, to score after moving the ball. While there were occasional moments of light, they were outweighed by long periods of numb incompetence, like a game bunch of sandlot kids thrown in against the Vikings.

According to *Wisconsin State Journal* sports writer Tom Butler, "Ken Starch summed it up well when he said, 'We just don't have any spark.'" The quote came in a story Butler wrote about one of his many interviews with Jardine: "That's right," the coach agreed. "We don't have a real live wire. I've tried a lot of different things to motivate them. I've been realistic; tough with them; tried to embarrass them; tried to praise them. I'm just not getting through to them. It's perplexing."

But he added, "I think we can do something about it." And if that something couldn't come during the season, the next best thing was immediately after. By the end of the first week in December, the defensive staff had two resignations and a reassignment. Coordinator Lew Stueck and assistant Dick Teteak left, and LaVern Van Dyke, who'd been an administrative assistant to Jardine a few seasons back, came out of the coaching ranks to

return to that spot. The head coach said he had not forced the resignations, but it was clear that he saw them as a partial solution to what was wrong all season: "I didn't try to talk them out of it," he told the press. There was talk of more departures, but Jardine said no. He added that his staff of nine must be cut by one to conform with a new NCAA regulation, and that this is one reason why next season will see only one offensive coordinator instead of the two he's been using. Then recruiting began, and Jardine told the *Capital Times*' Mike Lucas he was optimistic. "I don't think our record will affect it as much as people would like to think. It will be like a pro draft: we'll have to select players where we need them. We'll have to recruit positions. Our main priority is offensive and defensive linemen. The NCAA has made it tremendously tough on all of us." Jardine referred to the cut-back on the number of recruits a school can bring in at its expense. The limit is now seventy-five, twenty less than Wisconsin entertained last year.

A tearful Billy Marek, the running back who leaves the University bearing all its rushing and scoring records, accepted the MVP award from his teammates at the fortieth annual football banquet. Offensive line coach Chuck McBride, who made the presentation, said, "Although everyone refers to Marek as Little Billy, he's the biggest thing that ever happened to the Cardinal-and-White. He has given more hours of enjoyment in Camp Randall than any football player in Wisconsin history."

This season Marek was the Big Ten's second-leading rusher with 994 yards on 210 carries, and he made seven of the team's eleven touchdowns in conference play. His 1,281 yards this season puts him tenth in the nation, and his eighty points places him in the top twenty scorers. With 3,709 career yards and 278 points he is tenth on the all-time NCAA rushing roster, and ties at eleventh place (with Syracuse University's Floyd Little) in scoring.

Defensive tackle Dave Anderson was named recipient of the Ivan B. Williamson Award which goes to the

continued on page 22

Past Presidents

Don Anderson '25
17 Fuller Drive
Madison 53704
Served: 1960-61

Willard C. Aschenbrener '21
American Bank & Trust Company
Racine 53403
Served: 1951-52

Norman O. Becker MD '40
505 E. Division Street
Fond du Lac 54935
Served: 1961-62

Martin P. Below '24
732 Raleigh Court
Northbrook, Ill. 60062
Served: 1959-60

Anthony G. DeLorenzo '36
General Motors Corporation
3044 W. Grand Boulevard
Detroit 48202
Served: 1965-66

Robert F. Draper '37
307 Main, Suite 3
Montrose, Colo. 81401
Served: 1970-71

Philip H. Falk '21
6 Heritage Circle
Madison 53711
Served: 1944-45

Lawrence J. Fitzpatrick '38
J. J. Fitzpatrick Lumber Company
5001 University Avenue
Madison 53705
Served: 1956-57

Walter A. Frautschi '24
Webcrafters, Inc.
2211 Fordem Avenue
Madison 53704
Served: 1947-48

R. T. Johnstone '24
17111 E. Jefferson Ave.
Grosse Pointe, Mich. 48230
Served: 1953-54

John A. Keenan '30
High Point
Fort Madison, Iowa 52627
Served: 1957-58

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

Carl H. Krieger '33*
Served: 1974-75

Board of Directors- Wisconsin Alumni Association

Lloyd G. Larson '27
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Served: 1962-63

John S. Lord '04
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Scottsdale, Ariz. 85252
Served: 1917-18; 1918-19

Charles O. Newlin '37
Continental Illinois National
Bank & Trust Co.
231 S. LaSalle Street
Chicago 60690
Served: 1963-64

Sam E. Ogle '20
River Valley View, #209
3602 N. 21st St.
Sheboygan 53081
Served: 1958-59

Fred R. Rehm '43
2721 North 97th Street
Milwaukee 53222
Served: 1972-73

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

John H. Sarles '23
412 E. Wayzata Blvd., #210
Wayzata, Minn. 55391
Served: 1949-50

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

Robert R. Spitzer '44
Rt. #4, 1134 North Rd.
Burlington, Wis. 53105
Served: 1964-65

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

Mayor Ralph F. J. Voigt '40
City Hall
Merrill 54452
Served: 1973-74

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

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

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

Elected Board Of Directors At Large

Terms Expire July 1, 1976

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Harvey Clements '43
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401 North Michigan Avenue
Chicago 60611

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

Louis Holland '65
614 North Cross
Wheaton, Ill. 60187

Robert A. Palm MD '63
5758-B. Allison St.
Ft. Knox, Ky. 40121

Mrs. Al (Marge) Leiser '45
3510 Glen Arbor Drive
Houston 77025

Mrs. Jay (Norma) Norming-
ton '48
290 Shore Acres Drive
Wisconsin Rapids

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Ft. Atkinson 53538

John Poser MD '38
551 West School Street
Columbus, Wis. 53925

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Terms Expire July 1, 1977

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George S. Robbins '40*

Carl Ruhloff '40
5000 Flat Rock Road
Philadelphia 19127

Clyde Schleuter '33
Employers Insurance
of Wausau
2000 Westwood Drive
Wausau 54401

Kennith Schmidt MD '31
60 Cherry Street
Denver 80220

Emmett W. Terwilliger '36
Bailey Oil Company, Inc.
217 West Cherry Street
Lancaster, Wis. 53813

Mrs. Charles (Betty)
Vaughn '48*

Terms Expire July 1, 1978

Alfred S. DeSimone '41
Equitable Life Assurance
Society of the U. S.
3900-60th Street
Kenosha 53140

Urban L. Doyle '51*

William Gyure '48
Solomon Auto Parts Company,
Inc.
1820-12th Street
Monroe, Wis. 53566

Mrs. Allen S. (Patricia)
Jorgensen '46
6500 North Elm Tree Road
Milwaukee 53217

Mrs. Frank (Joan) Sanger '46
73 Poplar Street
Douglaston, N.Y. 11363

John Sohrweide '39
4722 Walnut Hill Lane
Dallas 75229

Tony J. Stracka '56
30 West Mifflin Street
Madison 53703

Steven C. Underwood '64
1416 Marine Plaza
111 East Wisconsin Avenue
Milwaukee 53202

Francis C. Woolard '29
135 South LaSalle Street
Chicago 60603

Carl Zahn '31
Bank of Sturgeon Bay
215 North 3rd Avenue
Sturgeon Bay 54235

Senior Class Directors

Class of 1973

W. Grant Callow
Absentee
(Out of Country)

Keith J. Kuehn
9605 E. Kansas Circle, #54
Denver 80222

Class of 1974

Michael Whitty
Route #1
Reedsburg 53959

Scott Tulloch
4245 Doncaster Drive
Madison 53711

Class of 1975

JoAnn Brindis
2571 North Wahl Avenue
Milwaukee 53211

Timothy J. Cooley
150 Iota Ct.
Madison 53703

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Houston 77024

Twin Cities

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Mrs. Delores Hillery '44
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Indianapolis 46250

Mile High

Hartman Axley '52
State Mutual Life Assurance
The Colorado Agency
252 Clayton St.
Denver 80206

Carl M. Mortensen '41
104 South Main Street
Fond du Lac 54935

St. Louis

C. W. Olsen '39
1 Morwood Lane
Creve Coeur, Mo. 63141

* Officer. For mailing address see
page two.

Alumni News

'27-'47

Lowell Frautschi '27, Madison, was honored recently by the Wisconsin Union trustees for a half-century of continued service beginning with his election to the Union student board in 1925. He is re-elected chairman of the Union Building Association which consists of all who have ever contributed to that fund, thereby boasting more than 45,000 members. The association is presently attempting to raise \$1 million for Union renovation in time for its fiftieth anniversary in 1978.

Sylvester K. Guth '30, South Euclid, Ohio, who retired in 1974 from General Electric, has been elected to a four-year term as president of the Commission Internationale de l'Eclairage (International Commission of Illumination).

Frank and Elizabeth (McGuire '33) Wiesner '31, Centerville, Ohio, have provided this campus with a hefty group of alumni, we're reminded by **Robert R. Brown '57**, Dayton, Ohio. Six of the Wiesner's seven sons have graduated from here. They are: **William John '57**, **Thomas N. '62**, **Paul J. '63**, **Richard J. '67**, and **George '73**. The elder Wiesner retired two years ago from a division of Kimberly-Clark.

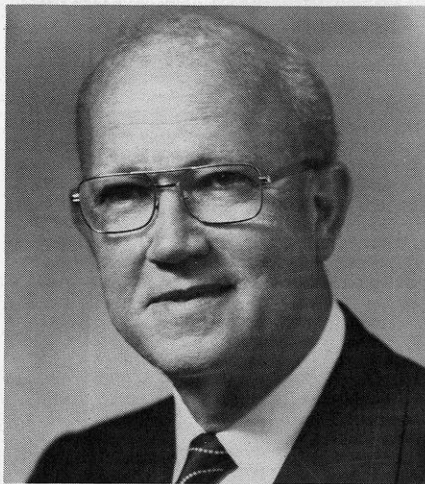
Charles C. Watson '32, on our chemical engineering faculty for nearly thirty years, received the Benjamin Smith Reynolds Award for teaching excellence in October. Regent Milton Neshek, who presented the award, said Prof. Watson's students look on him as "a friend, counselor, and willing listener who, rather than solving their problems, raises questions, makes suggestions to stimulate them to arrive at their own viable solutions."

J. Robert Wilson '36, Akron, Ohio, retired at the end of the year as vice-chairman and board member of Roadway Express, Inc. He's been with the organization since 1951.

Garland G. Parker '41, Cincinnati, has been elected to another three-year term on the board of the American College Testing Program (ACT). Dr. Parker has been on the history faculty of the University of Cincinnati since 1947, and annually receives national news coverage with his statistical studies which show trends and fluctuations in college enrolment across the nation.

Inglis Limited, a Canadian affiliate of the Whirlpool Corporation, has elected **Herbert K. Anspach '47** as its president and chief operating officer. The Anspachs live in Toronto.

After twenty-five years with Foote Cone & Belding in Chicago, **Duane C. Bogie '47** joins N. W. Ayer in New York as a senior vice-president. He will be management supervisor on the AT&T corporate account.



Karl H. Beyer, Jr., PhD, MD '43 and a team of three other colleagues at Merck Sharp & Dohme Research Laboratories, West Point, Pa., were presented with the \$10,000 Albert Lasker Special Award for 1975 in November. They were honored for their "pioneering leadership in creating a new spectrum in medications—the thiazide diuretics and, specifically, chlorothiazide—for the control of high blood pressure and of edema associated with cardiac failure." Such compounds are now universally accepted as a primary treatment for these conditions, from which 23,000,000 Americans suffer. Dr. Beyer, who won WAA's Distinguished Service Award in 1968, was specifically cited by the Lasker Foundation for having "hypothesized an ideal diuretic for hypertension" in his work with the research team. Most of the work was done in the early Fifties. Dr. Beyer retired two years ago as senior vice president in charge of research.

Fred W. Negus '48, a vice-president of Hoerner Waldorf container corporation, has been named head of that division. He was an All Big Ten center in football here in 1942 and 1946, and later played with the Chicago Rockets and Bears. Fred has been with Hoerner Waldorf, in its Milwaukee branch, since 1970.

Jack Bennett '49, a professor of biology at Northern Illinois University, DeKalb, has been elected an honorary life member of the Association of Midwest College Biology Teachers. Dr. Bennett's principal research interest is in the genetics of *Drosophila* behavior.

John F. Harrigan '49, Los Angeles, has resigned as vice-chairman of the board of United California Bank to become president and chairman of Western Bancorporation, an affiliation of seventeen West Coast banks.

'52-'74

Donald E. Bowman '52, Baltimore, president of T. Rowe Price Associates, becomes its board chairman this month. He's a national authority in the pension area, and is a member of the Labor Department's Advisory Council on Employee Welfare and Pension Benefit Plans.

Robert D. Espeseth '52, Champaign, Illinois, an assistant professor in leisure studies at the University of Illinois, has begun a three-year term on the board of the National Society for Park Resources.

The president of Transeair Travel agency in Washington, D. C., **Benita Alk Lubic '58**, has been designated a Certified Travel Counselor by the 650-member Institute of Certified Travel Agents.

John A. Borden '59 has been appointed general manager of European operations for the J. I. Case Company. He will be headquartered in Amsterdam.

William R. Rummier '62 is in his second year as president of Centron Computer Corporation, Minneapolis, a "third party" agent in the computer leasing and sales field.

Edward Rogan II, '65, Libertyville, Illinois, is the new Grand Delta of Chi Phi national fraternity.

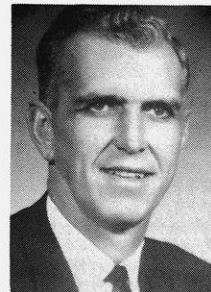
Michael A. Feiner '68, Cleveland, has been made vice-president of U.S. Realty Investments, Inc., and was appointed recently to the council for commercial and office development of the Washington D.C.-based Urban Land Institute.

Robert B. Feinberg '70 is an assistant professor of mathematics at Clarkson College of Technology, Potsdam, N.Y.

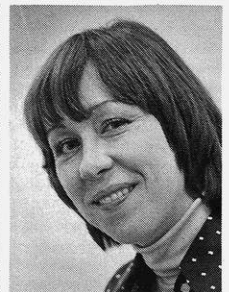
Gretchen L. Lagana '71 succeeds the retired Felix Pollak as curator of our campus libraries 65,000-volume Rare Book Department. She's been an assistant to the director of libraries since 1972.

Virginia D. Naylor '71 is working on her Ph.D. in plant pathology at Cornell University after earning her MS last August at North Carolina State.

Barbara J. Guenther '74 is the new composition advisor at Lake Forrest (Ill.) College.



Negus '48



Guenther '74

Deaths

Mrs. John A. Brown (Callista A. English) '03, Racine
 Carl Sweetland Reed '05, Urbana, Ill.
 Marjorie Daw Johnson '06, Madison
 Charles William Green '07, Pembroke, N.H.
 Mrs. Herbert V. Cowles (Jean Mills) '08, Madison
 Alvin Edward Meinicke '10, Newhall, Calif.
 Grace Mary Conlan '11, Milwaukee
 Lillie Doerflinger '11, Milwaukee
 Edward Hegeler Carus '12, Peru, Ill.
 Mrs. David Joseph Flanagan (Marie Alexia Anthony) '12, Bear Creek, Wis.
 Chester William Horner '12, Colorado Springs
 Mrs. William Henry Kiekhofer (Gladys Owen) '12, Madison
 Mrs. Clifford Allen Betts (Edna Edith Cantril) '13, Denver
 Theodore Ernest Beyer '13, Green Valley, Ariz.
 Mrs. John Frederick Gross (Edna Emma Jolivet) '14, Wellesley, Mass.
 Mrs. Jane Swan Huntington (Jane Idelle Swan) '14, Baton Rouge, La.
 Lawrence Hurst '14, Muncie, Ind.
 Edmund Carl Roos MD '14, Boulder, Colo.
 Freeman Douglas Fletcher '15, Moberly, Mo.
 Mrs. Adolph C. Johnson (Alice Ladd Bitner) '15, Los Alamos, N.M.
 Paul Ramsey Roach '15, Rock Rapids, Iowa
 Elbert Hand Carpenter '16, Madison
 Mrs. Joseph Fincher Govan (Marion Day Luce) '16, Chicago
 Leonard Justus Ostlund '16, Cambridge, Wis.
 Ralph Lester Ostrander '16, Goleta, Calif.
 Eugene Miner ReQua '16, Windermere, Fla.
 Keith Stratton McHugh '17, New York, N.Y.
 Mrs. Louise Schulz (Louise Dorothy Hudson) '17, El Paso
 Edwin Louis Berg '18, Onalaska
 Ernest David Fahlberg Sr. '18, Longview, Wash.
 Mrs. L. H. Tyerne (Pearl Eta Bertrand) '18, Madison
 Irving Charles Schwerke '19, Appleton
 Mrs. Herbert Freese (Louise Sammons) '20, Sioux City
 Erwin Albert Hentzen '20, Milwaukee
 Frederick Washington Nelson '20, Racine
 Richard Jacob Gordon MD '21, Chicago
 Christopher Armin Wiepking '21, Milwaukee
 Mrs. E. A. Horner (Dorothy Latta) '21, New York, N.Y.

Ruth Agnes Peterson '21, Onalaska
 Clarence Ardry Willson '21, Ft. Lauderdale
 Elsie May Brennan '22, Lancaster, Wis.
 Carl Frederick Ceasar '22, Azusa, Calif.
 Roy Bazanquith Ormond '22, Racine
 Isabel LaVica Capps '23, Orleans, Mass.
 Edwin Otto Koerner '23, Wood, Wis.
 Gustav Gottlieb Mueller MD '23, Princeton, Wis.
 Joseph Schulkin '23, Madison
 Werner Irving Senger '23, Madison
 Mrs. Paul Eric Aszmann (Mertis Isabel Shanks) '24, Miami
 John Dickson Blossom '24, Peoria
 Mrs. Francis Kahler (Lucile Margaret Ehlert) '24, Roswell, N. M.
 Leone Murley '24, Blue River, Wis.
 Ehrmel Wayne Neese '24, Ft. Lauderdale
 Mrs. Lyall John Pinkerton (Kathryn Elizabeth Winter) '24, Menasha
 Charles William Riley '24, Fox Lake
 Oscar A. Sander MD '24, Milwaukee
 Alfred Hudson '25, Madison
 Reginald Reed Steen MD '25, Hempstead, N.Y.
 Mrs. Vitalie Z. Terlezky (Frances Briggs) '25, Lexington, Mass.
 George Emil Baltus '26, Milwaukee
 Mrs. Chrystal Reinel (Jessie Chrystal Gordon) '26, Sturgis, Mich.
 John Gordon Caldwell '27, Cottage Grove
 Herman Stewart Hendrickson MD '27, Solvang, Calif.
 Mrs. Howard J. Bell (Viola Jane Nash) '28, Minneapolis
 Irving Taylor Cherdron '28, Madison
 Witt Kennon Cochrane '28, La Grange, Ill.
 Richard Emerson Ela '28, Madison
 Orra Robert Hand MD '28, Lubbock, Tex.
 Harry Charles Thoma '28, Madison, from 1928-41 assistant secretary of the Alumni Association and editor of *Wisconsin Alumnus*.
 Haskell Mendle Woldenberg '29, Madison
 William Frederick Krause '30, Wausau
 Herbert Armand Perkins '31, Hampton, Va.
 Loring Outhier Hanson '32, Wichita
 Archie K. Lyon '32, Brooklyn, Wis.
 William Albert O'Neil '32, Prairie du Chien
 Edward Lawrie Tatum '32, New York, N.Y., Nobel Prize winner in genetics.
 Robert Nelson Griswold '33, Decatur, Ga.
 Mrs. Robert John Kliese (Lucille Lillian Ryan) '33, Grass Valley, Calif.
 Ina Fanny Margrethe Herborg '35, Westmont, Ill.
 Mrs. Marian Kirschner (Marian Barbara Callahan) '35, Madison
 Frederic Eaton Merwin '35, Metuchen, N.J.

William Carter Dill '36, Milwaukee
 Joseph J. Doyle '36, Madison
 Charles Joseph Halamka '36, Richmond, Calif.
 Alfred Prinz Jr. '36, Milwaukee
 Mrs. Charles Charnowitz (Frieda Elsie Zlochenko) '37, Madison
 Phoebe Frank Hayes '37, Englewood, Colo.
 Mrs. Harold J. Thomas (Lois Ruth Watson) '37, Beloit
 George Samuel Stupar '37, Milwaukee
 John Joseph Schnabel '39, Mankato, Minn.
 Charles Irvin Rich '40, Blacksburg, Va.
 Clayton Harold Tinkham '40, Ripon
 Hayden Jay Bennett '41, Cambria, Wis.
 James Cole Duer '41, El Cerrito, Calif.
 John Robert Hulten '41, Weston, Conn.
 Myra Leona Poorman '42, Richland Center
 Robert Gordon Smith '42, Madison
 Sylvia Jane Schantz '43, McFarland
 Lela Belle Stephens '43, Milwaukee
 Mrs. Glenn N. Lempereur (Ellen Cecilia Roddie) '45, Weston, Mass.
 Mrs. Richard Louis Peterson (Kathryn Ruth Winger) '45, Greenville, Miss.
 Roger Doane McIntyre '46, Milwaukee
 Joseph Rollen Dillinger '47, Madison
 Douglas Noble Erickson '47, Ft. Wayne, Ind.
 Mrs. Andrew Krebs Boszhardt (Maxie Mae Smith) '48, Greendale, Wis.
 Dean Wesley Morrill '48, Mt. Lebanon, Pa.
 Clarence Leonard Rudd '49, Janesville
 Philip LeRoy Sullivan '48, Madison
 Ralph Joseph Debevec '49, Lodi
 John Gordon Quale '49, Milwaukee
 Helen Jeannette Babcock '50, Waukesha
 Charles Lawrence Gislason '50, San Rafael, Calif.
 Samuel Morris '50, McFarland
 Herbert Ralph Gaeth '51, Pittston, Pa.
 Siegfried William Eberhardt '52, San Diego
 Floyd Howard Johnson '57, Janesville
 Eugene Glenn Klein '57, Waukesha
 Mrs. Michael John Fredericksen (Margaret Kathryn Evans) '60, Ft. Defiance, Ariz.
 Jerry Leonard Lindsay '62, Willard, Ohio
 Mrs. Edward M. Novick (Lois Ann Nyhus) '67, Denver
 Franklin James Neumann '68, Denver
 Renee Karen Pfaff '74, La Crosse
 Janice Kay Balza '75, Green Bay

Bucky Joins the Desk Set!



They're new and very elegant, these desk accessories in rich walnut or Italian marble. Each is crested with a metal disc, with a scrappy Bucky in red-and-white enamel on gold.

Pencil Caddy

It's turned out of a single piece of walnut, clean-lined and nicely proportioned to 4 1/8" x 2 1/2" x 3/4". Holds about a dozen. \$6.50

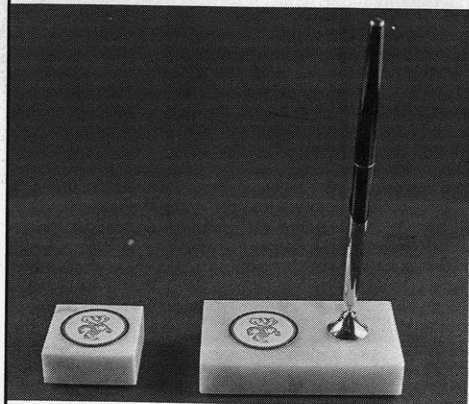
Memo Tray

Keep a stack of 3 x 5's at the ready in this tray, with its walnut frame and fiberboard bottom. 6 1/2" x 4" x 1 1/4". \$8.50



Pen Holder

Lustrous Italian marble block, gold-colored holder and black-and-gold *durable* ballpoint in classic design. \$7



Paperweight

The same polished Italian marble, 2" x 2" x 1/2". \$5

senior who exhibits a high degree of sportsmanship, athletic and academic excellence. He did not move into the starting lineup until the Kansas game October 4th, and in the rest of the season he was credited with twenty-nine solo and thirty-five assisted tackles.

Marek and offensive lineman Terry Stieve earned All-Big Ten first team honors, Marek for the second straight year. Defensive back Steve Wagner and sophomore defensive end Dennis Stejskal were named to the second team, and center Joe Norwick, offensive guard Steve Lick and tackle Dennis Lick earned honorable mention.

Dennis Lick made the first team of the Kodak All-American squad at guard instead of his normal tackle position, but, as tackle, was picked for the first team of the Newspaper Enterprise Association's All-Americans. Dennis Lick and Terry Stieve made the UPI's all Big Ten first team and Lick its All-American first string, in addition to that of the Walter Camp Football Foundation. Stejskal and Marek earned the UPI's second All Big Ten.

Post-season bowl bids were impressive, too: Lick accepted invitations to play in the East-West Shrine game in San Francisco; the Hula Bowl in Honolulu, and with Wagner, the Japan Bowl in Tokyo. Wagner went to the East-West game; Stieve to the Blue-Gray Classic and the Senior Bowl; and Marek to the American Bowl. John Jardine was an assistant coach for the East team in the East-West game.

Liberal Arts Degree Still Valuable

The liberal arts major, contrary to some reports, is not dead yet. The recent B.A. hitting the job market may think his new diploma has shriveled in value, but in most cases he has acquired important skills for employment and living a full life.

"There are jobs for liberal arts majors in business, industry, and government, if students know what they want," says Edward Weidenfeller, campus director of Career Advising and Placement. "And I'll bet that ten years from now, it will be the

continued on page 26

Make check payable to:

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650 N. Lake St., Madison, Wis. 53706

Please ship me the items listed at right.

Here is my check for \$ _____

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Address _____

City _____

State _____ Zip _____

Quan.	Item	Cost

Spring Women's Day

Sponsored by Wisconsin Alumni Association
Alumni House—Wisconsin Center—Memorial Union

TUESDAY, APRIL 6

Theme: Overview '76

Morning Program—Wisconsin Center
Registration and coffee, 8:15-9:15 a.m.
Sessions at 9:30 and 10:40

You may attend two sessions

A. Towards a Better Economic Theory

National economic problems of inflation, unemployment, interest rates, etc., can no longer be analyzed by conventional economic theory. We need a broader framework, one which will, incidentally, pay attention to political economics. *Robert H. Bock*, dean of our Graduate School of Business, tells how he has come to this conclusion and gives his suggestions for a decentralized economic system which allows individual choices.

B. Hormones from Vitamin D—

A New and Important Discovery

Of the 8,000,000 Americans suffering from kidney disease, about 150,000 experience serious calcium deterioration in their bones as a direct result.

H. F. DeLuca, award-winning chairman of our biochemistry department, will discuss how he and his fellow researchers identified the calcium-producing hormone which the diseased kidney cannot make. Since their discovery, announced last April, many kidney patients who would have died "can now be lifted right out of their wheelchairs."

C. Food Safety: Panic in a Land of Plenty

E. M. Foster, director of our Food Research Institute, is convinced that America's miraculous advances in agricultural technology are seriously threatened by attacks on the use of chemicals in producing and processing our food supply. "Allegations of unsafety have confused and scared the public," he says, and he weighs the benefits of such as nitrite, DES, DDT, cyclamates and many others against a ban on their use.

D. Robert Frost and the American Experience

In his art and life, Frost reflects many of the essential paradoxes and contradictions within the American experience. In this bi-centenary year, Professor

Robert Kimbrough of the English department will read and discuss such poems as "The Gift Outright," which celebrates the American Revolution, and "Stopping by Woods on a Snowy Evening," which reveals the inner person. Handouts of Frost's work will allow seminar participation.

Luncheon—12:15 p.m.

Afternoon Program—Union Theater

1:15 Greetings: *Artha Jean Petrie Towell*, general chairwoman; and *Madison Chancellor Edwin Young*

Drama: *Ordean Ness*, chairman of the Department of Communication Arts, and *Prof. Jonathan Curvin* of that department, will repeat a generous portion of *HOME*, the *David Storey* play in which they proved so popular with audiences during last year's Summer Theater Season.

Music: "How To Cope With American Music."

Prof. Karlos Moser of the School of Music will present a lighthearted overview of the musical scene in America from its native invention to its foreign pretensions. Piano solos, songs and instrumental combos will illustrate aspects of everything from *Stephen Foster* to *Garfunkel*.

2:30 Choice of guided tour to: *Elvehjem Art Center* or *Historical Museum*

Tours: *State Historical Society Museum*—Unique project of making patterns of 19th-century dresses in the museum collection. Very carefully drafted patterns are for sale! Learn how you, too, can make your own bicentennial dress, with bustle or hoop. It's illustrated with period notes on hair styles, gloves and wraps.

Elvehjem Art Center—A three-part exhibit of Navajo blankets from the *Los Angeles County Museum of Art*, the *University's Related Arts department*, and the *State Historical Society*.

Fee: \$8 (includes morning coffee, luncheon)
Seating is limited. Mail your registration today!

Wisconsin Women's Day, Wisconsin Center
702 Langdon Street, Madison 53706

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

Name _____ Address _____
City _____ State _____ Zip _____

Circle choice of two morning sessions: A B C D Choose afternoon tour:

Guests' names _____: A B C D Historical Museum _____

_____ : A B C D Elvehjem Art Center _____

Letters

Death and the November Cover

That did it! The cover of the November issue is the worst thing I ever saw . . . *Wisconsin Alumnus* has no interest for me at all. Please cancel my subscription and I hope I won't ever live to see another so-called picture like that.

Winifred Bartholf Bassett '19
Pacific Grove, Calif.

Quoting a famous writer is a cheap, but honest, way to obtain attention. Hence, J. B. Priestley: "When I was young we were just young, we weren't Youth." I was just young when I attended the University, a confession that locates me in time as surely as the carbon-dating system and also qualifies me to comment on "Views of Death" in the issue of November. You have heard from Professors Schoville and Ammerman; now hear from an ordinary B.A. before the postal rates go up. The story is my wife's and mine, the tale of our encounter with death (if he wants a capi-

in that spring of 1931, late in the afternoon, I had announced on the air, probably on the advice of the *Capital Times*, owner of the station, that Professor William Ellery Leonard had drowned in Lake Mendota.

Finishing my shift, I telephoned the girl, *the* girl rather, to report the sad news, which she had already heard on her crystal receiver. We were both snapped back by the shock of the stark loss, by the unreasonableness of snatching a person of fame and superior scholarship from the campus midst. The girl and I joined in a dark and sorrowful mood to walk down Langdon street toward the Hill. Why did this happen? Death in the lake we loved? There was no answer, no solace. We walked tightly close to each other. Before we cleared the iron railing in front of the Armory, there appeared from the blackness a tall and skinny man with white long hair, black-rimmed glasses on a wide black ribbon, flowing purple bow tie, head down and heading home. He lived on the east side of Murray street, a few doors from the lower campus.

The man was William Ellery Leonard, and he strode to the flat ground of the campus where he ice-skated in winter-time in solitary dignity.

Risen from the water? The ghost of the professor? No.

The next morning we learned that Professor S. A. Leonard of the Comparative Literature department had been the victim. The first newflash had been incorrect. William Ellery Leonard, author of "Two Lives," "The Locomotive God" and "The Scansion of Middle English Alliterative Literature," must have been brooding over his colleague at the edge of the ebony water. Surely he taught us something about death, that it hurts young persons more cruelly than others.

Well—as the comic says—I'd say more, but you'd only laugh. In any event, I'll see you all and the others who have slickered death at the reunion in 1979.

That woman on your cover. Wasn't she Prom Queen the last time the event was held in the State Capitol? Seems she is wearing the same dress. And I presume the man married her for her money.

Bob De Haven '29
Minneapolis

Get That Room

In a news release prepared for the November 1975 issue of the *Wisconsin Alumnus* we attempted to paint a picture of 1976-77 UW housing prospects for your son or daughter. While the picture wasn't rosy, neither was it as bleak as present circumstances indicate it soon will be.

The number of 1976-77 housing applications received to date is running six weeks ahead of 1975-76 levels. And we ended 1975-76 turning 1300 applicants away. Our message is urgent:

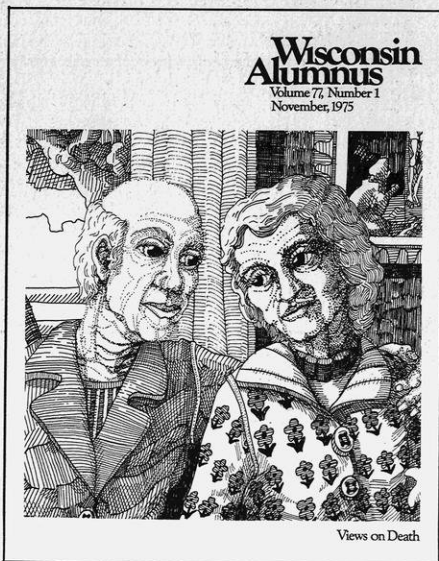
1. If you're an out-of-state parent, have your son or daughter submit a housing application immediately. Residence hall space for out-of-state applicants is becoming critically tight.
2. If you're an in-state parent, time and space are running out for Wisconsin applicants also. They have only until March 15 to qualify for Wisconsin resident housing priority under Regent regulation. After March 15 it will be extremely difficult to accommodate them.

We're sending you this urgent message now because we hope that residence halls living will be a part of your son or daughter's total University experience. You can help make it so by sending their housing applications in today. Applications are available from the Assignment Office, Slichter Hall, 625 Babcock Drive, Madison, 53706.

Newell J. Smith
Director of University Housing

Correction

Rohde's Steak House and Trameri's bar don't "remain" on East Washington Avenue, as remembered by J. H. Foegen in "Coming Back" (Nov.) and overlooked by the editor. Instead, they're right where they've always been, in the 600 block on West Main.—Ed.



tal "D," he'll have to put it in himself) right on fabled Langdon street between the YMCA and the Armory.

(By the way, who is the lady on the cover of the issue in question? Was she from Onalaska?)

A youth certainly not disdainful of \$20 a week pay, I had gleefully signed on as an announcer at station WIBA among the tap dancers, magicians, female impersonators and other misfits who then plied the trade. It was not yet the world's oldest profession, but a profession must begin somewhere. And

Alumni Weekend '76

May 21-23

A great weekend for all alumni, with special reunions for the Classes of 1911, 1915, 1916, 1917, 1921, 1926, 1931, 1936, 1941, 1946 and 1951!

SPECIAL EVENTS

- Social hours, receptions, dinners for reunion classes
- Half-Century Club luncheon honoring the Class of 1926
- Quarter-Century Club luncheon honoring the Class of 1951
- Warm hospitality at the Alumni House
- The traditional Alumni Dinner in Great Hall, Memorial Union. As always the highlight is the presentation of the Distinguished Service Awards. The fast-paced program held in the Union Theater following the dinner, includes special recognition of outstanding seniors, and entertainment by the University of Wisconsin Singers. The dinner is preceded by a no-host cocktail party in Tripp Commons.
and . . .
- Campus tours
- Elvehjem Art Center tours
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Use this coupon to reserve your seats for the Alumni Dinner.

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Send me _____ tickets for the 1976 Alumni Dinner,
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The University

HANG
IT
UP

liberal arts people, not the technically-trained, who are at the managerial level. The problem with recent grads is that few employers have the luxury of hiring and training the English major who is still sorting things out," as was commonly done in past years.

"I think this is an error," English Prof. William T. Lenehan says. "Most of business is a matter of communicating. And I suspect there will be a move back to hiring the liberal arts major. I would prefer to see the first four years of college as a preparation for the complexities of life rather than for the eight hours on the job."

Whether he realizes it or not, the liberal arts major has valuable assets many employers seek, Lenehan and Weidenfeller say.

"There is a tremendous need for an adaptable, talented person with an ability to communicate and an ability to write," Lenehan says. "Communicating and making critical value judgments are what the liberal arts education is all about."

Nonetheless, the liberal arts have been losing students to the so-called "career majors," business, engineering, journalism and computer sciences. On this campus undergraduate English majors have dropped from a peak of 768 in 1969-70 to 359 last year. History majors numbered 843 five years ago, now 384. By contrast, journalism majors have more than doubled from 177 in 1970-71 to last year's 496.

Weidenfeller says it is not necessary for a student to give up the liberal arts major for job prospects. But the student should realize that "no one is going to pay him to read Shakespeare all day," and should begin to think about jobs early in college. He says liberal arts majors who have narrowed their job choices and have taken some practical courses such as accounting or computer sciences are being "horribly successful" after graduation.

—Rob Lever

Energy Research Program Boosted By \$1-Million Grant

To initiate research on laser induced fusion systems for production of electrical power, the Fusion Technology Program at the College of Engineering has received a 2½-year \$1-million grant from the Electrical Power Research Institute.

At present, thirteen faculty members from seven departments and more than thirty researchers and graduate students are involved in fusion research. This number will increase with the new grant. The director of the program, Prof. Robert W. Conn, nuclear engineering, said the grant provides "a unique opportunity to be involved in an area which has scarcely been explored. Fusion reactions, of course, are the basic energy mechanism of the sun. Although we are working on systems that will not practically go on line for at least another twenty years, this research involves far-reaching decisions and has an impact on future planning that demands the expertise of specialists from many disciplines."

The program is aimed at understanding technological and engineering problems associated with building a fusion reactor, a device for transforming a reaction into useful electrical power. Thus, when a sustained fusion reaction does occur, the lead time for building a reactor will be greatly reduced.

"This research is important to national planning of future energy alternatives," Conn stated. "We expect fusion power to be one of the major energy sources of the 21st century, and the students involved in this research effort will provide the leadership base for the future design and construction phases required for its public realization."

Building Named In Honor Of Pres. Chamberlin

Thomas C. Chamberlin was president of the University only five years—1887-1892, but his tenure was marked by a succession of major accomplishments. To honor his memory a UW System regents' committee has recommended that the Physics-Pharmacy-Astronomy Building be named Thomas

continued on page 29



This exact reproduction of any University of Wisconsin diploma with black lettering on a bright copper metal plate is mounted on a solid walnut base.

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Send us your ad, in *fifty words or less*, and we'll get it into the magazine as soon as possible.

You need not identify yourself in the ad. We'll assign a box number to which prospective employers will reply, and we'll forward all correspondence directly to you unopened. Here's a sample ad: *1970 Business graduate seeks new sales opportunity. Now employed in soft-goods marketing in midwest. Prefer Pacific Northwest location. Reply to Box 471, Wisconsin Alumni Association, 650 N. Lake Street, Madison 53706.*

This new service is limited to members of the Wisconsin Alumni Association.



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Before or after the game, serve your guests refreshments (hot or cold) on a UW Coast-eze. Large 5" base, non-skid, mar-proof and washable. Available in cardinal red with white "W." Set of 8—\$3.75 Approx. 4 weeks delivery.

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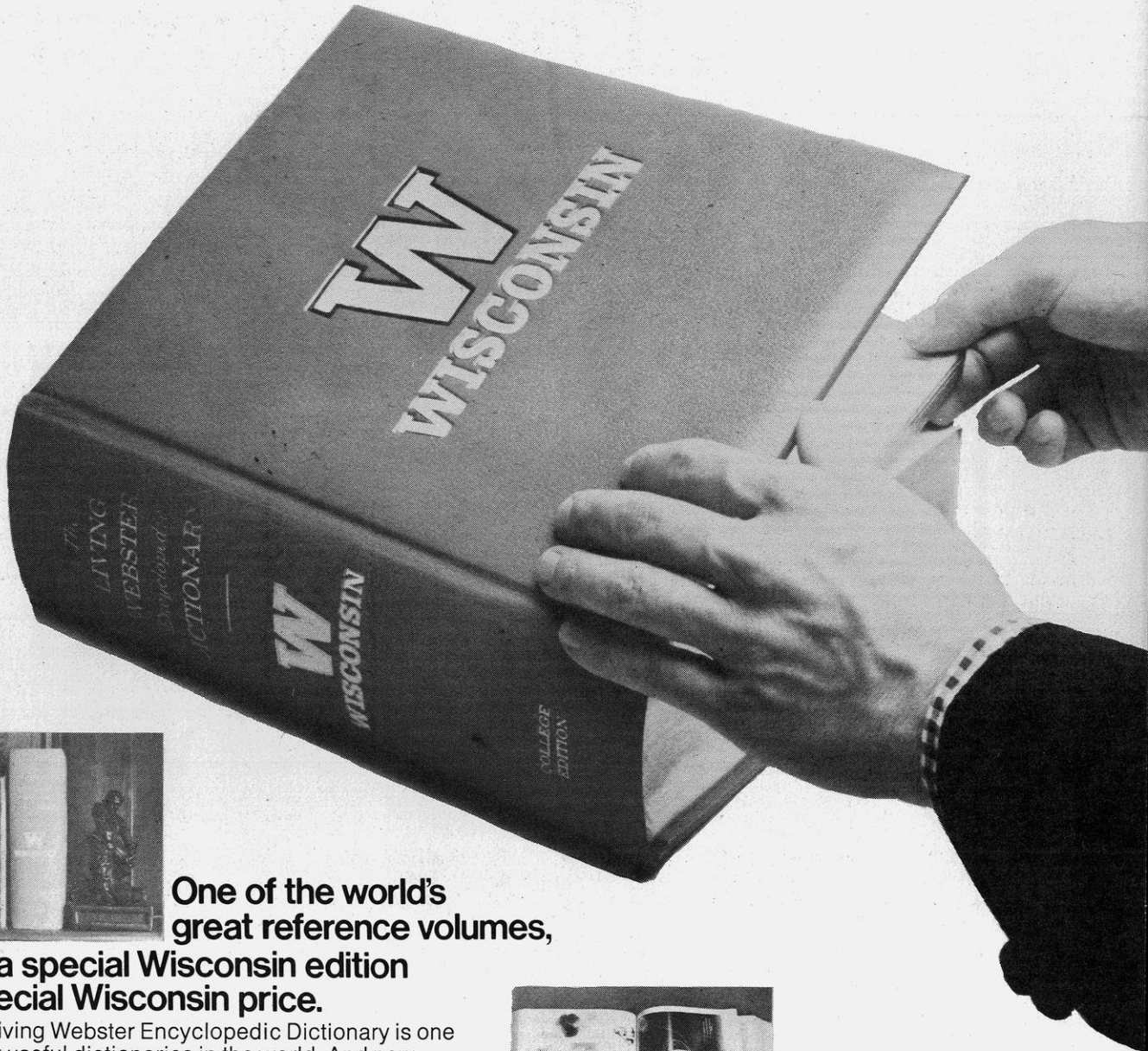


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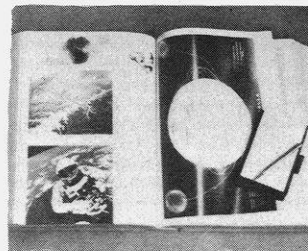
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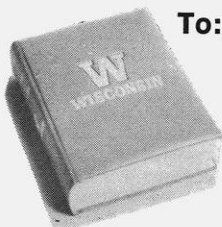
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The University

C. Chamberlin Hall. It is located at the corner of University ave. and N. Charter st.

A geologist of national stature, Chamberlin proved a recruiter of outstanding faculty including Frederick Jackson Turner and Richard T. Ely; introduced the seminar method of teaching, developed graduate studies and research, and established the first fellowships for graduate work, the first Ph.D. program, and the departments of soil physics and electrical engineering. During his presidency, Chamberlin started University Extension and summer sessions. A native of Mattoon, Ill., and a graduate of Beloit College, he was eighty-five at his death in 1928.

The naming of the building in his honor was recommended by UW System Pres. John C. Weaver, Madison Chancellor Edwin Young, and a special physics-pharmacy-astronomy departmental committee.

In 1974, the Wisconsin chapter of the American Institute of Architects presented its Honors Award to the reconstructed building because it represented "unusual and imaginative design, filling an existing space with competence . . . and expanding this limited space in a very strong, simple, and even poetic way."

Impetus to its reconstruction was the Aug. 22, 1970, bombing of Sterling Hall, causing loss of life for a researcher, heavy loss of research papers, and extensive damage to Sterling Hall and to the adjacent Physics-Astronomy-Pharmacy Building. The facility was built originally in 1905 as the Chemistry Building. It has been remodeled several times in the ensuing years, with the chemistry department moving out in the 1960s, and astronomy, physics, and pharmacy moving in during the past decade when the east and west wings were added.

You Stay After School For Your MBA Degree

The first wave of a new trend in higher education hit the campus this year with courses required for the Master of Business Administration degree being offered in class hours after 4:30 p.m. Officials expect more and more students to be

older than the usual eighteen-to-twenty-two-year-old group because of the declining birth rate and the need for college graduates to return to school to keep up with rapid changes in technology and knowledge in their professional fields. A committee has been formed to study ways to meet the needs of older students. The after-hours MBA program is the first to be offered under an "extended timetable" to make classes more convenient for students who hold daytime jobs.

The late afternoon and evening classes will not form an "evening program," according to Joseph Corry, director of continuing education. He said similar after-hours programs may be started for teachers, accountants, lawyers, and other professionals who must keep up with new developments.

FACULTY DEATHS

Emer. Prof. Curtis Merriman, 100, Madison, professor of education from 1923 to 1936, then registrar until retirement in 1945.

ALUMNI SEEKING EMPLOYMENT

1972 Textiles and Clothing Retail graduate seeks new position in home economics or retailing field. Currently employed by large retail business as a soft-goods buyer. Prefer Milwaukee-Madison area. Member 751.

Physicist with M.S. (1974) seeks position in applied research or analysis in the areas of physics or astrophysics. Willing to relocate anywhere in the U.S. Member 752.

To respond to these self-advertisements from Wisconsin alumni, write to the indicated Member Number in care of the Wisconsin Alumni Association, 650 North Lake Street, Madison 53706. Correspondence is forwarded unopened.

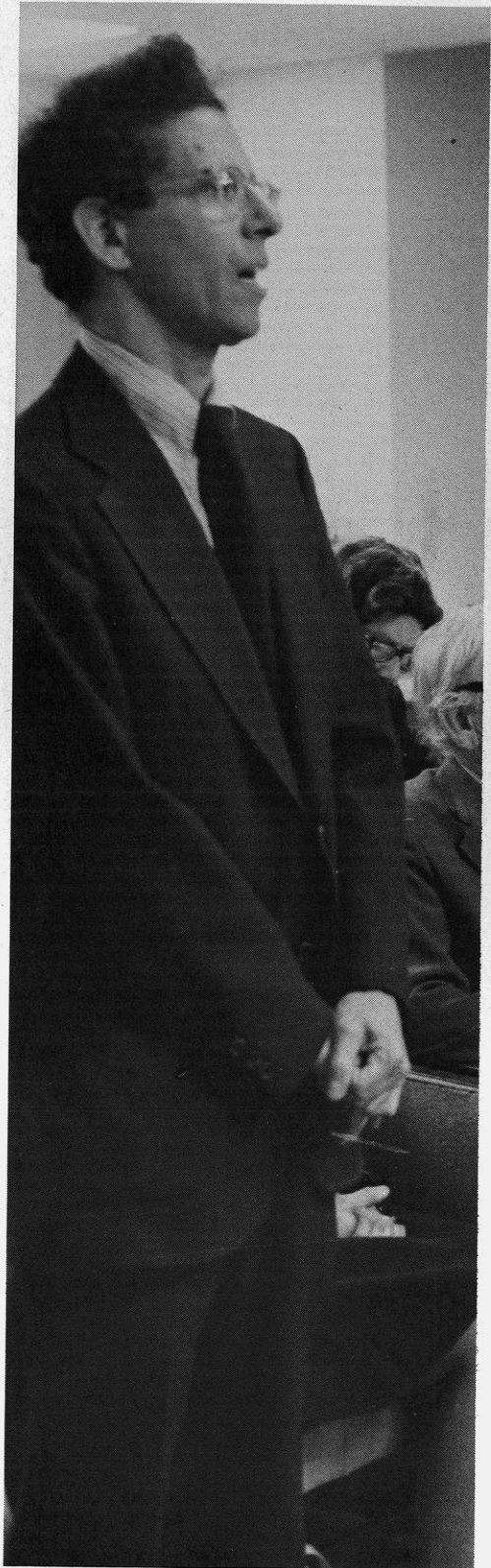
Photo/Del Desens



Harold E. (Bud) Foster, who retired in 1959 after a long career as head basketball coach, received the National "W" Club's Man-of-the-Year Award during halftime of the Indiana game in November. Since retirement he has been director of the grant-in-aid program for the Athletic Department. With Bud is his wife, Eleanor, and club president David Leichtfuss, Milwaukee.

A Welcome

The UW System Board of Regents rose to give a standing ovation when Prof. Howard M. Temin was introduced at its October meeting. A week earlier it had been announced that Prof. Temin shares the 1975 Nobel Prize in medicine for his discoveries concerning the interaction between tumor viruses and genetic material of the cell. The New York Times editorialized that Temin has contributed "towering achievements in the history of molecular biology (which) well merit the Nobel recognition." The professor thanked the Board of Regents "for having provided . . . an environment in which unorthodox ideas could be considered and established."

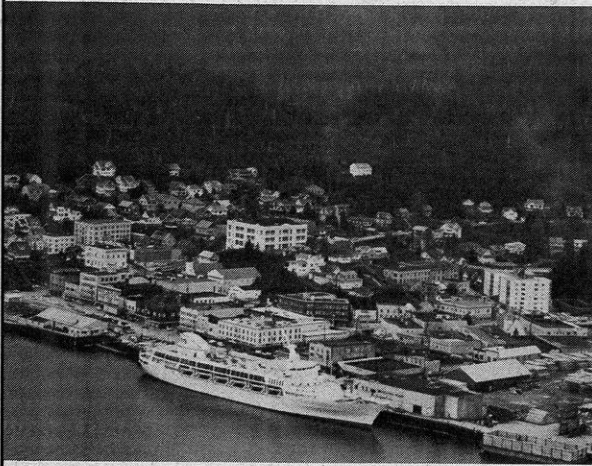


Photos/Gary Schulz

for A Laureate



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From \$989 per person, depending on cabin choice. Includes round-trip flight and all meals aboard the *Sun Princess*.



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Round trip from Milwaukee on Pan American 707 jet with first-class accommodations. Three days in Dublin, then by motor coach southward. The places we'll see or stay ring like a ballad: Killarney, Blarney Castle, the Ring of Kerry, Killorglin, Cahirciveen, Lisdoonvarna. We'll lodge in deluxe hotels only, dine one night in a medieval castle, and have our own Irish guide to enhance our sightseeing. And before leaving Dublin for home, we'll shop in Shannon's great duty-free shops at the airport. Our host couple will be Mr. and Mrs. John J. Walsh!

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