



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **Wisconsin alumni. Volume 89, Number 6 Sept. 1988**

Madison, WI: Wisconsin Alumni Association, Sept. 1988

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

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

For information on re-use, see

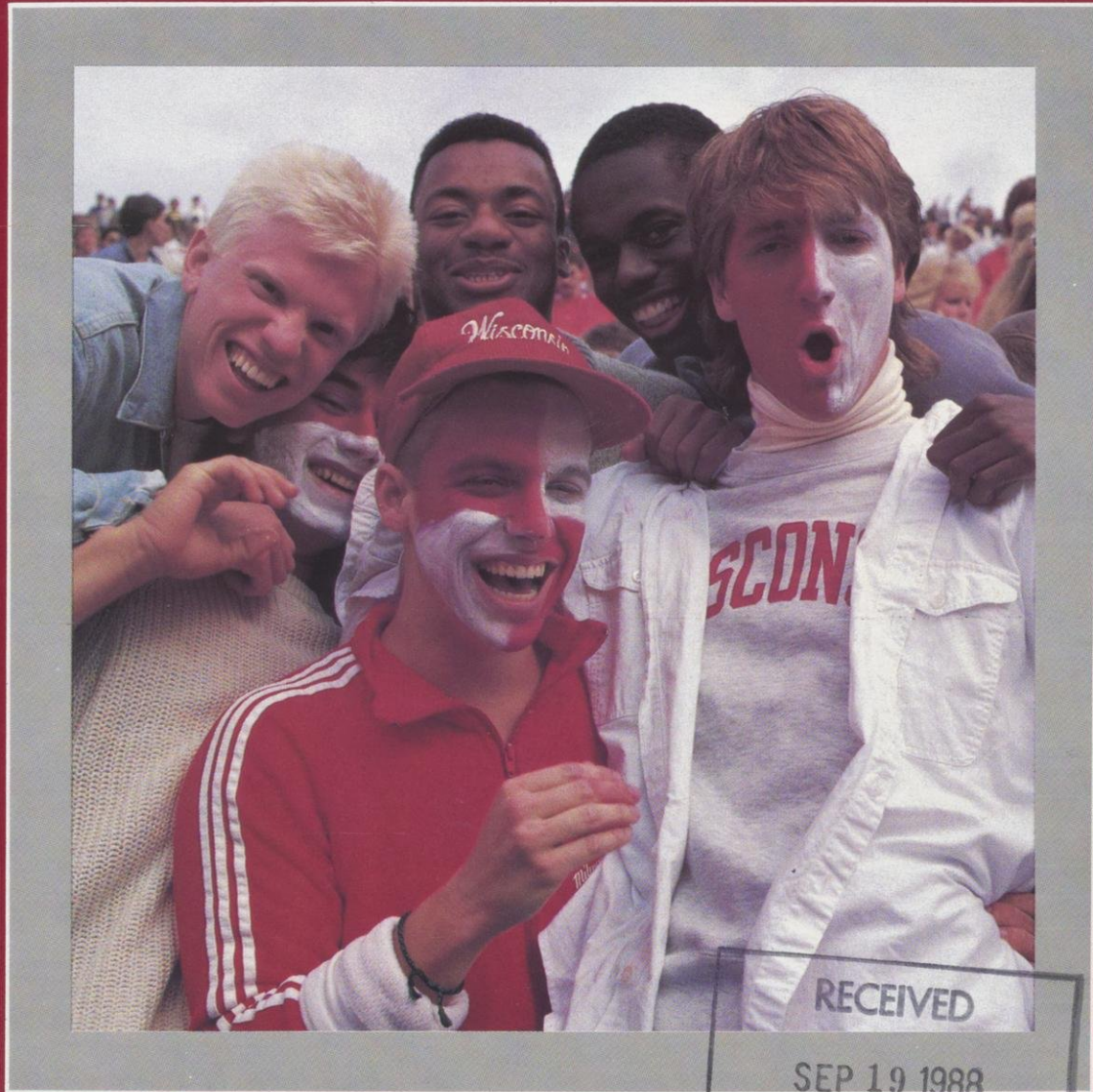
<http://digital.library.wisc.edu/1711.dl/Copyright>

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

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

W I S C O N S I N

# ALUMNI



**SPECIAL ISSUE**  
Alumni Guide to Football Saturdays

SEPTEMBER 1988 OCTOBER

# For Our Graduates Who Still Need Support.



Now that you've graduated, you need support for the active lifestyle you and your family live. Support from quality constructed athletic shoes that are as unique as they are fashionable.

The shoes shown here have been constructed with the finest materials and craftsmanship. Uppers are 100% full grain garment leather. Durable rubber outsoles are added to provide extra stability.

These shoes have been uniquely designed and made exclusively for the University of Wisconsin. In Badger colors. So they're the only shoes you can buy that will proudly let you tell people how you got on your feet in the first place. Order yours today.

**Collegiate Fitness**

J5001 - (Women's)  
Sizes: 5-10

**Collegiate Court**

J1000 - (Men's)  
J5000 - (Women's)  
J1103 - (Boy's & Girl's)

Men's sizes: 7-12, 13  
Women's sizes: 5-10  
Boy's & Girl's sizes: 1-6

**Collegiate Hi-Top**

J1006 - (Men's)  
Sizes: 7-12, 13

**Prices**

\$36.95

Colors: White

**Prices**

\$39.95

\$39.95

\$31.95

Colors: White with Red trim

Colors: White with Red trim

Colors: All White

**Prices**

\$49.95

Colors: White with Red trim



PLEASE PRINT OR TYPE																																			
Name																																			
FIRST	MIDDLE INITIAL	LAST																																	
Street Address																																			
<small>DO NOT USE P.O. BOX NUMBERS</small>																																			
City																																			
State		Zip																																	
Phone /																																			
<small>AREA CODE</small>																																			
(Do not send cash)																																			
<input type="checkbox"/> Check enclosed or charge my: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard																																			
<b>ACCOUNT NUMBER</b> (include all large raised numbers on your credit card)																																			
<table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>																																			
Credit Card expiration date																																			
		MONTH	YEAR																																
Signature																																			
<table border="1"> <thead> <tr> <th>STYLE</th> <th>NO. OF PAIRS</th> <th>SIZE</th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td>MEN'S</td> <td>J1000</td> <td></td> <td></td> </tr> <tr> <td>MEN'S</td> <td>J1006</td> <td></td> <td></td> </tr> <tr> <td>WOMEN'S</td> <td>J5001</td> <td></td> <td></td> </tr> <tr> <td>WOMEN'S</td> <td>J5000</td> <td></td> <td></td> </tr> <tr> <td>BOY'S &amp; GIRLS</td> <td>J1103</td> <td></td> <td></td> </tr> <tr> <td colspan="3">Add \$2.50 UPS handling charge per pair</td> <td></td> </tr> <tr> <td colspan="3"><b>TOTAL AMOUNT</b></td> <td></td> </tr> </tbody> </table>				STYLE	NO. OF PAIRS	SIZE	AMOUNT	MEN'S	J1000			MEN'S	J1006			WOMEN'S	J5001			WOMEN'S	J5000			BOY'S & GIRLS	J1103			Add \$2.50 UPS handling charge per pair				<b>TOTAL AMOUNT</b>			
STYLE	NO. OF PAIRS	SIZE	AMOUNT																																
MEN'S	J1000																																		
MEN'S	J1006																																		
WOMEN'S	J5001																																		
WOMEN'S	J5000																																		
BOY'S & GIRLS	J1103																																		
Add \$2.50 UPS handling charge per pair																																			
<b>TOTAL AMOUNT</b>																																			
Please Allow 3-4 Weeks For Delivery.																																			
For Customer Service Call 1-800-999-SHOE																																			
Make checks payable to: <b>JAVELIN, INC.</b> Send to: 2711 Oregon Street Lawrence, KS 66046																																			

# ALUMNI

**COVER**

**ALUMNI GUIDE TO FOOTBALL SATURDAYS**

OK, Bucky, you're back on campus. And now everything will be easier with your ultimate guide to having a good time. Here's an update on where to stay, where to dine, and where it's at—plus insider's tips that will help you fit right back in to the student scene.

by Jerry Minnich **13**



Join the celebration! 100 years of Wisconsin football. Story page 13.

**WHERE WRIGHT WENT WRONG**

These alumni really did love their Frank Lloyd Wright home in Madison, the Erdman Prefab #1. But Kristine Ottesen Garrigan PhD'71 and her husband, Richard MS'66 PhD'73, discovered that living in a leaky historic artifact was no easy task.

**27**

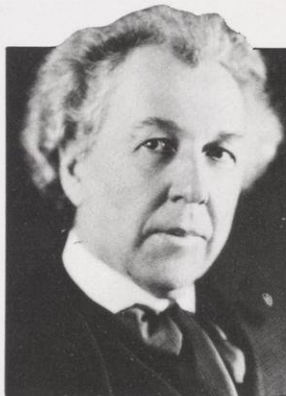
**FRANK LLOYD WRIGHT AND MADISON**

Few places in America can claim as many of the architect's finished works. No other can claim as many of his proposed designs, including boathouses for the

UW crew, a fraternity house for Phi Gamma Delta, and a water-domed civic center for the whole city. There were thirty-two projects altogether, which are now featured at the Elvehjem Museum of Art's one-of-a-kind exhibition.

by Susan Pigorsch '80 **20**

**WRIGHT INTENTIONS**



After five years, a new roof, a new floor, and a lot of hard work, art history professor Jim Dennis PhD'63 has managed to restore the master architect's first "design for democracy"—the Jacobs House I, which was built in 1936 on Madison's near-west side.

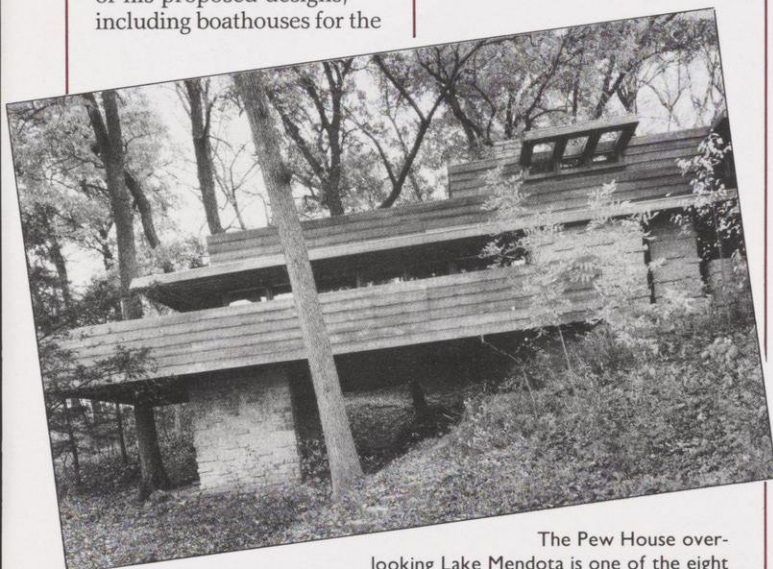
**24**



A UW researcher got the scoop on frozen yogurt. See Compendium, page 8.

**ON WISCONSIN 4**  
**LETTERS 6**  
**COMPENDIUM 8**  
**DISPATCHES 28**  
**OBITS 31**

**Cover Photo**  
 Michael Kienitz / UW News Service



The Pew House overlooking Lake Mendota is one of the eight Wright buildings still existing in Madison today. See story, page 20.

## ON WISCONSIN



When you visit Madison this year, be sure to stop by the Alumni House on the shores of Lake Mendota—we're here to help you find what you're looking for.

It's a pleasure to share with you the results of our recently completed member survey. The work was done by the Wisconsin Survey Research Laboratory, a part of the UW Extension. As you'd expect, the process was computerized, scientific, and completely confidential. A random sample was used to extrapolate the results to cover all our mem-

bers; then the lab coded, tabulated, and interpreted the results.

In reviewing your responses, one thing that most impressed our staff was the outstanding loyalty you feel to your alma mater. A heartening 76% of you joined the Wisconsin Alumni Association out of pride in your education here, and 31% of you who have college-bound children plan to send at least one of them here.

A few aspects of our membership pattern are changing. Alumni join WAA earlier than they used to; some 17% of our members are twenty-five years old. And now, 37% of our members live outside the Midwest, thus outnumbering—for the first time as far as we can determine—the 36% who live in Wisconsin and the 25% who live in other Midwestern states.

Some things don't change. Those aged thirty-four to forty-four still make up our largest membership segment; 61% of our members are male; 79% of our members earned their bachelor's degrees here. (Master's degrees went to 8%, PhDs to 3%, and professional degrees to 2%.)

You're reasonably affluent, as is to be expected. Sixty-three percent earn more than \$45,000 a year, and 19% are in the \$100,000-plus bracket. Twenty-three percent of you own a second home.

Fifty-seven percent of you feel our club scholarships to outstanding students are the most beneficial of our WAA-sponsored programs. When you open the pages of this magazine (and 99% of you do!), you find news of campus events the most interesting, followed closely by the brief items about your former classmates and features about your fellow alumni and faculty. Fifty-six percent of you find the quality of writing just short of excellent, and close to that high rating you put the range of feature subjects and photos. Twenty-four percent list the magazine as the major benefit of their WAA membership.

Our "Guide to Football Saturdays" in this issue will be of special interest to a large number of you, the survey tells us. Some 24% of our 43,000 members came back to campus "a few times in 1987," and 42% of these say they did so to attend an athletic event. Enjoy! □

Arlie Mucks  
Executive Director

Gayle Langer  
Associate Executive Director

# WISCONSIN ALUMNI

Arlie M. Mucks, Jr. '43  
Publisher & Executive Director  
608-262-2551

Gayle Langer '59  
Associate Publisher and  
Associate Executive Director  
608-262-7545

Susan S. Pigorsch '80  
Editor  
608-262-9639

Thomas H. Murphy '49  
Chief Writer  
608-262-5895

Ann Lloyd '85  
Advertising Coordinator  
608-262-9599

**Director of Accounting:** Mark Blakeslee (608-262-9786) **Director of Advertising, Membership and Promotion:** Ann Benda Geocaris '79 (608-262-9648) **Director of Campus Programs/Reunions:** Suzanne J. Miller (608-262-9647) **Director of Alumni Clubs/Student Relations:** Brian J. Wilk '79, '87 (608-262-9630) **Editorial Advisory Committee:** Betty Erickson Vaughn MS '49; Donald K. Davies '52, Features Ed., Wisconsin State Journal; Prof. Phillip M. Hamilton, Art Department; Prof. James L. Hoyt '65, '67, '70, Dir., School of Journalism and Mass Communications; Mark A. Larson '80, Waldbillig & Besteman Adv. Agency; Jonathan Pellegrin '67, Johnson Hill Press; ArthaJean Petrie Towell '53; Linda L. Weimer MS '72, Coordinator, UW News Service. **WISCONSIN ALUMNI ASSOCIATION OFFICERS, 1988-1989: Chmn.:** ArthaJean Petrie Towell '53, Madison; **President:** Charles P. La Bahn '49, Milwaukee; **1st Vice President:** J. Charles Phillips '65, Reedsburg; **2nd Vice President:** Orville W. Ehrhardt '54, Fond du Lac; **3rd Vice President:** Ted D. Kellner '69, Milwaukee; **Treasurer:** Stephen H. Sills '66, Chicago; **Assistant Treasurer:** Thomas J. Prosser '58, Neenah; **Secretary:** Charles E. Claflin '53, Rockford; **Assistant Secretary:** Robert Cattoi '50, Dallas.

Membership Information  
608-262-9651

©1988 Wisconsin Alumni Association  
650 N. Lake Street  
Madison, WI 53706

Member Consortium of  
The  
*Big Ten*  
Alumni Magazines

Bruce Bottum • Managing Director  
Represented By  
**CASS COMMUNICATIONS, INC.**  
New York, Evanston, Los Angeles  
TOLL FREE 1-800-323-4044  
In Illinois Call  
(312) 475-8800

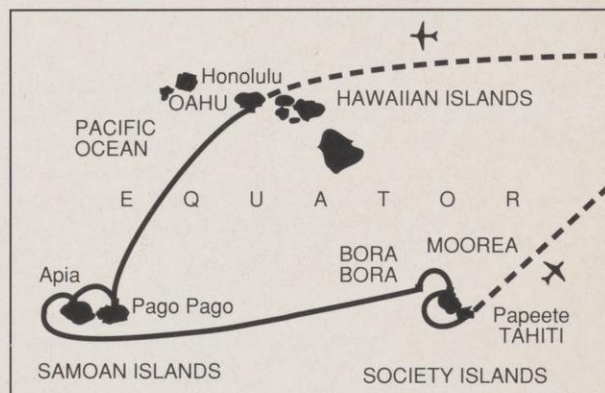
*Invites You to Escape To The South Pacific  
Aboard the Superb New Crown Odyssey*  
**Departing January 26, 1989**

**T**his winter, The University of Wisconsin-Madison Alumni Association and Royal Cruise Line invite you to follow the route of Captain Cook across the deep blue South Pacific on a spectacular 13-day air/sea cruise. Be our guests to explore the sun-soaked islands of tropical paradise aboard the *Crown Odyssey*.

You'll meet the gleaming white *Crown Odyssey* in the lively city of **Honolulu** on Oahu. From there you'll visit peaceful **Pago Pago**; memorable **Apia**; beautiful **Bora Bora**; scenic **Moorea**; and ending your cruise is dazzling **Papeete, Tahiti**. Royal Cruise Line, famed for its warmth of service, excellent entertainment and superb cuisine, invites you to experience the finest in luxury cruising.

*So don't hesitate! For reservations and information, please contact:*

Travel Department  
Wisconsin Alumni Association  
650 North Lake Street  
Madison, WI 53706  
(608)262-9521

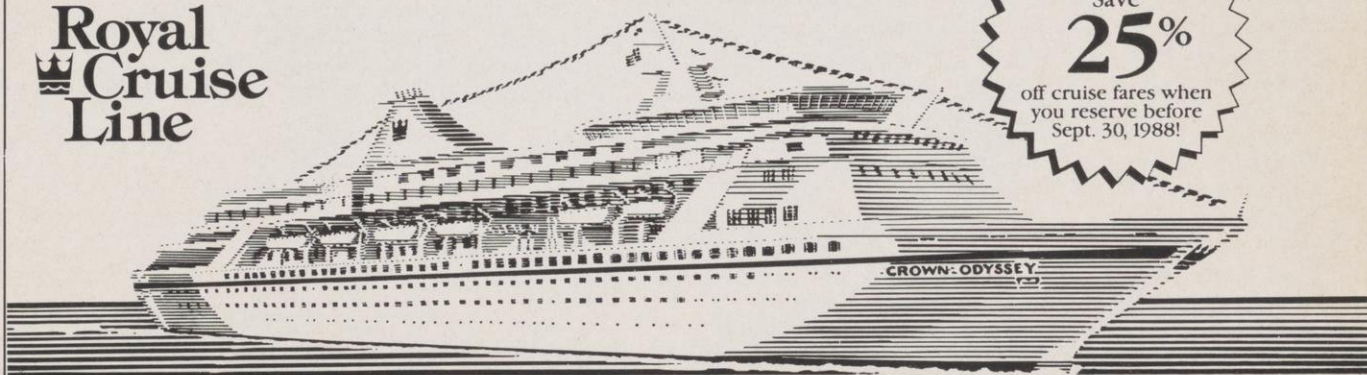


**Special Group Fares & Bonus Amenities!**

Special discounted cruise-only fares begin at just \$2198 per person! This includes a 20% discount off the regular published cruise-only fare. PLUS, while on board, passengers will be guests at two hosted receptions exclusively for The University of Wisconsin-Madison and receive souvenir name badges and one group photo per couple.



**Royal  
Cruise  
Line**



**ABOARD THE ELEGANT CROWN ODYSSEY!**

While I am not an alumnus of the University of Wisconsin, I did happen to see your May/June issue featuring Bill Denevan and Hugh Iltis, and I write to congratulate you and your staff on your fine choice of faculty to highlight your magazine. Denevan's research in non-western and prehistoric agricultural systems is the best in the world, while Iltis has done admirable service to the fields of botany and prehistory with his work on a variety of New World plants. Wisconsin is fortunate to have faculty such as these two individuals represent.

**Thomas J. Riley,**  
Dept. of Anthropology  
University of Illinois at  
Urbana-Champaign

Just a note to tell you how much I like the new layout of the *ALUMNI* magazine. The color is great—the entire look is fantastic.

**Terry Murawski '76**  
Madison, WI

A correction to your story about the renovation of the Union terrace, "Changes of Place," (WA July/August '88): the Capital Brewery is not in Madison; we are proud to have it in Middleton, the Good Neighbor City to the west of Madison.

**Nancy B. Lindsay**  
Middleton, WI

The article contributed by Patricia Wells in your last issue (WA July/August '88) was slightly incomplete. Her maiden name was not included anywhere in the sidebar to "A Taste for France," which was excerpted from her latest book. For the record, her maiden name is Patricia Kleiber, and she is originally from Milwaukee. Thanks for noting this—I always enjoy reading the *WISCONSIN ALUMNI* and I'm proud to be one.

**John A. Kleiber '73**  
Edina, MN

On page 11 of your July/August '88 issue you printed a selection of the paragraphs written and published in the *Boston Sunday Globe* under the title "Wellesley '38: a Different World, But in Many Ways the Best of Times" by Nardi Reeder Campion. Please give Mrs. Campion her due—she did a nice piece and should at least have a decent attribution.

**John R. Malone**  
Chicago, IL

*EDITOR'S NOTE: At the 50th Reunion of the Class of '38, class president George Rooney '38 read excerpts from Ms. Campion's work, which we published in part. We did not run a full credit line, and thank you for noting our omission.*

*The WISCONSIN ALUMNI welcomes letters from readers. Please send them to: Editor, 650 N. Lake Street, Madison, WI 53706.*

# COLLEGE COSTS KEEP RISING— YOU CAN FIGHT BACK

Will you be able to afford to provide your child with the same quality education that you received?

At Smith Barney, we believe saving for a college education is like building a house. Before you begin you need a *blueprint*... a plan to follow to reach your goal.

That's why Smith Barney's Educational Blueprint was created. By getting the facts and planning ahead, you can put yourself in a much better position to meet the rising expenses of a college education.

This free, personalized report can show you, at a glance, an estimate of how much you will need to send your child to college. It will also show you how you can set up a savings and investment program *now* to meet these goals—without straining your resources.

For more information about a *free, individually tailored* Smith Barney Educational Blueprint, simply call 1-800-EARNS IT. Or call one of the Smith Barney offices in Wisconsin. Or mail the coupon.

Green Bay  
(414) 437-3276  
Milwaukee  
(414) 226-3000

Madison  
(608) 251-4477  
Rhineland  
(715) 369-4600

Mail to: Scott B. Davidson  
Smith Barney, Harris Upham & Co. Inc.  
1345 Avenue of the Americas, New York, NY 10105  
 YES, please send me more information about Smith Barney's Educational Blueprint.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

## SMITH BARNEY

A PRIMERICA Company

Member SIF

© 1988, Smith Barney, Harris Upham & Co., Inc.



NATURE'S BEST

# Wild Rice

*From the heart of Wisconsin's wilderness comes a wild rice unmatched in flavor, nutrition and quality.*

## 100% Natural

- no additives or preservatives
- grown with no herbicides or pesticides
- has an indefinite shelf life

Preparation methods, serving tips and recipe booklet included.

Wild rice adds a touch of elegance to any meal.

Visa & MasterCard  
1/608/257-7059

To order, send check or money order to:

## Specially priced

- 1 lb. Gift box \$8 each
- 1 lb. Designer gift tin \$10 each  
(Price includes postage and handling)

*A gift from the heart*



## NATURE'S BEST Wild Rice

2575 University Ave. • Madison, WI 53705

"Nature's Best" brings the taste of Northern Wisconsin to your table.


# It's not whether you win or lose, but where you stay before the game.

No matter which end of the score your team ends up on, you can still have something to celebrate afterward, if you include Hyatt on Capitol Square in your post-game schedule.

Our festive hot spot, Darby's Bar & Cafe, lets you celebrate the victory Hyatt-style. On the other hand, dinner in our elegant restaurant, The Plaza, is an ideal way to take the sting



THE  
**HYATT**  
TOUCH

HYATT  ON CAPITOL SQUARE

75 East State Street, Columbus, Ohio 43215

out of defeat. And you can top off your evening in the whirlpool of our Penthouse Fitness Center, overlooking the city.

In either case, your day will end memorably in one of our beautifully-appointed guest rooms. An experience which will make the difference between winning and losing seem pretty insignificant.

FRIDAYS AND SATURDAYS

**\$79<sup>00</sup>\***

PER ROOM, PER NIGHT.

INCLUDES SPECIAL COUNTRY BREAKFAST™

\*For information and reservations, call 228-1234. Or call toll-free 1-800-228-9000. Make your reservations now for the Ohio State game on November 14. Ask for the special Football Weekend Package. Not applicable to groups or conventions. Reservations subject to availability.



## A Star Might Be Born in Physics Lab

The campus now has the world's largest device that will help scientists better understand the principles of controlled fusion reactors. It's called the Madison Symmetric Torus (MST), funded by the U.S. Department of Energy at a cost of \$3.6 million. It was unveiled here this spring.

The idea behind a nuclear fusion power plant such as the MST is to ignite, in a controlled and self-sustaining manner, the fusion fires that burn in the heart of the sun. Fusion is a "clean" form of nuclear energy that can be made with minimal radioactive waste. (It should not be confused with the fission process, which involves the splitting of atoms, said physics professor J. Clint Sprott.)

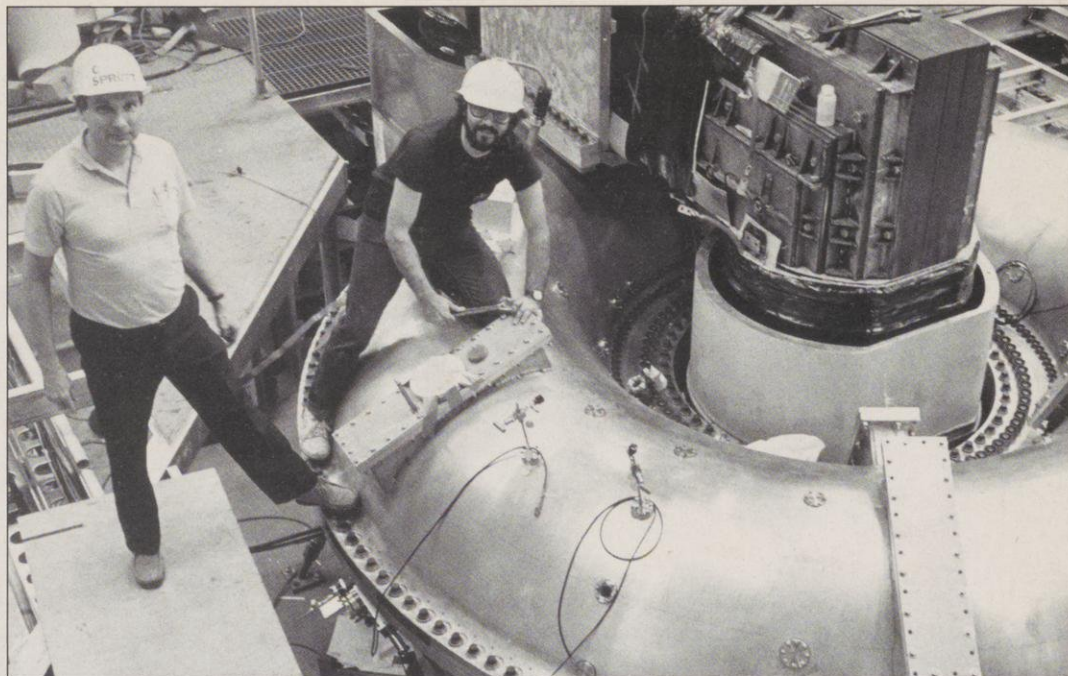
To create a fusion reaction, orbiting electrons are stripped from atoms to form a plasma composed of free electrons and atomic nuclei. When this is heated to temperatures exceeding 100 million degrees Celsius, the nuclei smash into one another and fuse, forming larger nuclei. The process releases a burst of energy that, if harnessed, could be converted into electricity.

"We essentially are trying to make a star in the lab," said Sprott.

## Students' Costs Up, But Still It's a Bargain

This year it costs more to be a Badger, and by next fall it will be harder for out-of-staters to qualify. In July, the Board of Regents raised tuition and room-and-board rates. And for the '89-'90 year, nonresidents must have a more impressive

UW NEWS SERVICE



UW scientists J. Clint Sprott MS'66 PhD'69 (left) and David Kortbawi PhD'88 fine-tune the Madison Symmetric Torus (MST), a \$3.6 million machine designed to give researchers new insights into controlled fusion reactions. The MST, built over a period of three years, will be the largest device of its kind in the world. It will be used to study plasma, a super-hot state of matter from which fusion reactions are generated. Actual fusion reactions will not take place in the MST.

standing in their high school graduating class to qualify for automatic admission here.

The tuition rise, levied at all schools in the UW System, amounts to \$116 on this campus, bringing undergraduate rates to \$1679 a year. Graduate tuition for residents went up \$129 to \$2439. There's an increase of \$87 for a dorm room and an added \$68 for the meal plan, to a new total of \$2640. Non-resident tuition went up about 9 percent for undergrads and 7 percent for grad students, to \$5461 and \$7584 respectively. For all students, another \$177 has been added for health services, the two Unions, intramural recreation, and student government.

Still, UW-Madison remains one of the least expensive among large public institutions. Last year, resident undergrad tuition was second lowest in the Big Ten, a position not expected to change as others raise fees this year. (Tuition at Northwestern, the

only private institution in the Big Ten, is by comparison \$12,270; Harvard's undergrad tuition is \$12,930.)

Bernard C. Cohen, Vice Chancellor for Academic Affairs, said our cost increases are directly linked to improvements in undergraduate education. Seventy new faculty have been hired as enrollment has continued to be cut back, providing smaller classes and more faculty/student contact. Fewer transfers were permitted this fall, and beginning next year, out-of-state applicants must be in the top 20 percent of their high school classes (from the current 40 percent) for automatic acceptance after resident quotas are filled. More teachers, more chances to get into a class, but fewer students to pay the bills.

Of the 1988-89 UW-Madison budget of \$920 million, Cohen said, tuition and other student fees account for only about 11 percent. State taxpayers contribute about 29 percent, including roughly

two-thirds of the instructional costs for resident students. About 60 percent of the revenue comes from federally funded programs and research projects, gifts and trust fund interest, and income from University Hospitals and Clinics or other services.

## UW Foundation At New Address

The UW Foundation, a resident of the Wisconsin Center at Lake and Langdon streets since the 1960s, has moved to the Verex building on East Gilman Street, a handsome glass-and-steel structure which hugs the lakeshore adjacent to James Madison Park. It's a temporary five-year relocation, lasting until more stories are added to the center.

The new mailing address is 150 E. Gilman Street, Madison 53703. Phone numbers remain unchanged.

## Greeting the New Undergrads

As the campus gets bigger, the need has become greater to make it a friendlier, less intimidating place for new freshmen. For several years, the Wisconsin Alumni Association has offered a "Wisconsin Welcome" in September, a gathering for new students who live apart from the camaraderie of a dorm. Traditionally, it's a warm evening of getting to know each other, of meeting favorite faculty and of being introduced to leaders of the campus organizations a new student might want to join.

Our program will continue, but in August the "Wisconsin Welcome" title was applied to a campuswide gathering in Camp Randall Stadium co-sponsored by various departments and WAA. Coaches and deans came out to chat with the new students. With the help of Bucky Badger the freshmen learned all the cheers and the words to *Varsity*. Marching-band director Mike Leckrone and some of his musicians gave them a preview of the Fifth Quarter with a polka or two.

Then everybody headed across Randall Avenue to the Union South for a dance and outdoor movies and copious

amounts of food.

This year, too, the university's SOAR program expanded to make the transition easier. SOAR—Summer Orientation and Advance Registration—has been held every July since 1972. It brings new freshmen to the campus with their parents for a glimpse of things before the big move comes in the fall. But it's always been confined to a single day, not long enough for counselors and advisors to get the young people beyond a look at the Timetable and a dorm tour.

This year things changed. Kids and parents stayed overnight in university housing. They met with people from the faculty and staff and grabbed a bite to eat with an advisor or a major professor. They all got together for a whopping buffet at Union South. They strolled the campus and they got into discussions; learned of the large number of trained counselors who are there day and night to help. They learned the basics, too, of course; how to register and whom to see when things aren't going as well as they should—all the things freshmen need to know to turn their first year amid 43,000 people into a positive experience.

## Digest

Memorial Library, on the corner of State and Lake streets, is getting an eight-story addition. The \$12.9-million job started in June and could take two years to complete. The result will be five new floors of additional stacks, one floor for an East Asian collection, and two for expansion of the rare-book area.

They told you it was nerves when you saw birds of prey on your windowsill before exams. But it's a fact that six young peregrine falcons spent the summer being coddled atop nineteen-story Van Hise Hall west of Bascom Hill. The Department of Natural Resources has been trying to coax the endangered birds back to Wisconsin since 1964.

## Sports Wrap

Seventy-nine men and women student athletes earned all-Big Ten academic honors in the spring semester.

In baseball (the Badgers were 28-27), **Tom Fischer**, a junior southpaw who set an all-time conference record with nineteen strikeouts in a single game, was drafted in the first round as the twelfth pick by the Boston Red Sox. Tom is from West Bend, Wisconsin.

The **men's crew** won the Ten Eyck Trophy for the third straight year at the national championships at Syracuse. With 331 points, they beat Brown and Princeton for their tenth Ten Eyck since 1972.

**Tennis co-captain Tim Madden**, a senior from Lewiston, Illinois, earned his second consecutive title as Big Ten tennis Sportsman of the Year.

The Madison Pen and Mike Club's Sports Hall of Fame pays homage to city natives who were outstanding in high school

sports. This year, three of the four honorees had also made names for themselves in UW Sports. They were **Don Page '50, '53**, basketball and tennis letter-winner; **Gary Messner '56**, all-Big Ten football center and '54 team co-captain; and **Joe Franklin '69**, who set Badger basketball scoring and rebounding records.

Distance runner **Suzy Favor**, a sophomore from Stevens Point, has been named the Jesse Owens/Big Ten Conference Female Athlete of the Year. The judges were sports reporters from throughout the conference. Favor got to the finals by being named Wisconsin's Female Athlete of the Year. In the six-year history of the Jesse Owens Award, Wisconsin athletes have won it three of the past four years. Favor was preceded by Cathy Branta in 1985 and Stephanie Herbst, both in track, although the award is open to all athletes. Favor has earned all-American status six times as a Badger.

MARY LANGENFELD



Professor Emeritus William Winder PhD'49 has good taste, but his timing is off. His formula for frozen yogurt was introduced 21 years ago at Babcock dairy store, back before anyone was interested in "healthy" desserts. Now that the rest of the country finds them fashionable, Winder's original berry-flavored concoctions are again available at Babcock and at both Unions—and this time, they're selling by the scoopful.

## Easier, Maybe, But The Thrill is Gone

Almost gone are the days when Registration Week meant roundtrip sprints over the Hill, when we stood in lines that moved only when Lincoln's statue did, when we drew blood trying to enroll in a class they said was filled. This fall, seniors and grad students became the wave of the future. They registered by sitting on their futons and picking up their touchtone phones!

The timetable gives a phone number for each course. The student calls it and—if all is clear—is registered then and there. The system checks enrollment limits in any class and tells the caller if a section is closed. It prevents anyone from carrying more credits than are approved. And it will keep out those with unresolved academic, financial, or disciplinary problems.

By next fall, supposedly the

whole student body will be able to reach out and register.

But the old order went out with a rather nice snafu as benediction. It happened during last January's registration. For the past twelve years, you picked up your stuff and started from the Stock Pavilion, an unhandy locale from which to chase around to assignment committees all over the campus. So a few Army ROTC seniors, trying to be nice guys, came up with an idea. They assigned scouts with walky-talkies to those committees. When a committee closed a section, the scouts passed the word to mission control in the Stock Pavilion, where it was crossed off a big master chart. Except they forgot that sometimes class sections close *temporarily* to tout people into less popular sections. When classes started, it turned out that two of the largest freshman English sections plus a couple of French classes and some others were unpopulated as never before.

## Lab Report

When the campus hosted a national conference on the biochemistry of obesity in June, a major topic was a naturally occurring hormone called DHEA. Its exact function isn't known but, says our biochemistry professor Henry Lardy, it raises the heat of metabolism, and this hinders fat storage. Tests hint of its eventual use in problems of aging, diabetes, and cancer as well as obesity.

What you won't find on your frozen food shelf is an array of foods entomologist Gene DeFoliart is cataloging and studying. He's researching edible insects—primarily for people in the rural Third

World countries—where people are abandoning protein-rich insects in their diet although they have no adequate alternatives.

Researchers here are making a "massive national survey on the status of the American family." They've discovered one thing you already knew: young people look on cohabitation as acceptable these days. They've also found that marriages by people who have lived with someone else—either their current spouse or another—are "much more likely" to end in divorce. The work was done by sociologists Larry Bumpass and James Sweet, as a preliminary segment of a long-term study.



Appleton's Butte des Morts Country Club has an ace tending all their holes—assistant superintendent Lora Ripp '88.

## Turf Management Grads Get Alawn in the World

It isn't a study you hear a lot about, but it sends its majors out to where the grass is always greener. Our four-year Turf and Grounds Management program enrolls between twelve and fifteen a year, and "we can virtually guarantee them jobs," said director Wayne Kussow. Golf courses are the remaining big market since athletic fields were introduced to 3M, but there are parks and institutional acreage as well.

Students in the program can choose to follow either of two tracks, production/management or business/sales. All take courses in basic science, general agriculture, turf-grass plant culture, pest management and soil science. The program is for soil science majors in the ag school.

There are some 400 golf

courses in Wisconsin, and no longer is golf course management a men-only field. Take for example Appleton's Butte des Morts Country Club, where the assistant superintendent is Lora Ripp.

Of the 110 or so who've graduated in the program since it began twenty-seven years ago, one, at least, made it to the majors. Paul C. Zwaska is assistant head groundskeeper for the Baltimore Orioles. Granted, this is a team that is more major some years than others; nevertheless the grounds have to be seeded, fertilized, mowed, sprayed, raked, and de-thatched. Moreover, Zwaska and his boss have been given the dream assignment of designing a baseball diamond from scratch. Baltimore plans a new stadium, to open in 1991.

News items edited by Tom Murphy from the UW News Service and campus sources.

## Money Troubles Afflict Football And Athletics

The athletic department, in financial trouble from a decline in football attendance, has adopted a plan to cut costs. This year's budget has been cut by nearly \$700,000, but it has been done so that none of the twenty-five sports has had to be eliminated.

According to Athletic Director Ade Sponberg, the shortfall was unexpected in some areas. Football's total revenue for last season fell \$1.3 million short of projections, of which \$589,500 was in fewer home game tickets sold. This was perhaps the biggest surprise. While the first season for head coach Don Morton was disappointing, there have been long years of drought for Badger fans during which crowd support wavered only a little. No one expected last year's sudden and sharp drop. In addition, Sponberg has said, there was \$146,000 less in net football away-game income than had been budgeted; \$85,000 less from major football bowl game revenue than budgeted, and all Big Ten universities received \$470,000 less than expected in TV revenue.

An increase in ticket prices took up a little of the slack, but was considered by many to be poorly timed.

By late June, ticket sales were 2,400 fewer than at the same time a year ago, although

single game sales for games against Michigan, Illinois, and Purdue were comparable to last year.

In 1987, only 9,500 student season tickets were sold, but that could improve. The students have been given back their seating section without the two-row public "buffer zone" begun in 1986 after rowdiness got out of hand. Safety officials plan tight enforcement, particularly of rules forbidding alcohol to be brought into the stadium. In fact, this year in a new move, liquor is prohibited in the private boxes as well as in the general stands.

The Dave McClain Indoor Sports Facility is largely funded by private pledges and thus has not been hampered by the department's financial woes. Construction was ahead of schedule by mid-July, one of the few benefits of the summer's drought. The artificial turf was expected to be put down beginning August 1. Locker rooms, showers, and weight room were scheduled for completion by September, although they will not be put into use until after the football season.

Last May the rock group Pink Floyd was booked into the stadium in a concert that brought \$100,000 into the athletic coffers. There was some neighborhood reaction, but department authorities have not said whether that will affect the prospects of future concerts.

hoped. That's not just a title: it means solid funding—from \$500,000–\$1.5 million—from the Sematech consortium for our scientists to continue developing the X-ray lithography they pioneered.



MICHAEL KIENZUW NEWS SERVICE

The future should be a sheer delight for music professor Robert Cole. He is retiring to tend a sheep ranch with his wife, Doris, and their daughter and son-in-law in nearby Montello, Wisconsin. Cole has had an exceptional career, first as a flutist with the Philadelphia Orchestra under Eugene Ormandy and—for the past 26 years—as a musician and flute professor here at the UW.

## Engineering, Business Get Vital Private Funds

The College of Engineering received a gift of \$2 million from the Grainger Foundation, Inc., of Skokie, Illinois, and the School of Business, through its alumni and boards, has raised \$4 million, half of what it needs in private funds to secure state funding for its new building.

David W. Grainger '50, president of the Grainger Foundation, gave the engineering funds to fulfill the requirement for the private portion of a \$16.5-million addition to the engineering building. The remainder was then

committed by the state. Construction could begin in 1989. Grainger previously provided the engineering college about \$1.6 million for professorships, grants to young faculty, and equipment.

The \$4 million from private and corporate friends of the School of Business was raised in less than a year. At this halfway mark for private funding, the State Building Commission is now free to initiate the selection of a project architect on what will be a \$26-million building. It could be occupied by mid-1992.

Both projects are part of the UW Foundation's Campaign for Wisconsin, the major capital fund drive.

## Digest

•  
Sematech, the microelectronics consortium whose headquarters the university wanted but didn't get last March, has named us one of its ten national Centers of Excellence as was

# Your gift of real estate... benefiting you and the University of Wisconsin

**A**lumni and friends frequently express a desire to make a significant gift to the University. It is sometimes difficult, however, to anticipate future needs and to make a contribution of cash or securities now that may be needed in later years.

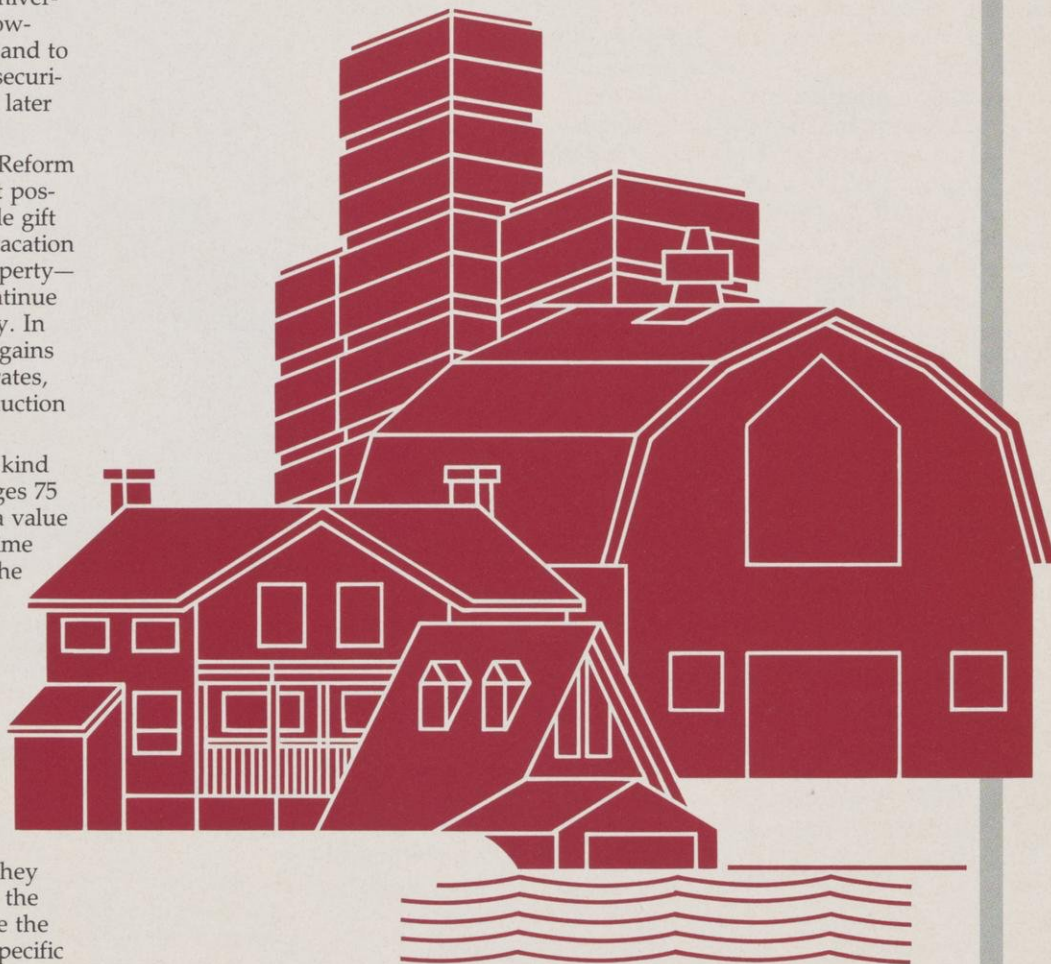
But, did you know that the Tax Reform Act of 1986 continues to make it possible for you to make a charitable gift of real estate—your residence, vacation home, farm or undeveloped property—during your lifetime, and to continue your present use of the property. In addition, you will avoid capital gains taxes, now at ordinary income rates, and obtain a substantial tax deduction for the value of the gift.

Here is an example of how this kind of gift might work. A couple, ages 75 and 73, owns a residence with a value of \$200,000. If they make a lifetime gift of this property, reserving the right to continued occupancy, they would be entitled to a charitable deduction of approximately \$54,000. The exact figures must be based upon a qualified appraisal.

This couple will succeed in reducing their tax bill for the year of the gift and beyond, and their current lifestyle will remain unchanged. Ultimately they will provide a substantial gift to the University, which they will have the opportunity to designate for a specific discipline, department or college within the University.

Can you think of an easier or more affordable way to gain a present benefit from your property and, at the same time, provide a future benefit for the University of Wisconsin—Madison?

**For further information, please contact:**  
**Fred Winding, Vice President**  
**University of Wisconsin Foundation**  
702 Langdon Street  
Madison, Wisconsin 53706  
608/263-5554.

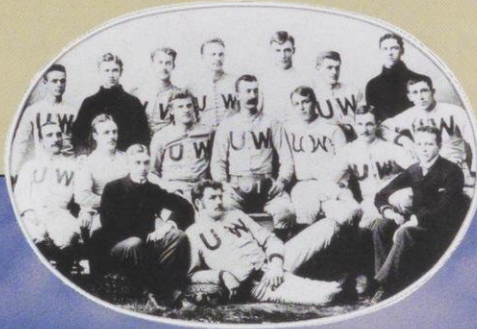


*University of Wisconsin Foundation*

# ALUMNI GUIDE

TO

# FOOTBALL SATURDAYS



BRENT NICASTRO



Celebrating 100 Years of Wisconsin Football

by Jerry Minnich

**H**ey, Bucky, when you come back to Madison for a football weekend, do you occasionally feel out of it? Like you're not quite part of the scene any more? Do you get that same feeling you get when somebody rearranges all your living room furniture without telling you about it?

Take this quickie test, right now, to see whether you are ready to be an integral part of this year's campus scene for football weekends—or whether you need a quick refresher course. Ready? Get a pencil and let's go.

1. The hottest new pizza joint in Madison is—
  - A. Ole Olsen's Pizza Sauna.
  - B. Pizzeria Uno.
  - C. Woolworth's Little Italy Corner.
2. If you need a prescription filled at 3:00 in the morning, better call—
  - A. Walgreen Drug on E. Washington Avenue
  - B. Rennebohm's on University Avenue
  - C. Osco Drug in Iowa City.
3. The best steak in town can still be found at—
  - D. Smoky's.
  - E. Rhode's.
  - F. Frenchy's
4. If a bald-headed student on State Street wants to sell you a "magic crystal" you can be sure that—
  - E. This kid is on drugs and you should call the police, pronto.
  - F. The student is an undercover lapidary officer and you should pretend you didn't hear or see anything.
  - G. The student is a harmless "New Ager" and the crystal is supposed to heal any pains you might have.
5. One of the more popular sayings on State Street these days is—
  - C. "Golly, Margie, you're the cat's pajamas!"
  - D. "If I don't get my grade point up, it's Goodbye Madison, Hello Saigon!"
  - E. Cubby says I should dump my corporate bond portfolio and diversify into blue chips and tax-free mutuals next semester."
6. Little Vito is—
  - P. A friendly campus fellow who will gladly lend you money when no bank will.
  - Q. The funny man who drives the Oscar Mayer "Weinermobile."
  - R. A popular band leader.



*Band Director Michael Leckrone.*

If your answers spell out B-A-D-G-E-R, then you are a truly hip alumnus, you will fit smoothly and naturally into the current campus scene, and you will be both liked and admired by all you meet on State Street.

If, on the other hand, your answers spelled out CADFEP, or BAFFEQ, or worse still, ACFFDQ, then you know that you are not only out of it, but you should probably not play Scrabble, either.

Even if you failed the quiz, however, all is not lost. You can still catch up to the current campus scene in a remarkably short time—with the help of this article. You can learn to blend in smoothly on any part of campus—and with a dab of Grecian Formula and a

wide, tight belt, who knows what magic the evening might bring?

Yes, friend, this is your 1988 guide to what's hot and what's not in Madison. Your football weekends this year will be much more fun when you know the right places to frequent, the proper things to say, and exactly where to park your car so that there's a reasonable chance it will still be there when the game ends. We'll tell you which local bands play *your* kind of music, how to have a successful tailgate party, where to get the best BBQ ribs in town, and who to call when you get a flat tire at two o'clock in the morning. In short, this is your Football Weekend Survival Guide. Don't leave home without it.

## WHERE TO STAY

Obviously, it's most economical, and often lots of fun, to stay with friends or relatives in Madison. But the luxury of a first-class hotel really adds to the magic of the weekend. Granted, it's a little late to be looking for lodging for this season's games—but, as of this writing, there are still hotel rooms available, and even some very attractive packages combining rooms, brunches, and game transportation.

The Sheraton Inn on John Nolen Drive offers big, comfortable rooms, one of the best brunches in town, and bus transportation to and from the game. The big special includes Friday and Saturday night double room, the bus, and one brunch (Saturday or Sunday), all for only \$99.95 per couple.

The Edgewater, as nearly all alumni must remember, is a great place to stay and to dine—and you'll enjoy the Edgewater luxury all the more, remembering that you could never afford to set foot in the place when you were a student. Enjoy cocktails in one of the lounges overlooking Lake Mendota—or even on the pier in the early season. Savor a Bloody Mary before the game, enjoy a sumptuous brunch, then take the private hotel bus to the stadium. Imagine the looks of admiration you'll receive from ordinary fans as you step off the Edgewater bus in front of Camp Randall.

If you were thinking of booking rooms at

the fashionable Lorraine, Bucky, forget it. The erstwhile West Washington Avenue landmark was turned into office space years ago. There are, however, several newer hotels in town that you should know about.

One is the Concourse, just off the Capitol Square (which is now called the Capitol Concourse) on the corner of Wisconsin Avenue and Dayton Street. The Concourse is an upscale downtown hotel with all the amenities of any big-city hotel—health room, indoor pool, steam room, sauna, fine dining, and urbane cocktail lounges. Topping it all is the Governor's Club, a super-luxury floor of the hotel with its own cocktail lounge, grand Capitol view, super-luxury rooms, and extra-special personal attention.

The Best Western InnTowner, on old University Avenue across the street from Lombardino's Italian restaurant (you remember that one) is one of Madison's newest hotels. Rates are moderate, rooms are comfortable, and it's within walking distance of the stadium. And don't forget the venerable Ivy Inn, across the street from the InnTowner. The Ivy still has one of the best Friday night fish fries in town.

Still another option is staying right down on campus—at the Madison Inn on Langdon Street or at the Howard Johnson on West Johnson. Both have restaurants, and the Madison Inn has a sports bar filled with UW football photos and memorabilia that'll make you feel young again.



*In 1938, Wisconsin played (and defeated) UCLA in Los Angeles. On a side trip to MGM studios, fullback Howie Weiss hammed it up with Mickey Rooney.*

For a real kick, though, try to stay at the Mansion Hill Inn, an 1858 Romanesque Revival restoration, near the Capitol. This was originally the home of Alexander McDonnell, architect of the first capitol building. The unique and luxurious rooms combine antique furnishings with the most modern of conveniences. The Mansion Hill fills up quickly, but everybody should stay here at least once while visiting Madison. And be sure to use the Inn's Rolls Royce limousine service!



*An aerial view of the action—before the construction of the new Dave McClain Indoor Practice Facility.*



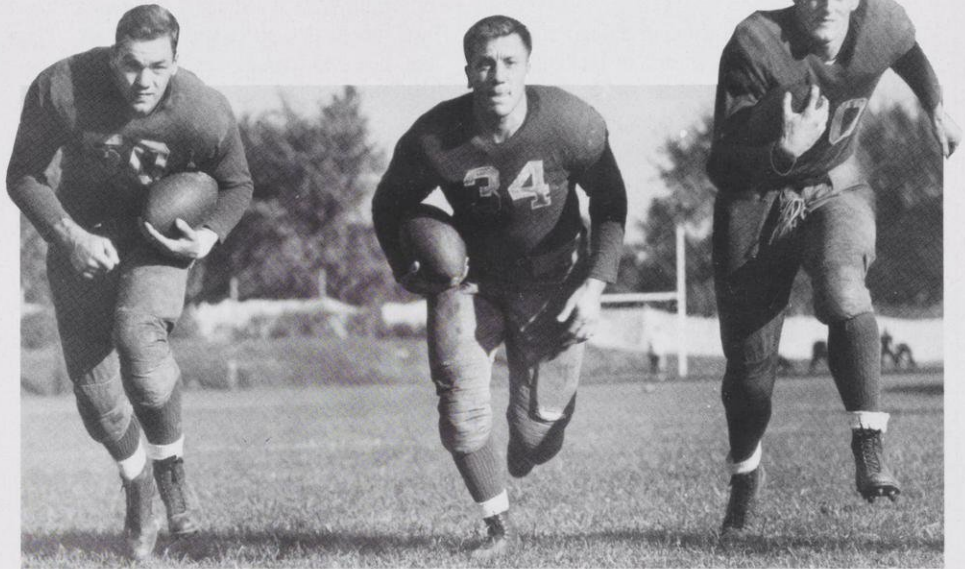
## WHERE TO PARK

With a 77,000-seat stadium and a five-car parking lot, Camp Randall does present the perennial problem of where to stow the new Belchmobile. You can always park in somebody's front yard or driveway (the current top rate is \$7), if you can find one within easy walking distance. But with tens of thousands of revelers roaming the area before, during, and after the game, you'll be taking your chances. And if your parking host parks your car illegally, you may return to find it hauled off by the police.

A dozen or so UW parking lots will accept your car on game day for a \$5 fee. You can also park free in Lot 60, near the UW Hospital, and then take a free shuttle bus to the stadium. The buses run every five minutes, starting two hours before the game and ending an hour after the game.

Another good idea is to take a hotel bus, or one of the buses operated by area restaurants. The Capitol Hill Supper Club, at 5164 Verona Road (Highway 151), runs a bus for \$3 round trip.

You can also ride the Madison Metro "Bucky Bus" from the Capitol Concourse. The Bucky runs every eight minutes, starting two hours before game time. It circles the Capitol's outer ring, stopping at every public parking ramp, before going to the stadium. After the game it picks passengers up in front of the Fire Station on Monroe Street and returns you to your parking ramp. You can park all day for only a dollar, and one person in every car gets a



The 3-H boys of 1942; right halfback Mark Hoskins, All-American fullback Marlin "Pat" Harder, and NFL Hall of Famer and left halfback Elroy "Crazylegs" Hirsch. Below right: QB Earl "Jug" Girard, our 1944 All-American who ran the Badgers' "Notre Dame Box" offense.

free round-trip bus pass. The Bucky is a great service if you are staying at the Concourse, Inn on the Park, or the Edgewater, or if you are having Sunday morning brunch in a Capitol-area restaurant. For the first four games of the year, there will also be a colorful Farmer's Market around the Capitol, offering gourmet coffee, baked products, and fresh-squeezed orange juice—so the Capitol is a good place for pre-game fun.

## WHERE TO EAT

Along with the rest of the country, the restaurant scene in Madison has exploded to serve the growing yuppie baby boomer market—two income families who like to eat out often, and who enjoy ethnic diversity in their cuisine. OK, when you were a student, maybe spaghetti and meatballs at Lorenzo's or the Grotto was your idea of ethnic culinary adventure. Or, if you felt really kinky, chop suey at Yee's. Lorenzo's and Yee's are long gone, and the Grotto is now the Flamingo (sans juke box opera), but taking their places are dozens—nay, *hundreds* of new restaurants—Italian and Chinese, yes, but also French, Mexican, Thai, Japanese, Greek, Indian, Afghan, Arabic, German, Turkish, and more. Hotel dining rooms are fine—but for a true taste of Madison, I recommend that you get out and sample the surprising diversity of cuisine which, for the most part, is more fun and less expensive than hotel fare. For my personal restaurant recommendations, see the special listings beginning on page 36.

## FUN ON FRIDAY NIGHT

If you're looking for a Friday night pep rally, bonfire, and a snake dance up to the dean's house, Bucky, forget it. The last bonfires on State Street were war protests. The football eve routine today is dinner at a nice restaurant, then dancing to a band that plays your kind of



After the game outside Jingle's Stadium Bar.

music, some easy talk and laughter with old friends, and a little bar-hopping before bedtime. (And don't forget the designated non-drinking driver!)

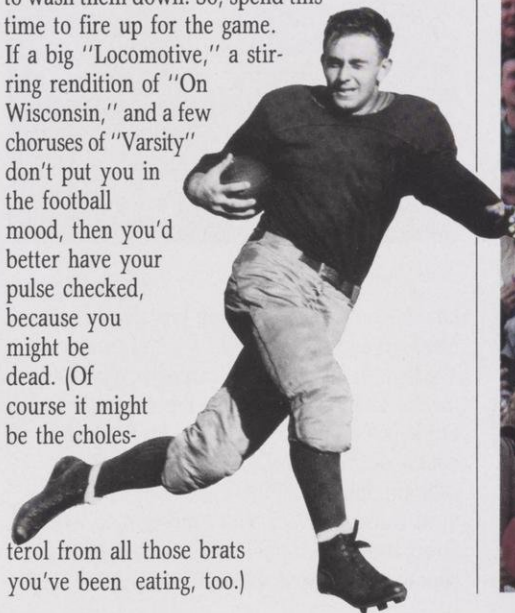
## FUN ON SATURDAY MORNING

Saturday morning is a time for brunch. How about starting with a Bloody Mary or a glass of chilled orange juice, then some steaming coffee served with a tray of apple coffee cake, apricot puff rolls, walnut and raisin sticky rolls, and streusel. Eggs benedict would be nice, or maybe broccoli crepes mornay. My choice would be the trout marguery—poached trout fillets with sauteed mushroom caps, shrimp, and hollandaise sauce. Another puff pastry or two, a final cup of coffee, and you're ready for football Saturday.

The above describes Saturday brunch at the Fess Hotel, served from 10:30 a.m. If the day is warm and sunny, you may choose to dine alfresco, in the Fess's walled garden. It's Madison's favorite place for Saturday or Sunday brunch, but there are good brunches served in every part of town. See my recommendations on page 37.

Your stomach firmly packed and satisfied after your hearty brunch, you may now proceed to walk to the game, stopping only for a couple of brats and an ice cream cone along the way. You can catch up with the UW Band, cheerleaders, and pom pon squad at the terrace at Union South. The concert begins an hour before game time. There will be plenty of brats cooking on the terrace—just in case your little walk has caused you to work up an appetite—and there is cold Wisconsin beer to wash them down. So, spend this time to fire up for the game.

If a big "Locomotive," a stirring rendition of "On Wisconsin," and a few choruses of "Varsity" don't put you in the football mood, then you'd better have your pulse checked, because you might be dead. (Of course it might be the chole-



terol from all those brats you've been eating, too.)

If you get completely caught up in the music, you may follow the band as it marches to the stadium, a half-hour before kickoff. Then find your seat and become part of the pre-game festivities. Marvel as the band flows smartly onto the field from the north tunnel. Feel the tingle race up your spine as the first strains of "On Wisconsin" resound through the stadium. Give a rousing cheer as the Bucky Wagon delivers the Badger cheerleaders to the field. Then the National Anthem, a salute to Old Glory, and we're ready for the game!

BRUCE FRITZ



Homecoming rally at the Capitol.



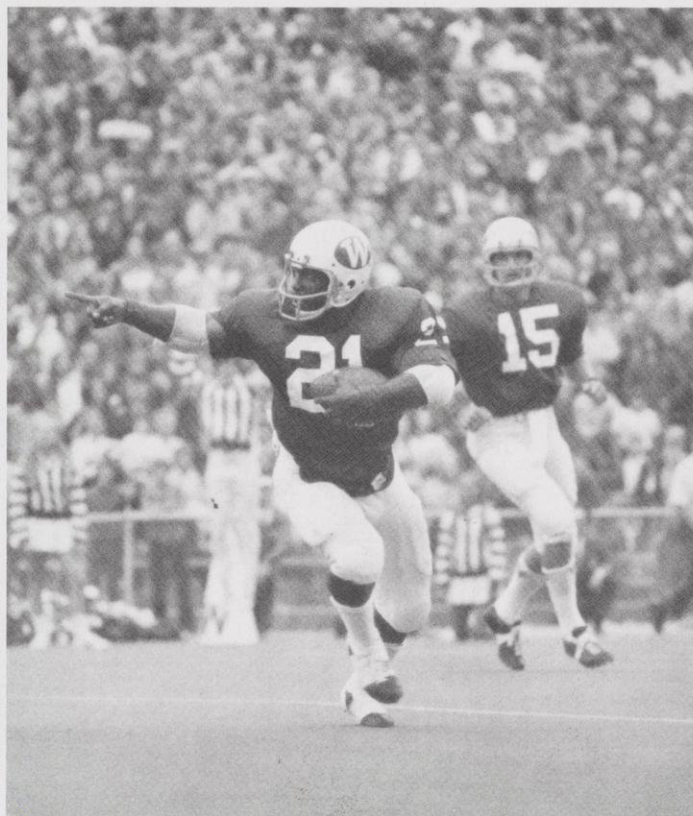
This year, the Bucky logo is licensed.



"What are the students doing?" Same thing you're about to do.



*We're Number One—no doubt on a scoring run, with Otis Flowers carrying the ball.*



*Rufus "Roadrunner" Ferguson pointed the UW's rushing attack in the right direction from 1970-1972.*

## THE GAME

The game itself will be thrilling from start to finish, interrupted only by the greatest halftime show by the greatest band in college football. The Badgers and their dread opponents will be locked in a seesaw struggle until the final seconds of the contest. Then, just after the tuba players have completed their traditional fourth-quarter circling of the field, it happens! Our stalwart fellows uncork the old Statue of Liberty play, scoring from 80 yards out as the final gun sounds. Zounds! Another victory, and another step forward to Pasadena on New Year's Day.

But wait! Don't leave your seat after the game has ended—because, win or lose, the famous Fifth Quarter is well worth the price of admission in itself. Stay in your seats and watch as the band presents yet another show. As a *Los Angeles Times* reporter wrote last year, after attending a game in Madison, "A Wisconsin football fan can be identified as anyone who will gladly miss any third or fourth quarter, if you'll guarantee to have him or her here for the fifth quarter—when the UW band plays for 30 or 40 minutes after the game while going mad on the field and driving the spectators wild. . . For thousands of Wisconsin students and alumni, the magnet is less

the game than the fifth-quarter dancing in the aisles, or at their seats, to a 200-piece rock band."

## SUCCESSFUL TAILGATING

Either before or after the game, there is nothing like a good old-fashioned tailgate party. This is a time-honored tradition that began with, of course, tailgates—which began with station wagons—or with horse-drawn wagons and ox carts, for all I know. Whatever its origin, it is no longer necessary today to have a tailgate in order to have a successful tailgate party. Much more important is FOOD. Believe me, without food, your tailgate party is not going to qualify you as a candidate for host or hostess of the year. And, since it will be at least three hours since you had brunch (those hot dogs and peanuts at the game hardly counted) you'll have worked up a serious appetite by the time you stroll happily from the stadium, humming the Bud Song: "When you say 'WIIIISSS-CONSIN, You've Said it All! . . ."

For the tailgate party, you can prepare fried chicken, deviled eggs, and potato salad at home and bring it to Madison in Tupperware con-



*Note: tailgates are not necessary for tailgating.*

tainers—or you can pick up tailgate food in Madison and save yourself a lot of trouble. My favorite tailgate food carry-out places are the New Orleans Take Out Restaurant, on Fordem Avenue on the east side; Pasqual's Southwestern Style Deli, on Monroe Street near Commonwealth Avenue; Delitalia in any of its three locations; and Fraboni's on Regent Street near Park Street. With these, you may choose from among Cajun, Southwestern, and

Italian-style foods. You can also forage around the Farmer's Market in the morning and pick up fresh fruit and baked goods for the tailgate party. And, most grocery stores and all convenience stores carry cold drinks to go on Saturdays, so that should be no problem.

Often, those who prefer not to tailgate head directly for the stadium-area taverns to revel in the team's victory (or forget their defeat) after the game. The favored current haunts are the Copper Grid and Jingle's Stadium Bar, both on Monroe Street, and the Big Ten Pub and Regent Street Retreat, both down from the stadium on Regent Street. The Brat Und Brau on Regent Street also serves up plenty of beer after the game. Stadium-area taverns that turn their parking lots into temporary beer gardens go through 70 to 80 half-barrels of beer on a typical football Saturday (after all, Wisconsin is sixteenth in U.S. population, but third in beer consumption), and the crowds are so heavy that it's sometimes uncertain whose beer you are drinking. But by the time darkness falls, the stadium area is virtually deserted, except for a few wandering fans from the opposing school and a few who are still trying to remember where they parked their cars.

Where have all the revelers gone? To State Street, that's where. Football Saturdays mean evening entertainment at the downtown clubs. And now that the Wisconsin drinking age has been raised to 21, there are fewer novices among the tavern clientele. The Cardinal Bar, the Club de Wash, and other clubs offer a wide variety of music. Check the newspaper to see what is happening where (and see sidebar, page 34).



The UW still has the greatest band in college football.

## THE SUNDAY AFTER



Sunday morning may mean going to church—and if so, then check the Yellow Pages, where you'll find the church expressing the faith of your choice. The Saturday newspapers also publish church schedules.

Sunday morning also represents a chance to watch the big play you missed when the guy sitting behind you dropped a Coke down your neck. The game is replayed on WHA-TV, Channel 21, on Saturday night and again on Sunday morning. Check the newspaper for times.

Best of all, Sunday morning may mean another brunch before leaving town. So, if you enjoyed Saturday's brunch, by all means go back and relive it. Or, expand your culinary horizons and choose another spot.

Pick up a copy of the *Wisconsin State Journal* or the *Milwaukee Journal* to read about yesterday's stirring Badger victory. Then, with visions of flying footballs and fleet running backs . . . high-stepping pom pon girls . . . laughing and dancing . . . tailgate parties . . . good times with good friends . . . pack up the Belchmobile and head for home. Another football weekend in Madison. Another one for the memory book. Go Big Red.

*Continued on page 33*



Polka dancing on the field during the famous "fifth" quarter.

BRENT NICASTRO

BRENT NICASTRO

# FRANK LLOYD WRIGHT AND MADISON

COURTESY THE FIJI BUILDING ASSOCIATION

IT WAS OFTEN A LOVE/HATE RELATIONSHIP. BUT AS THE NEW EXHIBITION AT THE ELVEHJEM MUSEUM OF ART WILL SHOW, NO OTHER AMERICAN CITY CAN CLAIM AS MANY OF THE ARCHITECT'S PROPOSED DESIGNS AND AS MANY OF HIS FINISHED WORKS.

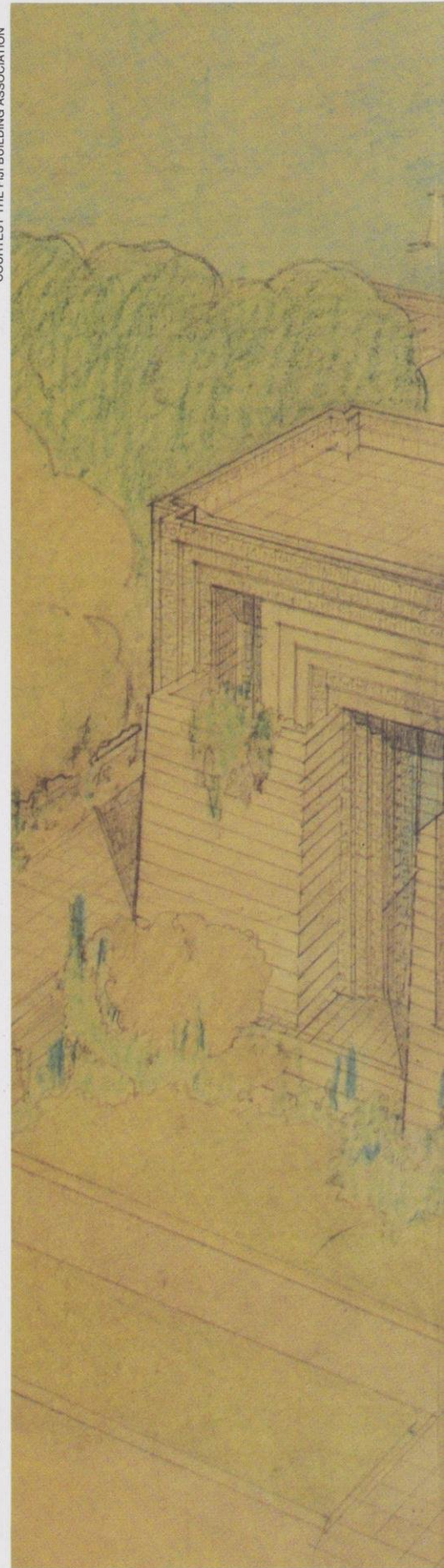
BY SUSAN PIGORSCH '80

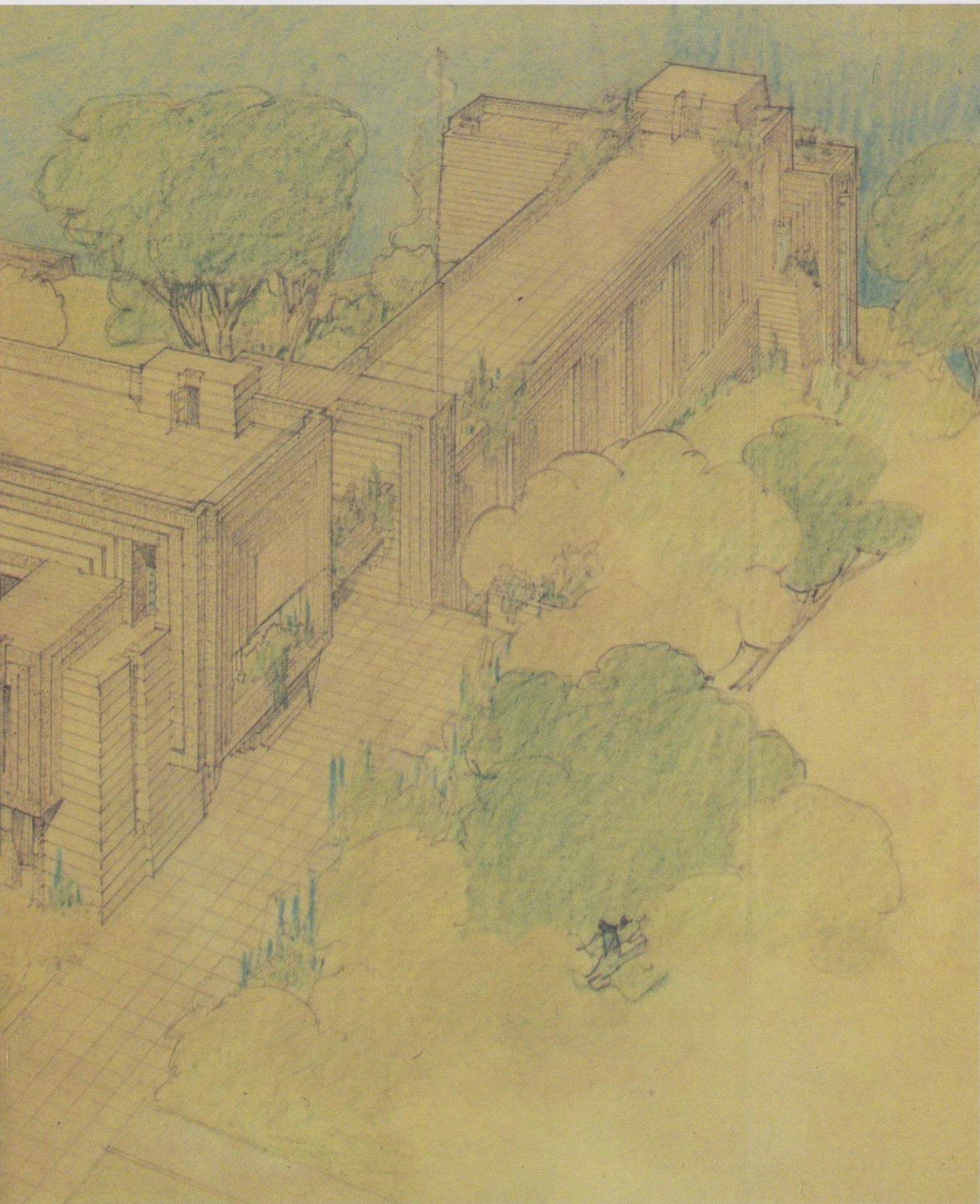
When Frank Lloyd Wright Hon. '55 moved back to Madison in 1911, he was already an internationally famous architect and a respected visionary. He'd made his mark in Chicago with his pure American style, he'd spent a year in Europe, and he'd soon have commissions in Japan, California, and New York. But he would continue to work in Madison, considering it "a city favored by nature as no other living city" of his recollection. He introduced some of his most innovative designs here for local clients, and in the very beginning and at the bitter end, he designed for the City of Madison itself. Few places in America can claim as many of the architect's finished works and no other can claim as many of his proposed designs, which were created throughout every decade of his career from his first year of independent practice in 1893 to the year of his death in 1959.

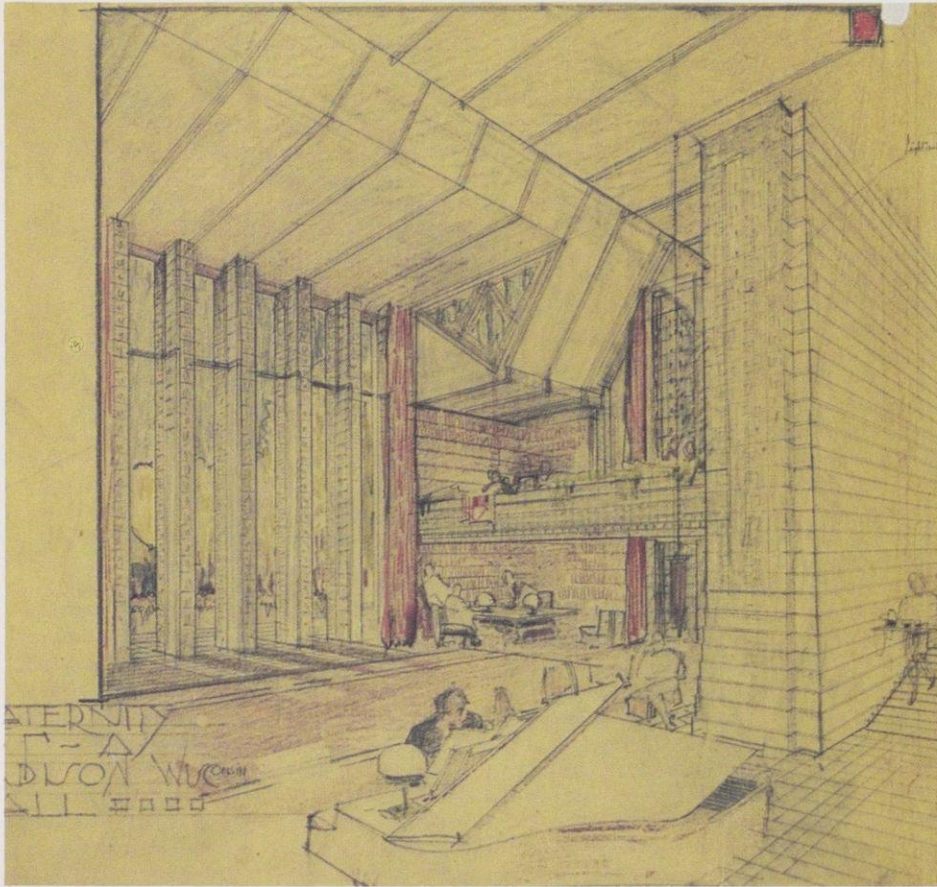
Yet the distinguished black-caped figure with the long shock of white hair was also an arrogant critic of his hometown. He did

not hesitate to chastise the populace—the "nickel-pinchers" who turned their backs on their own good fortune. "No vision, no courage, no discontent, divine or profane, was exhibited anywhere," Wright wrote of Madison in 1956. His biting prose turned many Madisonians against him, as did his habit of not paying his bills. Local stories circulate to illustrate this point, like the one about the store owner who hailed Mr. Wright on the street to inquire about his long-overdue invoice. "Are you worried about it?" Wright purportedly asked. The store owner answered that yes, he was. "Good," was the architect's said reply. "Then there's no sense in both of us worrying about it."

*The Phi Gamma Delta Fraternity House was designed in 1924 for a narrow, sloping, Langdon Street lot with rooftop terraces that provided magnificent views of Lake Mendota. But Wright's design was rejected for a more conventional one—the Fiji house that exists on the same lot today.*

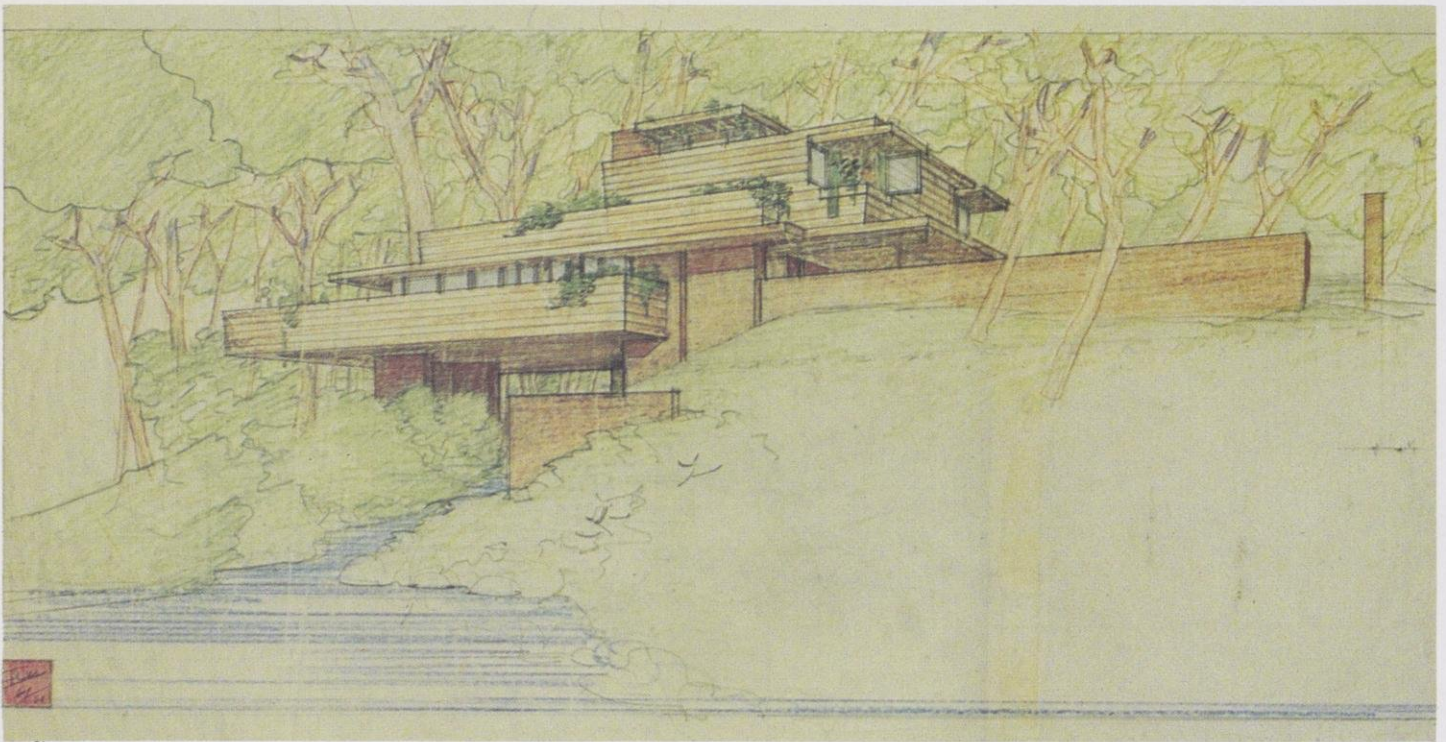






Wright was the kind of genius who would infuriate the community by living with the estranged wife of one of his clients and her two children. (The fact that they were all murdered by a crazed servant at Wright's Taliesin home in Spring Green further marred his moral reputation.) He was the kind who would drop a manuscript on the editor's desk at *The Progressive* and demand its publication; who would pay a gas station attendant to drive him the forty miles back to Spring Green because he did not have the faculties to do so; who would give speeches at the Union Theater (after Bus, the barber, combed out his mane) and tell students to make their teachers' lives miserable by always asking "why".

Nevertheless, Wright left the city with an internationally important legacy, which is on view for the first time at the Elvehjem Museum of Art on campus. *Frank Lloyd Wright and Madison* is an exhibition of over fifty original drawings and renderings that illustrate the thirty-two buildings he produced for sites in and around the area. Many have never been published or exhibited; all document major stylistic changes in the architect's career, from his personal variations of Sullivanesque style



To make the most of its location, the fraternity house at top left was to have a two-level lakefront social hall. Dormitory rooms, kitchen, and dining hall were to face the more sedate, streetside block. The Pew House, above, also takes advantage of the Lake Mendota view. The house was built in 1938–1940 and was placed diagonally on its lot to ensure privacy. Cantilevered terraces of natural cypress blend the structure to the site and are anchored by masonry piers.



Frank Lloyd Wright was born in Richland Center, Wisconsin, in 1867. After residing in several different locations his family settled in Madison in 1878, where he attended high school and briefly attended the UW. He returned to Spring Green, Wisconsin, the home of his maternal relatives, in 1911. There he built his professional headquarters, Taliesin, and lived much of each year until his death in 1959.

in the 1890s to his futuristic, geometric visions in steel and glass in the 1950s. Many of the designs introduce new construction techniques, such as an ingenious crane-and-hoist system for a Lake Mendota boathouse; under-floor hot-water heating, "sandwich walls" (which did not require conventional studs and plaster), and track-type lighting for the first Usonian house; a "prefab" residence; and a prototype of a passive-solar, earth-sheltered home. Eleven of the thirty-two designs were actually built; of these, eight remain, and some of them will be open to Elvehjem members during the exhibit—September 2 through November 6.

Together, the drawings of the buildings, boathouses, and commercial spaces that might have been are testimony to what Madison might still yet become. One project continues to set the city's blood boiling—that of Monona Terrace, which you may well remember by its first name, Olin Terraces. A decades-long battle raged between those who shared Wright's vision for a city jewel on the lakefront and those who did not—mostly for fiscal reasons.

It was the turning point in Frank Lloyd Wright's relationship with Madison. His last-minute campaign for a waterfront city/county building caused the city to lose \$1

million in federal funding and was ultimately defeated, anyway. Wright modified his plans several times in the next two decades to suit a second proposal for a civic center, hoping that the political infighting that doomed his first presentation would have dissipated. He felt that the people of Madison should get what they wanted, the "dream civic center" that he described shortly before his death in the *Capital Times*:

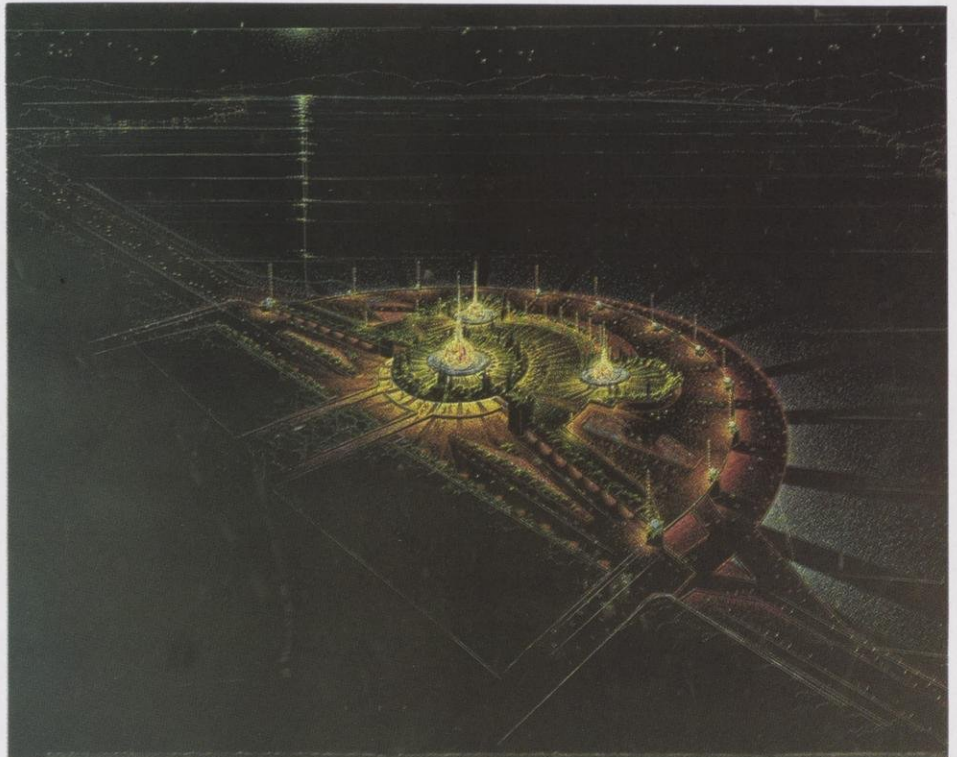
"Connected by four main streets, a broad central mall, terraces and parks built out over Lake Monona, [it] would connect Monona directly with the capitol square and by economic modern construction afford the city a stately civic-center containing a Union [rail] Station, a splendid Civic-auditorium . . . and two large municipal boathouses, using the waters of the lake itself to feature the three great buildings with big water-domes. All this civic center to counter on the State-house dome and lift the character of the whole city of Madison to the point where the capitol would belong to the town and not the town belong to the capitol. Both working together could have a noteworthy gathering place (no longer left to a field house or a stock-barn) and be able to

return something to the University for its use of those facilities."

The failure of the Monona Terrace plan in the '40s and again in the '50s was perhaps Wright's most painful defeat. Just as he was achieving his greatest fame—for the Guggenheim Museum in New York City, for the Marin County courthouse in California—Madisonians scorned him. His personal and financial difficulties fueled animosity, as did his pro-Soviet and pacifist viewpoints, a great liability anywhere during the McCarthy era but particularly so here in McCarthy's home state.

But the man remained undaunted. Councilmen and governors would always come and go, he said, and newspapers would veer their interests, but the people would go on forever. "What the people deeply feel they want, they get, if they are young enough," he wrote. "Madison is old but I am persuaded already that young Madison, whatever its age may be, wants the Monona Terrace project for the children of its children's children. Madison, young, can visualize a capitol city as a future shrine for the whole country."

The Elvehjem's exhibition offers the clearest glimpse yet at what that vision might be. ►



Wright described his Monona Terrace plan as a golden opportunity to correlate the features of the city with its beautiful site, and to make "an establishment of which any city on earth could be proud."



# THE WRIGHT INTENTIONS

IT TOOK FIVE YEARS, BUT THESE ALUMNI FOUND THE TIME, ENERGY, AND RESOURCES TO RESTORE WRIGHT'S FIRST "DESIGN FOR DEMOCRACY."

JOE PASKUS



"Where does the house end and the garden begin?" The living room of the Jacobs House I, with John Dennis '87, Nancy Kendrick '77, and Jim Dennis '63.

The house that art history professor Jim Dennis PhD '63 bought was a landmark long before 1982, when he became its seventh owner. Known as the Jacobs House I, it was Frank Lloyd Wright's first dwelling designed for American families of modest means and an architectural breakthrough of international note. Built in 1936 for Madison newspaperman Herbert Jacobs and his wife Katherine, it was a modular plan that was meant to offer "a sense of shelter and a sense of space" on a budget of \$5,500—a lean figure even in Depression dollars. Unlike other homes of its era, it did not have a wide sweeping lawn

to the street, a full basement, or formal parlor. There were no street-side picture windows framed by draping curtains and a lamp table. Instead, the house was an L-shaped, flat-roofed experiment with a very large, private backyard and no front yard to speak of. It had under-floor hot-water heating, track lighting, floor-to-ceiling windows (in the bedroom, yet), and board-and-batten "sandwich" walls. The Jacobses, who had challenged Wright to design a home for Americans like themselves, had no idea if all these economy-minded innovations would work—and some of them didn't work well. Yet they chose to "stay the course" with the master

architect, figuring it would be an intellectually rewarding experience well worth some extra effort. (In later years, they would even have Wright design them another home, out in the country further west of Madison.) But they had no notion how much more effort, and money, it would take to save their house from the elements a mere half-century into the future. And neither did Jim Dennis.

"I went in with blind enthusiasm," he clearly admits. "Let's just say the restoration cost me far more than the \$5,500 it originally took to build the house."

Dennis had been fascinated with Wright ever since he wrote an article on organic architecture in the early 1960s. But he wasn't so enthralled with the prospect of owning a Wright home that he failed to see its flaws, some of which were inherent to Wright's design and exacerbated by the mistakes of previous owners. The roof leaked, for example, so it had been covered with many layers of asphalt over the years. When Dennis moved in, it sagged considerably under the accumulated weight—and continued to leak. Similarly, someone had decided to "preserve" the beautiful pine and redwood exterior by smothering it with black creosote. And the elements had been tough on the house as well, cracking and crumbling the sturdiest of brick work. "You know, water will move mountains," was about to become one of Dennis' favorite sayings.

"We decided to remodel following the three S's of preservation," he says. "First we'd fix the structure, then we'd worry about the surface and setting." The house has 1,500 square feet, with one main living room and dining area, a utility core, and a bedroom wing with two sleeping rooms and a small study. After five years, they still haven't attended to the setting.

The project got underway with good advisors in all the right professions. Architect John Eifler wanted nothing better than to work on a Wright restoration. (He has, in fact, made it his specialty, and has since worked on several Wright residences in the Chicago area.) Brad Lynch x'82, a builder from Racine, took on the job of project manager. Dennis' sons David '84 and John '87 willingly picked up saws

and hammers and took to the ladders. There were the dedicated Jonathans (J. Leck '87 and J. Wood x'88) and a slough of grad students who worked on the house for less than any artisan could. "And then there was Nancy (Kendrick '77)," Dennis adds, "who's wry wit brought us through the hard times." Like when they had no roof over their heads or flooring under their feet.

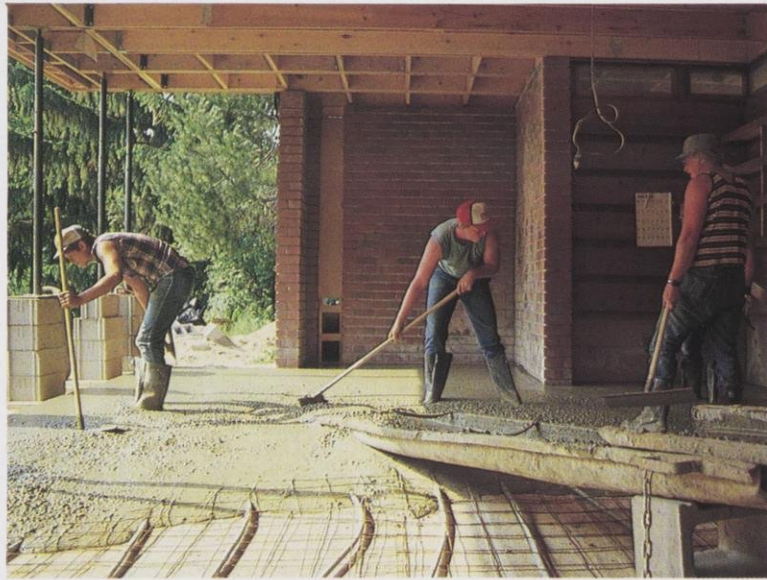
The house is sound now, with a new glistening wall of glass doors ("They're French doors, but Wright would never concede to calling anything by its European name," Dennis says). There were some setbacks along the way, of course: once, while they were out of town, their hot water heating system failed and froze, and the concrete floor in the living room needed to be jackhammered up and re-poured. And there were some discoveries: like finding that the walls were only insulated with tar paper, the kind once used in silos.

"Some people say the house would be better suited to southern California or Arizona, but I don't agree," Dennis says. "Wright was just ahead of his time. Now there are materials that better insulate walls and keep moisture out. The bedroom wing is chilly on the coldest nights, but Wright would say that the sleeping cells were designed for sleeping—not lounging—and that they should be kept cool." Wright was quick to find some purpose behind everything he ever designed. When someone complained that the "Usonian" genre of homes, the first of which was the Jacobs House, did not provide adequate closet space, he said that people should live simply, without so many possessions, and then they wouldn't have to worry about storage.

Wright expected his homes to shape his clients. Visitors to the Jacobs House can't help but conjure the architect's favorite saying about it: "Where does the house end and the garden begin?" Everywhere there is light, streaming in from the walls of wide open glass doors and from long horizontal bands of clearstory windows. Light warms the red brick of the fireplace, sets a glow on the walls' pine and redwood, highlights the perfectly proportioned interior space, the clean lines, the geometrically appropriate (and Wright-approved) furniture.

"Everything Wright did, he did with a vision of every detail in mind," Dennis says softly, with admiration. He has obviously been caught up in the great architect's pursuit for perfection. It's contagious, and luckily so, because even one as deter-

JIM DENNIS



ELVEHEIM MUSEUM OF ART



*When the revolutionary, under-floor hot-water heating system failed one winter, the concrete slab in the living room had to be jackhammered up and re-poured. The same concrete flooring runs out to the patio, shown above, and is stained Wright's favorite color—Cherokee red. All the window doors are new, double-paned glass, and the pine and redwood exterior—once covered with black creosote—has been restored to its natural beauty.*

mined and skilled as Dennis could never have saved the house alone.

Help came just when he needed it most, when it was time for the new roof in '84. Dennis called up a company in Tampa, Florida, that made rubber roofs and asked for the vice president of advertising.

"I don't know what inspired me to call him," he says. But he must have said the right things because he received his materials free of charge in exchange for "advertising usage." (So far the roofing company

has not taken advantage of this privilege.) Then Dennis offered the same terms to the California Redwood Association, and was given the wood necessary to restore the roofing fascia and the interior ceiling. Out of the blue—actually, out of Ohio—a "finisher's finisher" stopped by and asked if he could help remove the blackened creosote from the exterior, for free, because he wanted to see Wright's pine and redwood design returned to its former beauty.

This still left the Dennis entourage with plenty of challenges. They put down the new roof, milled the redwood and pine, put in the ceiling. They figured out a way to tear down the brick pier that supported the carport, which had been sagging ever since the Jacobs' era.

They had the floors stained the Cherokee red color that was specified on the original plans, which the Jacobs could not afford. And since they couldn't copy the home's original furniture, they did the next best thing and bought a grouping from Wright's 1950s "House Beautiful" collection.

Some things were changed in the house because they were simply outdated. The sole wiring in the large living area was in the ceiling channel iron—an overhead track that called for exposed, fifteen-watt bulbs, a prototype of the track lights of today. It was most inconvenient for plugging in televisions, stereos, and reading lamps, so

Dennis had floor outlets installed. The kitchen cupboards needed replacing, so he had John Eifler design new ones with glass doors that showed off the masonry walls. "Katherine Jacobs took it upon herself to improve the lighting over the dining area, much to Wright's liking," Dennis explained. "So I'm hoping he'd consider the cupboards an improvement as well."

To cover some of the costs, he sold the Wisconsin red-oak dining table that came with the house to the Milwaukee Art Museum, where it is on display. He had an exact reproduction made of it and of a lost work table, both "sturdier than the originals," with the help of Madison craftsman Kevin Earley. But the selling of Wright artifacts infuriates purists who feel that Wright's homes should remain as they were built, even though tables, lighting fixtures, and leaded glass windows might bring as much as \$500,000.

"There are even those who say that we shouldn't have modified anything," Dennis says, "although we think that in most cases we tried to restore things as Wright intended, and to save the house from further decay. And then there are those who think the house should be left to decompose, because Wright loved change and would've seen the demolition of an old building as an opportunity to design something new."

Regardless of all the free advice, Jim Dennis has managed to "stay the course" with his own intent: to preserve and enjoy one of Frank Lloyd Wright's most revolutionary designs. □

---

*Jim Dennis will present a lecture on the Jacobs House I restoration on Thursday, September 22, at 7:30 p.m. at the Elvehjem Museum of Art.*

# WHERE WRIGHT WENT WRONG

## LIVING WITH AN HISTORIC ARTIFACT ISN'T EASY—PARTICULARLY WHEN ONE HAS TO CONTEND WITH LEAKY ROOFS, SOGGY FLOORS, AND TOURIST HORDES.

Despite everything, Kristine Ottesen Garrigan PhD'71 and her husband Richard MS'66 PhD'73 loved many things about the Frank Lloyd Wright home they once owned. The Erdman Prefab #1 was built on Madison's west side off Rosa Road in 1956, and it was a special experience that they continue to recall with pleasure even though they live today in a "regular house" in a northern Chicago suburb. They miss the canted, thirteen-foot ceilings (particularly Richard, who is 6'5") and the way the building was designed to enhance the rhythm of nature. They miss the way the windows framed the trees on the sloping, one-acre lot, the lustrous richness of the mahogany paneling, the warmth of the enormous hearth with its five-foot-square fireplace.

"If you chose to relax," Kristine says, "there could be no more beautiful place, even in winter. But after living there for eight years (from 1969–1977) I revised my notions of what it's like to live with beautiful things. It's fine up until the point where you realize what it's costing you."

Wright thought nature was all the more lovely when seen through a cage of icicles,

and his no-gutter roof design enhanced the possibility of doing so. But when these icicles melted year after year, they slowly ruined a dozen feet of subflooring. In all fairness to Wright, the Garrigans realized that the previous owners had not maintained the house properly. But there was still the problem of the leaky roof, the inefficient heating system, the ever-crumbling patio walls. It seemed that just when one thing was fixed something else would need fixing. And the Garrigans, who were doctoral students at the time, did not necessarily have the resources to do so.

Wright's last "design for democracy" probably did not live up to his expectations, either. His idea was to create an economical, three-bedroom, 2,000-square-foot modular residence that could be prefabricated, shipped in large pieces, and assembled anywhere in the country. More modules could be added on, as could a basement, depending on owners' needs and budgets, so that everyone could have access to good architecture. Erdman Homes of Madison was the sole manufacturer, and as part of the package, each prefab was to be constructed at a site personally approved by Wright himself.

The home now known as the Erdman Prefab #1 was built as a prototype for prospective buyers and was open for about a year for tours and inspections. But the prefab plan never caught on. According to Garrigan, only six were ever built, and they were pre-cut, not pre-assembled. Costs may have had something to do with it: their one-story house without a basement was built for \$35,000 thirty years ago, or for about \$50,000 including the acre lot. In 1988 dollars, the Garrigans figure the same house in Madison would cost \$300,000—hardly a home for average Americans. In 1986, the prefab built on Staten Island was selling for \$1.3 million!

But the main problem the Garrigans had with their house was having to live in it. "It's difficult to have your lifestyle dictated by an historic artifact," Kristine explains. "After about a year we began to really understand the problems of living with a great architect." The rooms were designed with specific furniture arrangements in mind, so adding a lamp or newly inherited heirloom would have been practically impossible. There were few open places where one could hang a picture that Wright had not "pre-ordained for picture-hanging."



Wright's first prefab house was "a lovely place to entertain," former owner Kristine Ottesen Garrigan says. "But when the guests left, we were stuck with the bath towels soaking up leaks in the corners."

Nor was there a proper place to put a standard washing machine and dryer, or a storage space for lawn furniture or a lawn mower. "That's something you really needed, and a rider mower at that, since it was a very large lawn," Kristine says. "We had no place to put one, so we hired a service all the years we lived there."

Then there was the problem of where to park the car. Wright said that modern automobiles were so well engineered that they didn't need to be kept in stables. Thus the carport was one of his trademarks—basically, an open overhang.

"Our carport faced the northwest," Kristine remembers. "That first winter the engine froze so thoroughly that they couldn't jump-start it and had to tow it away. After that, there was the cost of constantly plugging in the cars, of purchasing block heaters. And every car needed a hitch attachment so the tow truck could haul us out when we got stuck in the driveway."

Ah, the driveway. A masterful, 172-foot curving road that led up a hill from the end of a cul-de-sac to provide the visitor with a great sense of expectation—and the winter driver with a good deal of headaches. A chemistry professor owned the house before the Garrigans and he once invited a half-dozen Nobel Prize winners over for dinner. It was a snowy night, and when one of their cars got stuck in the driveway it took the brain power of all of them to find a way to rescue it.

"It was a humbling house," the Garrigans assure themselves. And many a Madison tradesman and contractor would agree.

"Gee lady, I've never seen it done that way before," was the usual go 'round whenever we needed someone to fix something," Kristine remembers. "There

was no standardization, so imaginative workers were essential. After I got somebody to work on the house, they'd never come back." One carpenter got so frustrated with a roofing project that he packed up the ladder and left—forgetting that the ladder wasn't his, and that Kristine was stranded on the roof. "When he got back in town and realized what he'd done, he didn't come back to rescue me," Kristine adds. "He called his lawyer!"

And then there were the tourists.

"It's amazing how rude people can be," Kristine says. "They'd drive in and park their cars. If they just started to walk around, we'd ask them to leave. If they knocked, we'd most always let them see the exterior of the house and take pictures. Once the Frank Lloyd Wright society of Japan came—thirty of them in a Greyhound bus, curving up the driveway."

Now Kristine and Richard both teach at DePaul University in Chicago—in English

and real estate, respectively—and they live in an eighty-five-year-old house that "Frank Lloyd Wright would hate." They say it has funny-shaped windows, as if someone picked through a Sears catalog and said, "I want this, I want that." But they also say it's warm and cozy and that there aren't any drafts. It has its problems, of course, but "they're so few in comparison."

"I'd love to have another contemporary house," Kristine says wistfully. "I think Frank Lloyd Wright was a marvelous architect, and there are many qualities we miss in his house that we'd like to repeat in another house someday—but we'll be very careful in choosing one." □

*Kristine Ottesen Garrigan will present a lecture on the Erdman Prefab #1 on Sunday, October 16, at 3:30 p.m. at the Elvehjem Museum of Art.*

## THE EXHIBITION

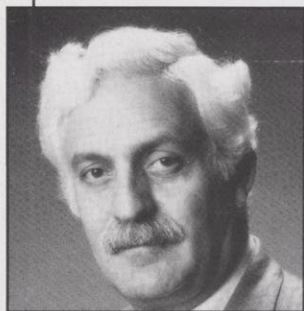
Over fifty original drawings, the majority lent by the Frank Lloyd Wright Memorial Foundation, provide a unique glimpse at Wright's creations, from concept to client renderings to blueprints for craftsmen and builders. Furniture, models, and related project materials accompany these, and were made available through thirty-five additional institutions and individuals.

Five exhibit areas are devoted chronologically to various eras of Wright's career. They trace his beginnings on the UW campus—a drawing of the Boiler House and a

classroom exercise in descriptive geometry—and progress to Wright's biggest and as yet unbuilt Madison project—Monona Terrace. There is also a House Beautiful exhibit, which shows how Wright designed furniture, fabrics, and wallcoverings for America at large, so that everyone could "take root and grow."

The exhibition at the Elvehjem Museum of Art runs from September 2–November 6. Related events and exhibitions will be held throughout the Madison area, including lectures, tours, and museum productions. For complete details, call the Elvehjem weekdays at (608) 263-2246.

SIDELINES



**Raymond V. Damadian '56** received the National Medal of Technology from President Reagan in July. Now an MD, Damadian originated the Magnetic Resonance Imager in 1977, and his first model now stands in the Smithsonian Institute.



**Candace Stone McDowell '73**, a minority student recruiting specialist, will set up and head the planned multicultural center on campus. She holds bachelor's degrees in social work and Afro-American studies.

**TWENTIES THIRTIES**

Santa Fe, New Mexico, took the day off late in May to observe the 95th birthday of one of its favorite citizens, **Edith Dodd Culver '16**. The mayor installed a plaque in her honor, and speakers talked about her lifelong involvement with flying. (We reported on her second-and-latest book of reminiscences, *Tailspins*, when it was published in 1986.)

When the U.S. Department of Agriculture added five honorees to its Science Hall of Fame in June, one of them was **Ralph E. Hodgson '29, PhD'41**. He's an expert on ruminant nutrition and was instrumental in establishing a number of key animal research facilities. Retired now, he lives in Chapel Hill, North Carolina.

In May, the Maricopa (Arizona) County Bar Association gave its first **Henry S. Stevens Award** to the man for whom it was named. Stevens '29, of Phoenix, was declared "the personification of the qualities for which the award is given: outstanding service to the legal profession . . . and the professionalism of the bench and bar."

**FORTIES-FIFTIES**

Another to be the first recipient of an individualized honor is former Milwaukee Mayor **Henry W. Maier '40, '64**. He will be the initial occupant of an endowed chair in urban studies named for him at UW-Milwaukee. Maier was elected mayor in 1960 and re-elected every four years until retirement this year.

**Robert J. Campbell '44** has been given a top honor by the American Psychiatric Association. Now an MD—he got his UW degree in English—he is the director of New York's Gracie Square Hospital, editor-in-chief of *Psychiatric News*, and editor of the *Psychiatric Dictionary*, now in its fifth edition.

**Len Robock '46**, who is retired from the Foreign Service but is called back on occasion and is otherwise occupied with the Big Brother program, got the Distinguished Alumnus Award from the UW Club of Washington, D.C., in May.

Retired after forty years on the sports desk of the *Milwaukee Journal*, **Bob A. Wolf '47** is still into reporting. He and his wife Ruth moved to San Diego last year where he can be seen afternoons at the track or ballpark for the San Diego County edition of the *Los Angeles Times*. Bob was sports editor of *The Daily Cardinal* before and after duty during World War II.

**Franklin K. Levin PhD'49** will receive the highest honor of the Society of Exploration Geophysicists at its national meeting in November. Levin, who lives in Houston, has had twenty-three major papers in the society's publication, *Geophysics*.

**Gerald J. Randall '54, '57** has received another promotion with Connecticut Mutual Life Insurance in its Hartford, Connecticut, home office. He's been with the firm for thirty years, and will now head its advanced sales operation. The Randalls live in Glastonbury.

**Kristan B. Rozan Valentine '55**, on the faculty of Arizona State University at Tempe since 1976, is president of its faculty assembly for this scholastic year. She teaches oral interpretation of literature.

Among the many civic activities of **Carleton A. Holstrom '57**, of New York and Tincum Township, Pennsylvania, is his move up to the chairmanship of the board of trustees of Rutgers University. He retired last year as senior vice president and chief financial officer of New York's Bear Sterns Companies, Inc.

The UW-System Board of Regents has approved the appointment of **William Kuepper '58, '60, '68** as interim vice-chancellor of UW-Green Bay. He's been on its faculty and administrative staff for twenty-three years.

**Sara Carlton '59** moves from Milford, New Jersey, to Baltimore, where Mount Washington Pediatric Hospital has appointed her its director of rehabilitative services.

A feature film that played the art theaters around the country this spring with respectable attention from the critics went on to the Cannes Film Festival. *One Minute to Midnight* was produced and directed by **Lawrence Curtin '67**, who also acts in it. He's the brother of actress and comedian Jane Curtin. It also stars **Harry Mielke (Milkee) '73**, who went on to do a pilot for the cable networks and reports that

**SIXTIES SEVENTIES**

he and Curtin are working on a second movie.

If you prefer the stage and happen to be in New York, you might find yourself at one of five Broadway theaters now presided over by **Rocco Landesman '69**. Together, they form the Jujamcyn chain, owned by Minneapolis millionaire James Binger. Landesman started his presidency with a bang by booking the Sondheim musical *Into The Woods* at one of the five, the Martin Beck.

**Laurie Regan Montgomery '70**, San Francisco, is the new president and chairman of the Travelers Aid Society there. She was honored recently by the city's Anti-Defamation League of B'nai B'rith. She heads a PR firm that observed its tenth birthday in May.

**Julie Guenveur Wesson '71** has bought the Barn Loft Travel Agency in Grayslake, Illinois, which she has managed for several years.

**Robert Binckley '73**, for the past five years in the Chicago office of D'arcy Masius Benton & Bowles advertising agency, has been elected a vice-president.

**Sarah M. Robinson PhD'74** has moved up at the University of North Carolina-Greensboro to the assistant deanship of its school of phy ed.

In Oak Brook, Illinois, McDonald's Corporation named **Bridget Brady Marshall '76** its senior manager of public relations. Among her duties is the management and growth of the Ronald McDonald House program. She joined McDonald's in 1986.

**Paul E. Pender '76, '79**, with the Northern States Power Company in Minneapolis since graduation, stays in town but has joined Morrison Asset Management, Inc., as vice-president and senior portfolio manager.

**Correction**

In our last issue we reported **Kathleen Patt Boebel '68** was named the first alumni coordinator for the School of Business. Right title, wrong school. Kathleen is with the School of Education. The business school's alumni coordinator since 1986 has been **Pam Benjamin '77, '80**.

**EIGHTIES**

Laurence J. Kosowsky '81, president of the UW Club of Dallas, has been admitted to the American Institute of Real Estate Appraisers. He's with a Dallas bank.

In Milwaukee, David R. Remstad '82 is now an officer with Northwestern Mutual Life Insurance Company. The firm, which he joined in 1985, has made him assistant actuary.

Gregory Freeman MS'82, MBA'85, Wausau, has been named a senior accountant in the office of Wipfli Ullrich Bertelson CPAs there.

Moon Dong-Hoo '83 of Seoul is Sports Coordinator for the summer Olympics. That title, he says, means he is in charge of the technical matters of all the twenty-three Olympic sports and two demonstration sports.

In Oscar Mayer's home office here, Todd A. Taylor MBA'84 has been promoted to financial specialist. He joined the firm in 1980.

Price Waterhouse in Atlanta promoted Robert P. Brush MBA'86 to senior on its professional staff.

The Temple Emmanuel Religious School of Haverhill, Massachusetts appointed Elana Elstein '87 its educational director. Her husband, Jeff Keisler '85, is a doctoral student at Harvard.

**FACULTY & FRIENDS**

Emeritus Professor Reid Bryson, who founded our department of meteorology, has little time for fellow scientists who blame this year's hot, dry summer on a greenhouse effect. Instead, he says, it could be a lack of volcanic activity.

The weather pattern that created the Dust Bowl in the 1930s is so much like this year's that we should look for similar causes, Bryson says. And there wasn't any buildup of carbon dioxide in the atmosphere—the cause of the greenhouse effect—back then. But in both cases there has been "very low volcanic activity," which means a lack of the fine particles of sulfuric acid in the upper atmosphere to help protect us from the heat of the sun.



Alan Ameche '56, one of Wisconsin's all-time football greats, died August 9 of a heart attack at the age of fifty-five.

Nicknamed "The Horse" because of his high-stepping running style, Ameche won the Heisman Trophy, given to the nation's best collegiate player, in 1954. He gained 3,345 yards in four years as Wisconsin's fullback, more than any other collegiate running back before him. He still ranks second on Wisconsin's all-time rushing list, behind only tailback Billy Marek.

As an alumnus, he visited the campus often, according to Milt Bruhn, an assistant coach during Ameche's career and Wisconsin's head coach from 1956-1966. "Al was just a tremendous person," said Bruhn. "He was not at all selfish; he was a great team player, no question about that." Ameche went on to an all-pro football career with the Baltimore Colts and became a successful business coach, co-founding the Gino's restaurant chain on the East Coast.

But he never forgot his alma mater, and presented his Heisman Trophy to the university during half-time at the 1984 Northwestern game. He did it, he said at the time, because of "the appreciation and the love, I guess you'd say, I have for the school."

Ameche had a history of heart problems, and underwent a heart bypass operation ten years ago. He died due to complications from another bypass and valve replacement operation at Methodist Hospital in Houston, Texas.

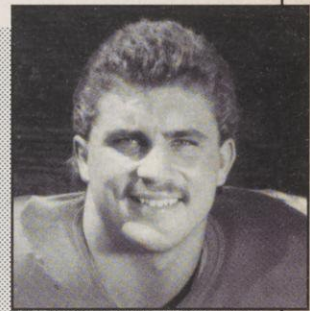
Professor Judith Biers Ladinsky MS'64, PhD'69, of preventive medicine, has made twenty-one trips to Vietnam in the last eight years. She's an expert on rural health, and from this came the request that she and two colleagues design and implement a model health service in six Vietnamese provinces. Her frequent visits are to be certain that all goes well with the program.

For the first time in its forty-nine-year history, the 23,000-member Institute of Food Technologists gave its two top awards to the same person. The

**SIDELINES**



Now you, too, can chuckle at the "Wild Life" of John Kovalic '86. The Madison-based cartoonist's comic strip, first seen in our own *Daily Cardinal*, began national syndication this fall with Chronicle Features of San Francisco.



Former Badger co-captain and center Rodney Lossow '88 was drafted into the NFL last spring by the New England Patriots. Our apologies for neglecting to mention Lossow in our last issue with fellow team members-turned-pro Paul Gruber, Bud Keyes, and Glen Derby.

BOOKMARKS



**American Chronicle:  
1920-1980**

Lois Goldfein Gordon  
MA '62, PhD '66  
and  
Alan Gordon MD '63  
*Atheneum*

Here's a rundown of what went on in America for six decades, from what it cost to rent a car, to who died, to who won the World Series. Each fact rates only a sentence or two, the better to cram more fun to a page.



**Rites of Passage  
at \$100,000 +**

John C. Lucht '55, '60  
*Viceroy Press*

For executives and hopefuls, Lucht offers advice on what to do when the axe falls. He's a former recruiter, and tells us what to look for and be wary of in headhunters and outplacement services.

recipient was Prof. **Owen Fennema MS'52, PhD'60** of our food chemistry department. His particular specialty is food-freezing. (Incidentally, WARF is now patenting something new he and his staff have developed. It's a thin, edible film that food manufacturers will put between the moist and dry sections of their product—as in pizzas. The film will keep soggy to a minimum and dissolve during cooking.

**Laurence A. Weinstein '45, '47** of Middleton, president of the UW-System Board of Regents since 1986, has retired from that office. He's succeeded by Milwaukee attorney Paul R. Schilling who's in his second term on the board. At age forty, Schilling is the youngest to preside since the system board was established in 1971.

The first father-son membership in the history of the Society of American Historians has been bestowed on the **Cronons**. L&S Dean **David MA'49, PhD'53** was elected to the

200-member society in 1977; son **William '76**, now on the faculty at Yale, got the nod in June. The dean is the author of a study of Marcus Garvey called *Black Moses*, and *Josephus Daniels in Mexico*. William's book, *Changes in the Land*, won the society's prize as the best American history book published in 1983.

**Eloy Hirsch** was inducted into the national High School Sports Hall of Fame, and his successor as athletic director, Ade Sponberg, received a Distinguished Service Award from his alma mater, Gustavus Adolphus College.

Kappa Tau Alpha, the national journalism honor society, gave its top award to Professor **James Baughman** for his book, *Henry R. Luce and the Rise of the American News Media*.

Professor **Shiela Reaves MA'83**, also of the journalism faculty, has a new book co-authored with her husband, Tom Capp. It's *Wisconsin: Pathways to Prosperity*, described as "a

brief, but unbiased account of Wisconsin's progressive tradition and the role organized labor plays in the growth of industry."

When Professor **Donald Reitz**, ceramicist, retired from the art faculty this year, he left us with some pithy observations on the state of art education. "The artist has become much less important than the gallery owner, museum curator or even the critic. Art has become commerce, and commerce has nothing to do with art," he proclaimed. "(Art) school should be a beginning, not a conclusion. We don't allow students to experiment, to make a mistake."

**Arthur D. Hasler PhD'37**, emeritus professor of zoology, received an honorary doctor of science degree in May from Miami University, Oxford, Ohio. Hasler was honored for his research into the aging process in lakes, his concern with chemical abuses to lake systems and his discovery of how salmon make their way back to their natal streams.

CLUB EVENTS

**Akron/Cleveland September 10.** Annual bratwurst and beer picnic. Contact: Howard Hohl, H (216) 666-0934.

**Atlanta October 1.** Annual brat party. Contact: Jim or Judy Sauer, H (404) 393-2468.

**Boston October 23.** Annual bratfest. Contact: Joen Greenwood, H (617) 547-7624.

**Brown County (Green Bay) October 1.** Football Outing—UW vs. Michigan. Contact: Tom Gavic, H (414) 336-8299, O (414) 433-2612.

**Charleston, SC November 5.** Football Outing—UW vs. Ohio State. Contact: Roland Manthe, H (304) 343-9636.

**Chicago October 8.** Football Outing—UW vs. Iowa. Contact: Jon Graan, H (312) 680-0662.

**Columbus November 4.** Friday Night Pre-game Party. Contact: Bob Masters, H (614) 890-4291.

**Fort Lauderdale October 22.** Big 10 Golf Tournament. Contact: Heidi Haeck, O (305) 733-9337.

**Indianapolis November 5.** Football Outing—UW vs. Ohio State. Contact: Mary Gedemer, H (317) 359-7308.

**Kenosha October 15.** Football Outing—UW vs. Illinois. Contact: Michael Montemurro, H (414) 657-5970.

**Madison October 27.** Press Box Party. Contact: Stephanie Gavin, H (608) 271-3014.

**Marshfield October 1.** Football Outing—UW vs. Michigan. **October 29.** Football Outing—UW vs. Purdue. Contact: Andrea Harkins, H (715) 384-4845.

**Mid-Indiana (Kokomo) September 17.** Scholarship Golf Outing. Contact: Herb Perry, H (317) 453-1874. **November 5.** Football Outing—UW vs. Ohio State. Contact: Ron Fenske, H (317) 453-2226.

**New York September 22.** Beer & Brat Party. Contact: Linda Thompson, H (212) 534-1373.

**Northern Illinois (Rockford) October 15.** Football Outing—UW vs. Illinois. Contact: Jerry Soderberg, H (815) 398-7194.

**San Francisco September 25.** Beer & Brat Picnic. Contact: Jim Myre, H (415) 571-0972.

**Washington, DC September 18.** Annual Picnic. Contact: Roland Finken, O (202) 724-7492.

**Wausau October 1.** Football Outing—UW vs. Michigan. Contact: Gene Musolf, H (715) 842-8119.

**BADGER HUDDLES.** Before home games, come to the Copper Hearth in Union South for some Wisconsin cheer. There'll be complimentary cheeses, coffee, and a cash bar, and Bucky and the cheerleaders, too. Meet us at the away games on:

**September 24 Miami.** Sundays On The Bay, 12:00 noon. Contact: Sheri Hicks, WAA office, (608) 262-9521.

**October 8 Iowa.** Ironmen Inn, 11:00 a.m. Contact: Sally Schneeberger, WAA office, (608) 262-7427.

**October 22 Northwestern.** Dyche Stadium, 10:30 a.m. Contact: Joanne Masuret, (312) 864-3249.

**November 5 Ohio State.** Columbus Marriott East, 11:00 a.m. Contact: Sally Schneeberger, WAA office, (608) 262-7427.

**November 19 Michigan State.** Radisson Hotel Lansing, 11:00 a.m. Contact: Sally Schneeberger, WAA office, (608) 262-7427.

## EARLY YEARS

*Names are those on student records. Women's married names appear in parentheses. This list is limited to those whose death has been confirmed as occurring no more than two years ago.*

Wattawa, Virginia '09, '26, Indianapolis, Indiana, in June.  
 Biersach, Hugo '12, Pewaukee, Wisconsin, in June.  
 Albert, Charlotte (Korthals) '13, Milwaukee, in May.  
 Stokes, Nettie (Walsh) '13, Madison, in June.  
 McQuillan, Letitia H. (Lynch) '14, Phoenix, Arizona, in June.  
 Higgins, Virginia Margaret '15, Orlando, Florida, in November.  
 Klumb, Ewald U. '15, West Bend, Wisconsin, in March.  
 Schweppe, Alfred J. '16, '17, Seattle, Washington, in April.  
 Casterline, Marion A. (Sperry) x'16, Madison, in May.  
 Herrington, Edna T. (Casserly) '17, Madison, in May.  
 Penhallegon, Genevieve (Rogers) '17, Ventura, California, in May.  
 Bowden, Beulah May '18, '20, Monroe, Wisconsin, in March.  
 Collins, Helen Jeanette (MacElwee) '18, Green Valley, Arizona, in 1987.  
 Scheinpflug, Marie M. '18, Schaumburg, Illinois, in January.  
 Moe, Sigrid W. '19, Chetek, Wisconsin, in May.  
 Bissell, Lillian '20, '21, Fort Meyers, Florida, in January.  
 Blaul, Sophie P. (Mathewson) '20, Chesterfield, Missouri/Sun City, Arizona, in April.  
 Boe, Amos '21, Greenwood, Wisconsin, in April.  
 Peterson, Halmer A. '21, Dublin, Ohio, in April.  
 Wieben, Anella M. (Dexter) '21, '22, Houston, Texas, in April.  
 Bailey, Mary D. (Peterson) '23, Sioux City, Iowa, last September.  
 Bonnin, Christian H. '23, Shawano, Wisconsin, in May.  
 Evenson, Charles R. '23, Grand Rapids, Michigan, in February.  
 Fowler, Donald Hyde '23, Medford, Oregon, in 1986.  
 Grover, Beth B. (Fawkes) x'23, Chicago, Illinois, in March.  
 Huff, Whitford L. '23, president of his class, Madison, in May.

Keenan, John A. x'23, Bowie, Maryland, in January.  
 Peterson, A. Marie (Bersing) '23, '47, Madison, in June.  
 Updyke, Elizabeth S. (Brackett) '23, Menasha, Wisconsin, in April.  
 Black, Robert Wilmer '24, Cockeysville, Maryland, in March.  
 Lounsbury, Harry E. '24, La Farge, Wisconsin, in June.  
 Bach, Catherine T. (Rempe) '25, Waukesha, Wisconsin, in April.  
 Baker, Kenneth '25, Houston, Texas, in February.  
 Hardy, Genevieve B. '25, Burlington, Vermont, in April.  
 Lentzner, Lloyd W. '25, Mt. Prospect, Illinois, in 1987.  
 Mahany, Helen Mae '25, '29, Milwaukee, in May.  
 Meyers, Earl W. '25, Milwaukee, in March.  
 Stemmler, William '25, Hales Corners, Wisconsin, in May.  
 Zilley, Marion L. (Ferrier) '25, Des Moines, Iowa, last September.  
 Beyreis, Myrtle R. (Kuhlman) '26, Washington, D.C., in June.  
 Hilton, Ora Almon MPh'26, PhD'29, Tavares, Florida, in April.  
 Morgenroth, Edwin C. '26, Santa Rosa, California, in May.  
 Dow, H. Isabel (Thompson) '27, '28, Madison, in May.  
 Kindschi, Leslie G. '27, '33, MD, Monroe, Wisconsin, in May.  
 Marquardt, Edwin G. x'27, Hyattsville, Maryland, in April.  
 Rosenthal, Henry L. '27, Oconomowoc, Wisconsin, in May.  
 Stark, Henry M. MS'27, PhD'29, Provo, Utah, in January.  
 Lumpkin, Katherine D. PhD'28, Chapel Hill, North Carolina, in May.  
 Moore, John B. '28, Hammond, Indiana/Fort Meyers, Florida, in June.  
 Motil, Laurence F. '28, Madison, in May.  
 Wall, Willard W. '28, MD'31, Minot, North Dakota, in June.  
 Barron, Genevieve M. '29, Milwaukee, in 1986.  
 Clark, Harold George '29, Wauzeka, Wisconsin, in June.  
 Pahlmeyer, Ralph B. '29, Piedmont, California, in May.  
 Rhode, Richard M. '29, Kansas City, Missouri, in February.  
 Schlondrop, Edwin '29, Elm Grove, Wisconsin, in December.  
 Sherwood, Thomas C. MA'29, PhD'36, MD'42, Lake Charles, Louisiana, in January.

## THIRTIES

Ackley, Louise G. (North) '30, Stoughton, Wisconsin, in June.  
 Klug, Elmer Frank '31, '32, Brookfield, Wisconsin, in May.  
 Leach, John E. '21, MD'36, Burlington, Wisconsin, in May.  
 Engelke, Elsie E. (Vollenweider) '31, La Crosse, Wisconsin, in June.  
 Goodsit, William B. '32, Milwaukee, in April.  
 Hibbard, Russell L. '32, '33, Chapel Hill, North Carolina, in November.  
 Houtz, Ray Clyde PhD'32, Port Charlotte, Florida, in February.  
 Roethe, Donald B. '32, Fennimore, Wisconsin, in May.  
 Tilton, Aaron L. '32, '33, Milwaukee, in June.  
 Benson, Homer Randolph '33, MD'35, Honolulu/Walnut Creek, California, in May.  
 Harrison, Louise E. (Bloss) x'33, Irvine, California, in March.  
 Humphrey, Madge Arlene '33, '45, Reedsburg, Wisconsin, in June.  
 Malischke, Carl H. '33, Grafton/Wauwatosa, Wisconsin, in February.  
 Schloemer, Rudolph O. '33, North Palm Beach, Florida, in 1987.  
 Walter, Charles W. '34, Mendham, New Jersey, in April.  
 Wertman, Barbara B. (Bennett) '34, Madison, in May.  
 Barry, Catherine M. (Croak) '35, Madison, in May.  
 Keegan, Leo P. '35, '36, Richland Center, Wisconsin, in April.  
 Smith, Dayton K. '35, '38, Madison, in June.  
 Coons, Phyllis M. (D'Andrea) '36, Willmar, Minnesota, in 1987.  
 Reitman, Robert L. '37, '39, Milwaukee, in June.  
 St. Clair, Frances P. (Dinger) '37, Eau Claire, Wisconsin, in April.  
 Shaplen, Robert M. '37, New York City, in May. He was a correspondent and staff writer for *The New Yorker* magazine and considered an authority on Asia.  
 Sirkin, Alexander '37, Miami Beach, Florida, in November.  
 Thom, Robert Benjamin '37, '56, Neenah, Wisconsin, in May.  
 Fitzpatrick, Lawrence J. '38, '41, Madison, in June. A member of the Board of Visitors for two decades, he was a past president of the Wisconsin Alumni Association

and was active as chairman of his class's 50th reunion on Alumni Weekend in May.  
 Grorud, Palmer R. '38, MD'40, Salem, Oregon, in March.  
 Hudgins, Mary E. (Bell) '38, Washington, D.C., in 1986.  
 Lehmann, Hans J. PhD'38, Washington, D.C., in January.  
 Rogers, Bruce J. '38, Portage, Wisconsin, in May.  
 Rybeck, Hilding W. '38, Milwaukee, last September.  
 Woods, Leota W. (Miller) '38, Glen Ellyn, Illinois, in January.  
 Billings, Margaret P. (Howell) '39, Evanston, Illinois, in 1987.  
 Dornbrook, Donald P. '39, Leesburg, Florida; for thirty-eight years a columnist and entertainment editor of the *Milwaukee Journal*; in May.  
 Effenberger, Anne (Williams) '39, Green Bay, Wisconsin, in June.  
 Gustafson, Toivo F. '39, '41, Kenosha/Muscoda, Wisconsin, in June.  
 Joyce, Eleanor M. (Randle) '39, Vienna, Virginia, in May.  
 Schneider, Edith I. (Rabb) MA'39, Butternut, Wisconsin, in May.  
 Witter, Gratia B. (Fenno) '39, Alvin, Texas, in May.  
 Zimbric, Gilbert F. '39, Waunakee, Wisconsin, in June.

## FORTIES

Anderson (p/k/a Garberg), Albert Owen '40, Sarasota, Florida, in December.  
 Baker, John Earl '40, Gridley, California, in January.  
 Christman, Matt V. '40, Pacific Palisades, California, in June.  
 Klemm, Mary (Damskov) MA'40, PhD'43, Portland, Oregon, in 1986.  
 Merrill, Antoinette J. (Royden) MA'40, Phoenix, Arizona, in May.  
 Rigotti, Mayme M. '40, '49, Hurley, Wisconsin, in May.  
 Lamm, Bernard Theodore '41, Milwaukee, in March.  
 Conklin, John W. '42, MD, Bogalusa, Louisiana, in May.  
 Davis, Jeanne V. (Young) '42, La Crosse, Wisconsin, in May.  
 DeGroot, Edward N. '42, Madison, in June.  
 Glaeser (Mrs.) Rosalie Mullins '42, Austin, Texas, in March.



Nelson, Elizabeth M. (Stith) MA'42, Iola, Kansas, in 1987.  
 Fefer, Annette (Shlim) '43, Chicago, Illinois, in 1987.  
 Kitz, Frederick F. '43, Kenosha, Wisconsin, in May.  
 Outhouse, Julia M. (Oberg) x'43, Madison, in April.  
 Brusok, Genevieve A. '44, Sheboygan, Wisconsin, in May.  
 Johnson, Frances M. (Urbanis) x'45, Tunkhannock, Pennsylvania, in May.  
 Staples, Dorothy x'45, Madison, in April.  
 Cebull, Rudolph J. MPH'46, Seattle, Washington, in March.  
 Eisele, Karl A. '46, Madison, in May.  
 Ivins, Donald A. '46, '48, Tavares, Florida, in June.  
 Lendved, Ralph L. '46, Clintonville, Wisconsin, in May.  
 Voss, Virginia L. (Saemann) '46, Elkhart Lake, Wisconsin, in May.  
 Everson, Grace M. (Hoffmann) '47, Green Bay, Wisconsin, in May.  
 Truax, William E. MS'47, PhD'53, Commerce, Texas, in May.  
 Neprud, Margaret G. (Wenzel) '48, Delray Beach, Florida, in April.  
 Ullrich, Joan (Pleasants) '48, McLean, Virginia, in April.  
 Wood, Calvin A. '48, Waukesha, Wisconsin, in June.  
 Collins, William S. '49, DePere, Wisconsin, in April.  
 Gregg, Nancy Louise '49, Illinois, in December.  
 Hill, Donald J. '49, La Crosse, Wisconsin, in April.  
 Westgate, Hazel M. '49, Iowa City, Iowa, in May.

## FIFTIES

Cleary, James T. '50, '52, Scottsdale, Arizona, last September.  
 Hicks, Iola (Kaestner) MA'50, Spokane, Washington, in May.  
 McKinley, John David '50, Dodgeville, Wisconsin, in May.  
 Minnick, Dale Lincoln '50, Rhineland, Wisconsin, in December.  
 Pandow, Mary Lou '50, Wisconsin Rapids, Wisconsin, in April.  
 Shehan, Robert M. '50, Kenilworth, Illinois, in December.  
 Ward, John P. '50, '61, El Cerrito, California, in June.  
 Weber, Norman N. '50, Sheboygan, Wisconsin, in May.

Beckett, Donald W. '51, Bloomfield Hills, Michigan, in May.  
 Kleinschmidt, Kenneth F. '51, Marshall, Wisconsin, in 1987.  
 Peters, Richard H. '51, '52, Chicago, Illinois, in February.  
 Freber, George G. '53, Madison, in May.  
 Galarowicz, John J. '53, Antigo, Wisconsin, in June.  
 Palet, Jerome E. '53, DVM, Ashland, Wisconsin, in May.  
 Salemi, Emanuel C. MBA'53, PhD'58, Laguna Niguel, California, in February.  
 Walsler, Verlyn R. '53, Fond du Lac, Wisconsin, in May.  
 Hood, Richard L. x'54, Madison, in April.  
 Kubly, Eugene A. '54, Montara, California, in May.  
 Maresh, Robert H. '54, East Dubuque, Illinois, in March.  
 Sage, Carolyn E. (Robinson) MA'54, Milwaukee, in April.  
 Sielaff, Raymond J. '54, '60, La Grange Park, Illinois, in 1986.  
 Vincent, John Joseph '54, Tampa, Florida, last September.  
 Blankenstein, Marvin L. '55, Sherman Oaks, California, in March.  
 Bangs, Marilyn M. (Giese) x'57, Sauk City, Wisconsin, in April.  
 Bernacchi, Deno G. '57, Kenosha, Wisconsin, in May.  
 Wuhrman, Robert H. '57, Bowie, Maryland, in May.  
 Krause, David H. '58, Kansas City, Missouri, in March.  
 Mouchka, Gerald H. '58, Chetek, Wisconsin, in January.  
 Vaughan, Lucille M. MS'58, Waupun, Wisconsin, in June.  
 Dachel, Andrew J. '59, Wisconsin Rapids, Wisconsin, last October.  
 Rule, Standsmore George '59, '61, Los Angeles, California, last September.

## SIXTIES SEVENTIES

Keller, Michael D. '60, St. Louis, Missouri, in February.  
 Mueller, James Arthur '60, Owatonna, Minnesota, in May.  
 Ungrodt, Daniel J. '60, Leucadia, California, in April.  
 Bielefeld, Martin O. '61, Lorain, Ohio, in January.

Campbell, Ronald R. '61, Wautoma, Wisconsin, in a plane crash in May.  
 Hasselhofer, David E. '61, Chicago, Illinois, in June.  
 Jacobson, Robert M. '62, for several years editor of the Metropolitan Opera's *Opera News*, New York City, in 1987.  
 Shearer, Samuel David PhD'62, New Braunfels, Texas, in 1987.  
 Crook, Richard J. MS'64, Plainfield, Illinois, in April.  
 Oskar (Mrs.), Dorothea M. MS'64, Neenah, Wisconsin, in February.  
 Steinke, William A. '64, '74, Freeport, New York, in May.  
 Blue, Amy Jill (Smith) '65, Stanford, California, in May.  
 Wall, John Peter '65, Milwaukee, in May.  
 Brandt, Harold N. '66, '67, Overland Park, Kansas, in June.  
 Pernot, Robert D. '66, MD'70, Centralia, Illinois, in an auto accident in May.  
 Cooper, Frank L. MS'69, PhD'77, Rocky Hill, New Jersey, in May. Memorials to the Arboretum through the UW Foundation.  
 Schmidt, Robert J. '71, '74, Mequon, Wisconsin, in April.  
 Pockat, Larry J. '72, Two Rivers, Wisconsin, in 1987.  
 Peckham, Bruce Wayne '74, San Francisco, California, in 1987.  
 Mills, Lenell '77, '79, Chicago, Illinois, in April.  
 Loeffler, Marnee M. '79, La Crosse, Wisconsin, in May.

## EIGHTIES

Vosters, Roger Eugene '80, Pittsfield, Massachusetts, in 1987.  
 Straavaldsen, Brad S. '83, Baldwin, Missouri, in May.  
 West Bend, Wisconsin, residents were stunned in May by the apparently unrelated murders of two former residents, young UW alumnae. On May 20, Dawn D. Fest '84, was found shot to death in the trunk of her car in Washington, D.C. Five days later, in Schaumburg, Illinois, where she taught Sunday school, Dawn E. Dudovick '86 was discovered stabbed to death in her apartment. A resident of the apartment building was charged with that murder. Ms. Fest's father is Stephen Fest '59.

Wagner, Tracy Lee '87, Milwaukee, in a traffic accident in March.  
 Spitzbarth, Michael '88, Fennimore, Wisconsin, in a traffic accident in April.

## Faculty

Professor William R. Coleman, in Madison in April; on the faculty since 1978. He held a joint appointment in history of science and history of medicine; author of books. Memorials to UW Institute for Research in the Humanities, through UW Foundation.  
 Emeritus journalism Professor Lester L. Hawkes, on that faculty from 1944 to retirement in 1973; in Madison in June. His special interest was the country weeklies, and he began the school's summer internship program that sent students to small towns throughout the state.  
 In July, Robert L. Hughes '48, Middleton, emeritus professor and former associate dean of Agriculture and Life Sciences. He joined that staff as an administrative assistant in 1950 and retired as a full professor in 1983. Hughes developed a course on budget control in agricultural education that was the first of its kind in the nation. He continued a military career from enlistment in 1936 to retirement as a reserve brigadier general in 1946.

## Memorial Gifts

We encourage memorial gifts to the university in honor of deceased alumni, faculty and friends. They should be sent to the UW Foundation at 150 E. Gilman Street, Madison 53708, and may be designated for any area or activity of the university. Donors are asked to give the name and address of the deceased's next of kin, if available, so that the Foundation can advise him or her of your thoughtfulness. Alumni who wish to be so honored after death should be sure to inform their family in advance for obituary purposes. Information on permanent, endowed memorials is available from the Foundation, 608-263-4545.

### Whatever Happened To—

The Var Bar? Sorry, only a distant mirage in the sands of time.

Lorenzo's? Nope—long gone, a spot of tomato sauce in our golden book of memories.

The Brathaus? Still there! Waiting for you at the corner of State and Frances.

The Grotto? The popular basement hangout has been replaced by The Flamingo—and the opera on the jukebox hasn't been replaced by anything.

The Kollege Klub? It's kicked around a while, but it's still thriving in the basement at the corner of Lake and Langdon.

Crandalls? Hasn't moved an inch—and is still as good as ever.

The Log Cabin? If you remember this one, you must have gone to school with Lincoln. A fallen acorn in our forest of yesteryear.

Sterling Court? Gone nigh these 23 years—victim of the wrecking ball for massive buildings not nearly so charming.

The Portage Plumber? At last word, had deserted Camp Randall and the Pom Pon Squad for the golden shores and girls of California.

Mickies Dairy Bar? Hey, some things never change! Mickies is still at 1511 Monroe Street, and not so much as a napkin holder has changed since 1948.

The 602 Club? Not only has the Club not changed an iota since you left, but the people who were drinking there when you were a student are still drinking there now—probably in the same booths. ►

## HOMECOMING 1988

### OCTOBER 28-29 WISCONSIN VS. PURDUE

#### 25th Reunion—Class of 1963

Friday, October 28

Reception at Governor  
Tommy Thompson's Residence

Saturday, October 29

Wisconsin Tailgate Luncheon at  
Union South/Game seating block

#### 10-Year Cluster Reunion

—Classes of 1977, 1978, and 1979

Friday, October 28

Reception in Alumni Lounge

Saturday, October 29

Wisconsin Tailgate Luncheon at  
Union South/Game seating block

Details have been sent to class members. For more information, call Suzanne Miller at 608-262-9647.

### CONSTITUENT ALUMNI GROUP EVENTS

*Ag & Life Sciences:* WALSA seating block at game. Info: Rick DaLuge, 116 Ag Hall, 1450 Linden Drive, Madison, WI 53706 608-262-3127.

*Cheerleaders:* Game seating block, halftime participation. Info: Kathy Peterson Holt, 1524 Fargo Ct., Middleton, WI 53562 608-831-4319.

*School of Business:* Friday, fall banquet. Saturday morning bash, game seating block. Reservations required. Info: Pam Benjamin, School of Business, 1155 Observatory Dr., Madison, WI 53706 608-262-7426.


*School of Education:* Homecoming day social hour, tailgate buffet (reservations required). Info: Kathy Boebel, Rm. 111 Education Bldg., Madison, WI 53706 608-262-0054.

*LaFollette Institute* (formerly the Center for Public Policy and Administration): Reunion dinner following the game, University Club. Info: Terese Berceau, Rm. 104A Observatory Hill Office Bldg., Madison, WI 53706 608-262-8631.

*School of Medicine:* Annual fall meeting, brunch, seating block at game. Info: Med Alumni Assoc., 1300 University Ave., Madison, WI 53706 608-263-4914.

## A great place to stay. A great place to eat.

### For business and pleasure.

- Free Indoor Parking
- Meeting Facilities
- All Major Credit Cards
- Restaurant & Lounge
-  Approved

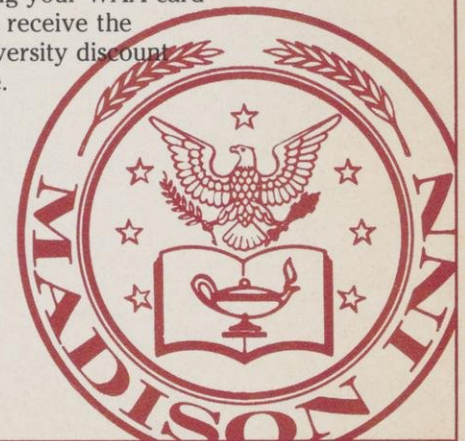


## The Madison Inn

601 Langdon Street  
Madison, WI 53703  
(608) 257-4391

### Downtown on Campus.

Bring your WAA card and receive the university discount rate.



## What Are Those Students Doing?

Oh, those silly students, what are they up to now? It used to be body-passing, smoking illegal substances, cup fights, insulting fans in the next section, and drinking near-lethal amounts of lime schnapps. Now the university has cracked down on many of the activities that threaten bodily harm, but the students still manage to have a good time while paying scant attention to the game. Notice especially the creative Wisconsin "wave" in the student section. The wave is thunderous and rapid when the Badgers are doing well, but moves in quiet slow motion when the other team scores. Cup fights between sections still break out, but have lost their intensity since ice is no longer served with soft drinks in the student sections. These sections—particularly N and O—have long had competitive shouting matches in which the fans insult each other (students in section N once hired a plane to circle the stadium, with a trailing banner reading "O SUCKS"). For several recent years, the "Tastes Great!—Less Filling!" shouting competition raged. This season, who knows what those crazy students will dream up? You'll just have to pay attention and see for yourself!

## Eight Great Sports Bars in Madison

Alt'n Bach's Town Tap. 2602 Whalen Lane.  
Big Ten Pub. 1330 Regent.  
Copper Grid. 1509 Monroe.  
Jingle's Stadium Bar. 1419 Monroe.  
Jingle's at the Coliseum. 210 E. Olin Ave.  
Laurel Tavern. 2505 Monroe.  
Madison Inn. 601 Langdon St.  
Regent Street Retreat. 1206 Regent.



## Where Did That Fire Engine Come From?

Badger cheerleaders have been hanging onto and cheering from the big red Bucky Wagon since 1970. The old fire engine makes a dramatic entrance before every home football game, and also shows off during parades and rallies. It's a genuine 1932 American La France Pumper, previously in service with the Wisconsin Rapids fire department and donated by the Normington family of that city. Loving keeper of the Bucky Wagon is our own Brian Wilk, WAA Director of Alumni Clubs/Student Relations, who is also its driver. At its present low-mileage rate, the BW should last for many more years—which is a good thing, since parts for it are nearly impossible to get.

## The Two Best Steak Houses in Town:

### West Side:

Smoky's. 3005 University Ave. 233-2120.

### North Side:

Mariner's Inn. 5339 Lighthouse Bay Dr.  
244-8418.

## Can I Boogie to that Band?

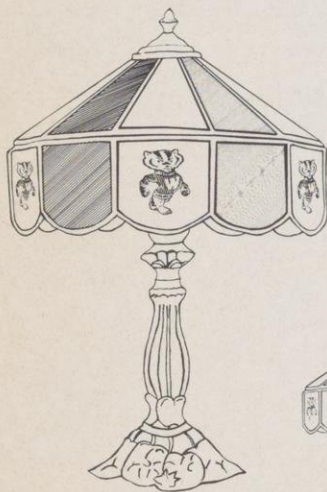
Here is an extremely brief guide to some of the area's more popular dance bands. Check the newspaper for when and where they might be appearing in Madison during any given football weekend, then make your plans accordingly. After all, we wouldn't want you to pay a cover charge expecting Glenn Miller tunes, only to be subjected to raunchy heavy metal. (Or to be looking forward to raunchy heavy metal only to be greeted by a total snooze swing band.)

American Jazz Express. Standard jazz and swing.  
The Appliances. Raunchy punk rock.  
Doc DeHaven. Dixieland jazz.  
Honor Among Thieves. Basic blues with a funk slant.  
Java. Reggae.  
Little Vito and the Torpedoes. Standard rock.  
Paul Black and the Flip Kings. Blues.  
The Rousers. Roots rock.

(Note: Most major hotels offer the kind of lounge bands that most major hotels offer in other places. We don't know why.)

## Seven Good Places to Buy Tailgate Fixins

Capitol Centre Foods. 111 N. Broom. 255-2616.  
Delitalia. 3313 University Ave. 233-4800.  
4270 East Towne Blvd. 249-7827.  
Ella's Deli. 425 State. 257-8611.  
2902 E. Washington Ave. 241-5291.  
Fraponi's Italian Deli. 822 Regent. 256-0546.  
New Orleans Take Out. 1920 Fordem Ave.  
241-6655.  
Pasqual's. 2534 Monroe. 238-4419.  
Wong's. 536 S. Park. 255-1453.



**WISCONSIN TIFFANY CLASSICS**

Nostalgia is in style! Light up a **University of Wisconsin Lamp** and bring back fond memories and friends. New, **tiffany-Cassic stained glass lamps in red and white with Bucky Badger** emblazoned on every other panel. The lamps are all handmade; the glass panels are handcut and soldered together to fit precisely. Two styles to choose from: both 14 inch diameter, fully assembled: Table lamp - heavy antique brass base, 21 inches high, \$79.95\* Swag Lamp 15 feet of brass chain, cord, and installation hooks, no wiring, \$69.95\*

**Limited Edition**, direct from manufacturer, money-back guarantee, so Order Today! To charge call toll-free, **1-800-255-3538**, (in Illinois, 312-832-0960), or send check or money order to Wisconsin Lamp, **Old Town Glass Works, 15 W 103 Concord, Dept. W-10, Elmhurst, IL 60126.**

### WISCONSIN LAMP

Old Town Glass Works  
15 W 103 Concord, Dept. W-10  
Elmhurst, IL 60126

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/St/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
\_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ Exp. \_\_\_\_\_  
Account # \_\_\_\_\_

### Please rush me:

Table Lamps @ \$79.95 \$ \_\_\_\_\_  
Swag lamps @ \$69.95 \$ \_\_\_\_\_

\*UPS Shipping and Handling @ 7.95/lamp \$ \_\_\_\_\_

Illinois residents please add 7% tax \$ \_\_\_\_\_ Grand Total \$ \_\_\_\_\_

**Inquire about NFL and other colleges MADE IN USA**

**The Best BBQ Ribs in Town:**

**South Side:**

Fat Jack's. 6207 Monona Dr. 221-4220.  
Purlie's Cafe. 2102 S. Park. 255-8414.

**North Side:**

Smoky Jon's. 1315 Troy Dr. 249-7427.

**West Side:**

Longhorn Cafe. 6722 Odana Rd. 833-1886.

**Six High Class Restaurants:**

**South Side:**

L'Escargot. 2784 S. Fish Hatchery Rd.  
273-2666.

**Downtown:**

L'Etoile. 25 N. Pinckney. 251-0500.  
Fess Hotel. 123 E. Doty. 256-0263.  
The Second Story. 508 State. 256-2434.

**West Side:**

Chez Michel. 7601 Mineral Point Rd.  
833-6969.  
Peppino's. 5518 University Ave. 233-2200.

**Who to Call When You're in Trouble**

AAA Emergency Road Service. 257-9987.  
Ambulance Rescue. 255-7272.  
Fire Emergency. 255-7272.  
Poison Information Center. 262-3702.  
Police Emergency. 266-7422.

*For Those Who Appreciate  
The Difference...*

# IVY INN



**O**ur personal service, charming room accommodations and intimate dining room have made the Ivy the favorite home away from home for University of Wisconsin and Madison visitors for over 25 years.

University Departmental  
Rates Available

2355 University Ave.  
Madison, WI 53705

**IVY INN HOTEL**  
Call 233-9717

*Announcing ...*

# The University of Wisconsin Executive Lamp

**FOR CHRISTMAS!**



*Symbolizing a tradition of excellence for the home or office. Solid brass swing arm lamp. 17" tall, extends 13 1/2".*

We take great pride in offering the *University of Wisconsin Executive Lamp* to alumni, students, faculty, and friends. This beautifully designed solid brass lamp offers nothing less than the unsurpassed quality you deserve and symbolizes the image of excellence, tradition, and history we have cherished at the *University of Wisconsin*.

The craftsmen of **Sirrica, Ltd.** have created this exquisite design which will provide lasting style and beauty for generations. The seal of the university is richly detailed in gold on the black parchment shade. Its features inspire memories of the serenity of Lake Mendota, Lincoln Statue, Carillon Tower, studies, and the fun and fellowship we were fortunate to share.

This gift for a lifetime is ideal for an executive office, writing table, or any room in your home or office. **Sirrica, Ltd.**, the finest source for brilliant brass, offers this original design at an outstanding value—similar lamps retail for as much as \$150.00. When it comes to value and handcrafted quality, we're the best in the business.

Take this special introductory opportunity to acquire this exceptional lamp for yourself, a relative, or an upcoming graduate and enjoy this treasure for generations to come.

**To order, return the form below or call TOLL FREE 1-800-346-2884.**

**MAIL ORDERS TO: SIRRICA, LTD.**

Post Office Box 3345, Wilson, NC 27895

Please accept my order for \_\_\_\_\_ Executive Lamp(s) of Wisconsin @ \$74.00 each. (Shipping and handling included in price.) I wish to pay for my lamps as follows:

- By a single remittance of \$\_\_\_\_\_ made payable to **Sirrica, Ltd.** which I enclose.
- Charge to:     VISA     MasterCard

\_\_\_\_\_ Full Account Number \_\_\_\_\_ Expires \_\_\_\_\_

\_\_\_\_\_ Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

*Allow 4 to 6 weeks for delivery.*

Lamp available without seal if requested. NC residents add 5% sales tax.

# HOLIDAY WREATHS

*from Wisconsin*



*Gift giving made simple*

- Guaranteed fresh delivery
- Individual gift packaged with personal greeting
- Shipped anywhere in continental USA

*A unique, old fashioned gift idea*

- For Associates, Relatives and Friends
- Handmade from authentic Wisconsin Pine
- Full 20" size, suitable for doors and mantles
- Traditional red and green bow or Wisconsin colors



Send coupon to:

**WOODLANDS WREATH COMPANY**  
P.O. Box 101  
Winnebago, WI 54985

- Money Order  
 Check

**\$19.99**

WI Res. please  
add 5% Sales Tax

NAME (Please Print) \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_

I would like to order \_\_\_\_\_ WREATH(S) at \$19.99 each (Price includes postage and handling)

Traditional Bow (Red & Green)

Wisconsin Colors (Red & White)

\*Please send Wreath(s) to: \_\_\_\_\_

NAME (Please Print) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

\*(Please attach list of names, addresses of additional Gift Recipients to coupon.)

## Six Good Places to Dance

- Bogie's. Hilldale Shopping Center. 736 N. Midvale Blvd. 233-7545. West-side yuppie heaven!
- Essen Haus. 513 E. Wilson. 255-4674. A real German supper club, with great dinners. Plan to dance polkas, waltzes, the fox trot, and the famous chicken dance.
- Cardinal Bar. 418 E. Wilson. 251-0080. The big downtown disco scene is here. DJs spin contemporary platters nightly.
- Badger Bowl. Badger & Rimrock Roads. 274-6662. Believe it or not, this is one of the best places in town to dance. Live bands play mostly '40s, '50s, and '60s music.
- Park Ponderosa Ballroom. 5100 Erling Street, McFarland. 838-9927. The Big Band sound, with '40s, '50s, and '60s music.
- Teaser's. 85 S. Stoughton Road. 241-1599. DJs pay homage to the current music scene.

## Some Good Friday Night Fish Fry Restaurants

*Reservations suggested—especially on football weekends*

### West Side:

Cuba Club. 3416 University Ave. 233-5364.  
Stamm House. 6625 Century Ave., Middleton. 831-5835.

Ivy Inn. 2355 University Ave. 233-4375.

### East Side:

Avenue Bar. 1128 E. Washington Ave. 257-6877.

### South Side:

Amato's. 515 S. Park. 255-9823.

### Downtown:

Crandall's. 116 S. Hamilton. 255-6070.

## Ten Ethnic Restaurants of a Different Kind

Afghan: Panjshir Restaurant. 6824 Odana Rd. 833-5588.

Arabic: Lu Lu's. 2524 University Ave. 233-2172.

Cajun: Cajun Cafe. 7601 Mineral Point Rd. 833-6969.

German: Essen Haus. 514 E. Wilson. 255-4674.

Greek: Kosta's. 119 State. 255-6671.

Indian: Mount Everest. 1851 Monroe. 255-1704.

Japanese: Ginza of Tokyo. 6734 Odana Rd. 833-8282.

Thai: Bahn Thai. 2809 University Ave. 233-3900. 944 Williamson. 256-0202.

Turkish: Husnu's. 547 State. 256-0900.

Vietnamese: Saigon Restaurant. 6802 Odana Rd. 829-3727.

## Some Hotel Numbers and Rates\*

(Area Code 608)

- Concourse. 1 W. Dayton. 257-6000. \$72-114.  
 Edgewater. 666 Wisconsin Ave. 256-9071.  
 \$75-270.  
 Holiday Inn (south). 6301 E. Broadway.  
 222-9121. \$51-61.  
 Holiday Inn (east). 4402 E. Washington Ave.  
 244-4703. \$60.  
 Howard Johnson (campus). 525 W. Johnson.  
 251-5511. \$58-68.  
 Howard Johnson (east). 4822 E. Washington Ave.  
 244-6265. \$52-79.  
 Inn on the Park. 22 S. Carroll. 257-8811. \$80.  
 InnTowner. 2424 University Ave. 233-8778.  
 \$63-73.  
 Ivy Inn. 2355 University Ave. 233-9717. \$48-53.  
 Madison Inn. 601 Langdon St. 257-4931. \$49-54.  
 Mansion Hill Inn. 424 N. Pinckney. 255-3999.  
 \$100-210.  
 Radisson Inn. 517 Grand Canyon Dr. 833-0100.  
 \$73-80.  
 Sheraton Inn. 706 John Nolen Dr. 251-2300.  
 \$73-84.

\*Quoted rates for double room, from 1988 AAA Tour Book.

## Fourteen Good Weekend Brunch Spots

### Downtown:

- Cafe Palms. 636 W. Washington Ave. 256-0166.  
 Fess Hotel. 123 E. Doty. 256-0263.  
 Inn on the Park. 22 S. Carroll St. 257-8811.  
 Ovens of Brittany. 305 State. 257-7000.  
 Sunprint Cafe & Gallery. 638 State. 255-1555.  
 White Horse Inn. 202 N. Henry. 255-9933.

### North Side:

- Cherokee Country Club. 5000 N. Sherman  
 Ave. 241-8788.  
 Nau-Ti-Gal. 5360 Westport Rd. 244-4464.

### South Side:

- Sheraton Inn. 706 John Nolen Dr. 251-2300.

### East Side:

- Ovens of Brittany. 1718 Fordem Ave. 241-7779.

### Stadium Area:

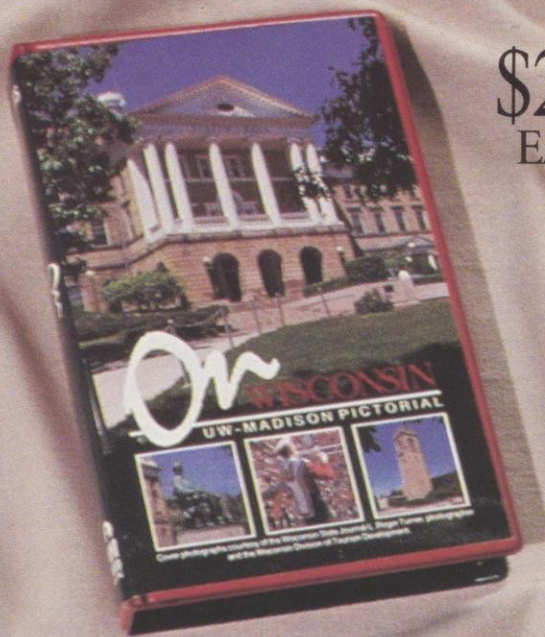
- Ovens of Brittany. 1831 Monroe. 251-2119.

### West Side:

- The Gallery. 1904 Parmenter, Middleton.  
 831-5000.  
 Ovens of Brittany. 3244 University Ave.  
 233-7701.  
 Quivey's Grove. 6261 Nesbitt Rd. 273-4900.

*Jerry Minnich owns and operates an advertising agency for book publishers in Madison. He was head of marketing at the University of Wisconsin Press for sixteen years, and is the author of several gardening books, including The Wisconsin Garden Guide. He was graduated in 1961 from an unnamed Big Ten university.*

# BRING YOUR UNIVERSITY MEMORIES HOME



**\$29<sup>95</sup>  
EACH**

The fond memories of days at the University of Wisconsin-Madison campus will remain vivid for life with "On Wisconsin."

This unique videotape is a dazzling pictorial keepsake. "On Wisconsin" is a panoramic view of the University's colorful history and character. With archival photos and current video sequences, many highlights of the fascinating UW-Madison campus are captured. Alumni recall experiences ranging from distinguished scholarship to pranks, and Chancellor Donna Shalala speaks about the UW-Madison's future.

You'll enjoy viewing this memorable 24-minute videotape often. It's for anyone who feels proud and sentimental when they hear the familiar re-frains of "Varsity," or the high-spirited fight song, "On Wisconsin."

To order your copy, fill out the order blank below or charge by phone.

**MNI Video Marketing, P.O. Box 8056, Madison, WI 53708**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

If you wish to have any items shipped to an address *other* than your own,  
 please specify on a separate sheet of paper.

\_\_\_\_\_ QUANTITY @ \$29.95 each \_\_\_\_\_

Shipping & Handling add \$4 per tape copy \_\_\_\_\_

Wisconsin residents only, add 5% sales tax \_\_\_\_\_

TOTAL \_\_\_\_\_

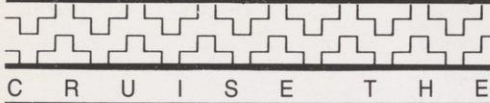
Please allow 4-6 weeks delivery

Check enclosed  Master Card  VISA

Charge Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

**CHARGE-BY-PHONE: 1-800-537-2475, 8 a.m.-5 p.m. (CT) Monday-Friday only.**  
**CHARGE-BY-PHONE customers allow 3-4 weeks for delivery.**

The Wisconsin Alumni Association presents:



# MEXICAN

# RIVIERA

FROM THE SEA OF CORTEZ TO  
ACAPULCO BAY

February 11–February 18, 1989

The Mexico most of us dream of is a vast playground of lush jungles, posh ocean resorts, endless beaches, undulating palms, leaping marlin and fragrant tropical blossoms—a color-splashed land of constant sunshine. On this exclusive cruise along the Mexican Riviera, you'll experience it all, visiting La Paz, Cabo San Lucas, Mazatlan, San Blas, Puerto Vallarta, Manzanillo, Zihuatanejo/Ixtapa and Acapulco. No time will be wasted cruising from the U.S.—you'll board Exploration Cruise Lines' intimate, 156-passenger *M.S. North Star* directly in La Paz and begin your fiesta immediately! Cruising aboard the *North Star* provides all the comforts of larger cruise vessels without the hassle of crowds, and her size makes it possible to sail where the commercial liners can not. Among the many features included in your cruise fare are outside state-rooms, sportfishing in Cabo San Lucas' Marlin Alley and several tours, including a jungle safari on the Tovara River. **\$1299–2149 per person, double occupancy, based on cabin category selected.** Low cost add-on airfares available.



# LEGENDS OF THE NILE

February 26–March 9, 1989

See the untold treasures of the mighty Pharaohs on a journey through the kingdoms of the Nile! This sojourn to the Cradle of Civilization begins with three nights in Cairo. Visit the magnificent Pyramids and mysterious Sphinx at Giza and witness the beauty of Abu Simbel before embarking on a five-day cruise of the Upper Nile River. Sailing from Aswan to Luxor aboard an elegantly-appointed *Presidential Line* cruise vessel, you'll have the opportunity to experience the Nile's most spec-

tacular temples, statues and palaces. Returning to Cairo for three final nights, sightseeing continues with a full-day excursion to the classic Mediterranean resort city of Alexandria and a trip to Memphis and Sakkara. At your option, you may choose to begin your trip with two additional nights at the deluxe London Hilton on Park Lane. **Legends of the Nile:** \$3250 per person, double occupancy, from Chicago; **London Extension:** \$475 per person, based on double occupancy.

**Send to:**

Travel Department  
Wisconsin Alumni Association  
650 North Lake Street  
Madison, WI 53706

**Please send information on:**

- Cruise the Mexican Riviera     Legends of the Nile
- Please add my name to the advance mailing list for Alumni Tours

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# insignia

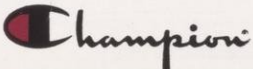
Balfour House

- Order Now for Christmas
- Quality Champion Clothing
- If it Says **WISCONSIN**—we've got it all!



## Champion® REVERSE WEAVE®

- THE HEAVIEST, STRONGEST COTTON FLEECE ON THE MARKET
- UNIQUE KNITTING PROCESS MINIMIZES VERTICAL SHRINKAGE IN ALL CHAMPION REVERSE WEAVE SWEATS
- RIBBED SIDE INSERTS FOR FREEDOM OF MOVEMENT
- FULL SIZE ATHLETIC CUT
- EXTRA-LONG RIBBED CUFF AND WAISTBAND
- PROVEN BY OVER 50 YEARS OF USE BY TOP COLLEGE AND PRO ATHLETES

**WHY BUY A CONTENDER  
WHEN YOU CAN WEAR  
THE REAL THING?** 

**SEE REVERSE  
FOR  
ORDER FORM**

- A. Wisconsin**  
Full Front  
Red, white, grey
- B. Bucky Badger**  
Grey
- C. Wisconsin**  
Left Chest  
Grey
- D. University Seal**  
Grey

All Styles:  
L-XL \$38 XXL \$42

Also Available:

- E. Reverse Weave  
Sweat Pants** \$31  
M-L-XL  
Red, grey
- F. Reverse Weave  
Shorts** \$24  
M-L-XL  
Grey



# insignia

Balfour House

- Order Now for Christmas
- Quality Champion, Russell Clothing
- If it Says **WISCONSIN**—we've got it all!



**G.1 Red & White Striped Bib Overalls** \$34  
Waist sizes 28" through 42"  
All 34" inseam

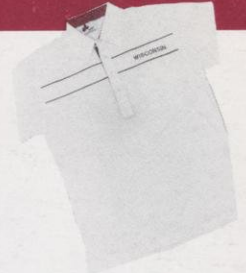
**G.2 Corduroy Cap** \$11  
One size fits all.  
Red, white.



**H. Adult T-Shirt with UW Seal** \$12  
M-L-XL Grey only



**I. Script Sweat Shirt** \$22  
M-L-XL Red & white



**J. Golf Shirt** \$30  
M-L-XL White only



**K. Kid's T-Shirt** \$8  
XS-L  
Adult sizes M-L-XL \$10



**L. Wool Kangol Cap**  
\$22 each or 2 for \$39  
M-L-XL  
Red, tan, navy, black



**M. Golf Sweater** \$26  
M-L-XL Red, white



**N. Rugby Shirt** \$36  
M-L-XL  
Monogrammed "Wisconsin"  
Red & white striped only



**O. Bucky Badger 100% Cotton Tank Top** \$11  
L-XL Red, white



**P. Wisconsin Toilet Seat** \$24  
One of our best sellers



**Q. Our Famous Wisconsin Sweat Pant** \$20  
Year after year our best-selling fleece jogging pant. From Hanes.  
S-M-L-XL Red, white

**Champion REVERSE WEAVE®**

See opposite side for complete selection of sweat shirts, pants, & shorts.

insignia/Balfour House

639 State St. • Madison, WI 53703 • Tel. (608) 251-0495

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

If you wish to have any items shipped to an address other than your own, please specify on separate sheet of paper.

Key Letter	Qty.	Description	Color	Size	Price Each	Total

Packing and Shipping: Add \$2.50 for first item  
25¢ for each additional item.

Wisconsin residents only, add 5% sales tax

Please allow 2 weeks for delivery.

Check enclosed  MasterCard  Visa  American Express

Charge Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Interbank # MC only \_\_\_\_\_

**TOTAL**

Wisconsin Alumni Association

650 North Lake Street  
Madison, Wisconsin 53706

Address Correction Requested

H099604345  
MEMORIAL LIBRARY -UW  
SERIALS-ROOM 216  
728 STATE STREET  
MADISON WI 53706

ALMAGZ

53706

NON-PROFIT ORGANIZATION  
BULK RATE  
U.S. POSTAGE PAID  
COLUMBUS, WI  
PERMIT 106  
THIRD CLASS