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Wisconsin Alumnus

Volume 78, Number 5
July 1977



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The Weaver Years

On Wisconsin

This editorial will be highly personal. The University of Wisconsin-Madison is an institution of great distinction and quality because of its people—the citizens who help support a strong budget; the leadership of our state, which put the proper priorities on the importance of education; our alumni who continue their interest and support; and the strong, interesting, challenging faculty who attract outstanding students.

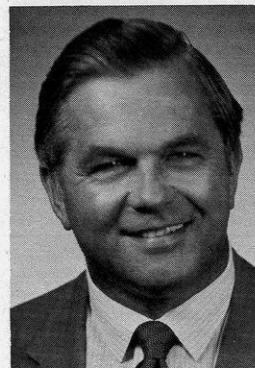
Then, to add the spice and flavor that makes this whole institution such a bright one, you put on the top of the list the names of Ruberta and John Weaver. John's qualities of leadership during his seven years as our President—from which he retired last month—are well known and well documented. (See "The Weaver Years," page 4—Ed.) Many tributes have been paid him for bringing together two giant education systems and making them into one solid team. I acknowledge that fact, but my purpose here is to salute the Weavers as *people* who have never failed to let us all know how much this University means to them. During their seven years here they have exhibited a love for their alma mater that is seldom if ever duplicated. It has been my good fortune to travel extensively with the Weavers, to see them in action, to witness their great warmth. At hundreds of Founders Days events which the Weavers, Maryalice and I attended, I saw them grasp the hands of alumni, anxious to talk with them, happy to be so involved. (John never eats at a banquet; he's too busy going from table to table shaking every hand.) And I'll never forget Alumni Weekends, when we would visit ten or eleven class parties in two hours. I'd blow my whistle, and then John would launch into an enthusiastic story about the classmates and what the campus was like when they were here. Everyone got a big kick out of seeing John and Ruberta and this way they

had an opportunity to meet and greet the people who were returning.

I look at John as the last of the old-fashioned presidents. He gets sentimental over *Varsity* and *On Wisconsin*. He prowls around the practice fields and has a close camaraderie with athletes and coaches alike. He's an emotional person with the ability to look behind the obvious to the inner qualities of an institution or person. (And of an object, which helps account for his remarkable abilities as a nature photographer.)

During the Weaver years there has been a marvelous spirit abounding on the campus. The young people have become highly involved in all the old, traditional activities. I think a great deal of credit must go to John and Ruberta Weaver because they foster this kind of thing. They encourage wide horizons, knowing that happy, involved students are good students who, when they leave us, take outstanding reminiscences with them, to become good, involved alumni.

Important to every great man is a marvelous woman who has qualities of strength. Ruberta, who is an alumna of Wisconsin, brings to us the graciousness that is so appreciated by all. Her beautiful home has hosted hundreds and hundreds of different events and thousands of people. The President's wife worked full time at her "office." Because of their joint efforts, in May the Weavers were the first team to receive the Distinguished Service Award in the history of the Wisconsin Alumni Association, as you know. All of us want to thank them. We will long remember the bright, warm, spirited pages they wrote in the history of this, one of America's great teaching institutions. They are two people who have given real meaning to those famous words, "On Wisconsin."



Arlie M. Mucks, Jr.
Executive Director

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The Swiss Colony
OUR 52ND YEAR

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Wisconsin Alumnus

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The Weaver Years

Faced with the challenge of heading a system he had opposed, John Weaver put it all together and made it work.

By Peter Thomas



January 1971 was at the beginning of the end of the awful period of confrontation, violence, cynicism and despair that racked universities while the war in Vietnam was pushed on. The worst of the campus disorders—the killings at Kent State and the bombing of Sterling Hall here—were in the past. There were no clear signs in the early months of 1971 that this was so, of course. Seventeen months later, as a matter of fact, some 7,000 protesters would be moved to demonstrate in Madison streets against the mining of North Vietnamese harbors, and on May 9, 1972, the UW ROTC building was to incur damages estimated at more than \$16,000 as the result of a fire bombing.

So, in that January 1971, when John C. Weaver became the fifteenth president of the University of Wisconsin, he perceived as his first responsibility to the institution a restoration of its credibility in the eyes of the Wisconsin public and legislators. He began travelling the state to carry his message and was especially anxious to establish stronger ties with alumni around the nation.

But as it turned out, the great shaping force of Weaver's career as president was neither demonstrators nor more traditional factors, but rather a political event generally referred to as "merger." Weaver had been in office less than a month when it was reported by a number of newspapers that the new governor, Patrick J. Lucey '49, was considering a plan to merge the University with the Wisconsin State Universities. (The UW at that time consisted of the established universities at Madison and Milwaukee, two new ones at Green Bay and Racine—Kenosha ["Parkside"], Extension, and ten two-year campuses. Wisconsin State Universities was made up of nine former State Teachers' Colleges and four two-year centers.)

The merger concept was not new. In the 1950s, Governor Walter Kohler, Jr. had attempted to "integrate" the two sometimes-competing institutions. That attempt failed, but it led to a compromise which

created the Coordinating Council for Higher Education (CCHE).

The CCHE was intended to regulate the growth of the two university systems and to prevent unnecessary duplication of programs. The fact was that the CCHE lacked regulatory teeth, and by the late 1960s it was simply passing along university proposals, almost unchanged, for legislative funding. It is likely that this situation was a major contributing factor in Lucey's decision to propose the merger of the two university systems. He included that proposal in his 1971-73 biennial budget message, a tactic which greatly enhanced the probability that it would eventually be adopted.

The accomplishment of merger, over the objections of both boards of regents and numerous others, was the result of complex interactions among a number of factions within the University communities, the state house, and the public at large. It has been—and will continue to be—the subject of many academic and journalistic examinations. It is sufficient here to note that, on September 18, 1971, the State Senate voted eighteen-to-fifteen to approve it. There was another procedural vote necessary in the Assembly, but on that September morning the governor's proposal became accomplished fact for all practical purposes.

The emotional peak was probably reached October 10, 1971 when Weaver, in the unique position of being the last president of the former University of Wisconsin and—by understanding throughout pre-merger debates—soon to be named the first president on the newly merged system, addressed the Board of Regents which was meeting for its last time.

"In this hour you stand at the summit of an institutional divide—a divide formed by the conclusion of one era, the anticipation of another," Weaver told the regents. He noted that "our present situation must be virtually unique in the annals of higher education. Many a board finds



itself at various times and for various reasons disposing of presidents. But just name me the other instance of a president out-lasting his board! . . .

"There is basic wisdom in John Kenneth Galbraith's observation that: 'Good universities have always been places of contention and dispute. Bad universities are as silent and tranquil as the desert.'"

On the following Monday the governor named all of those serving on the two former boards to one new, larger Board of Regents for the University of Wisconsin System. The next day the Senate rapidly confirmed the nominations, and the new Board was able to hold its first organizational meeting October 19th in Alumni House in Madison. It elected W. Roy Kopp, a former State University regent, as its president.

On November 5th Weaver was installed as the chief executive officer. Leonard Haas, former president of WSU-Eau Claire and executive secretary of WSU, was selected to be executive vice president.*

* Haas has since returned to Eau Claire where he is chancellor of the university.

At the time, Weaver told the regents, "I would not for a moment leave the impression that even with . . . strength and unity, the assignment (to make a success of merger) will be easy. Change is never simple nor comfortable. Tensions, frustrations, impatience, mixed fears, emotions and aspirations will surely surround us and press in upon us. We will be called upon to muster uncommon resolve, meticulous care, spotless integrity and insightful wisdom."

The tasks that faced Weaver as president of a new amalgamation of universities were considerably different than his previous challenges as president of the UW. True, each institution had legislatively been renamed "UW-something." The University at Madison was now legally named "University of Wisconsin-Madison." But a mere change of names was insufficient to reconcile the differences among institutions, nor was it enough to bely the initial fears and suspicions of their representatives when they convened for their first meetings as members of a new system.

There was, for instance, the simple question of what title to confer on the chief executive at each university. Each had been "president" before the merger. It was unseemly, however, that the chief executive of the system and the chief executive of each university should hold the same title. At the January 1972 meeting the regents resolved the matter by renaming the former presidents "chancellors."

Because Weaver's was the first UW-System administration it established benchmarks against which those to come will be compared. Its accomplishments are likely to be of major future importance. Among them are:

The design of the new central administration. This was made difficult by language in the merger bill which prohibited elimination of separate central offices for each system until final legislation had been

passed. It was apparent that passage was some time away. In the meantime, the operation of two central offices would be both duplicative and administratively undesirable. Weaver devised a functional blending of the two while technically maintaining separate central administrations for each, and thus was able to combine personnel in offices in Van Hise Hall.

Redesign of "Outreach." (Center System, Extension and the Extended-Degree program) The process of combining the two-year centers which had been affiliated with the UW with those of WSU was frequently termed "a merger within a merger." In fact, all of the two-year centers, whatever their origins, were severed from campus ties and placed within a Center System. This unit is headed by a chancellor who reports to the Provost for Outreach.

University Extension existed in a number of forms before merger. In the former University of Wisconsin, it had a central office and provided services statewide. In WSU it was more often operated out of individual offices without central coordination. In the merged system, Extension has become a true statewide organization, drawing upon resources of all universities within the system. It, too, is headed by a chancellor who reports to the Provost for Outreach.

A third segment of Outreach is a newly emerging component of off-campus study. The originally proposed Regents' Statewide University never received sufficient legislative funding support to become operational. Its successor, the Extended-Degree Program, is now being devised.

The Academic Program Planning and Review System. This consists of an audit of all programs—graduate and undergraduate—offered by the universities around the state. These audit and review systems provide

the mechanism whereby educational planning may be conducted on a statewide basis with the full knowledge of what programs are already being offered in a given area.

Establishment of missions for each institution. In the university system, this ranks as the single most important accomplishment of the Weaver administration. First, the process of adopting the mission statements was instructive. Public hearings were held at every university and two-year center in the autumn and winter of 1973. In those localities where a threat to the health of the institution was perceived, citizens turned out in large numbers to testify to the importance of higher education in the community. These public hearings for the missions produced the most spontaneous demonstration in recent years of the continuing strong public support of public higher education in Wisconsin.

But beyond that, the mission statements provide a framework—shaped in consideration of state colleges and universities as a whole—within which the institutions of the university system may conduct their planning with the knowledge that they are consistent with the educational needs of the state.

Maintenance of quality during fiscal emergency provided the Weaver administration its greatest challenge. For the first time in Wisconsin history it became necessary, in 1973-74, to include tenured members of the faculty in lay-offs because of fiscal emergencies. Procedures were developed to give the greatest individual attention to due process in what is obviously a painful procedure. (While well over 100 tenured faculty—all at universities outside of Madison and Milwaukee—were designated for lay-off during that period, only about fifteen remain in that category as of this writing. Nonetheless, the unhappy precedent will not be lost on future observers.)

Response to the governor's request to phase down the scope of the uni-

versity system eventually provided the new federation of universities its greatest sense of community.

A task force of faculty drawn from the various institutions was hastily assembled to study the governor's request, which came in the form of a letter to then Regent President F. J. Pelisek in January 1975. It is the opinion of a number of senior officials in the central administration that this task force was pivotal in building a greater sense of collegiality among faculty from this mix.

The report of that task force was also extremely significant, and it was the basis upon which President Weaver prepared his reply to the governor, delivered April 18, 1975. The chief finding, and the most important thrust of Weaver's response, is that reduction of the physical size of the university system will not save significant sums of money unless a large number of students are also simultaneously denied access to the remaining public institutions.

The final result of the entire exercise was the establishment of enrollment ceilings for some institutions.

The Faculty Representatives are drawn from faculty senates of each UW-System institution to constitute a group with whom administrators in the central office may consult in the process of developing policy. The creation of the group took considerable time because certain organizations which favored collective bargaining felt that they should represent the faculty on a membership basis. Weaver held his position that the representatives must be drawn from the senates, and he prevailed in early 1977.

The continued excellence of UW-Madison was a matter of grave concern at the time the merger bill was being debated. The fear was that competition by other universities within the system could somehow homogenize the institutions. The concept of "clusters" was adopted quite

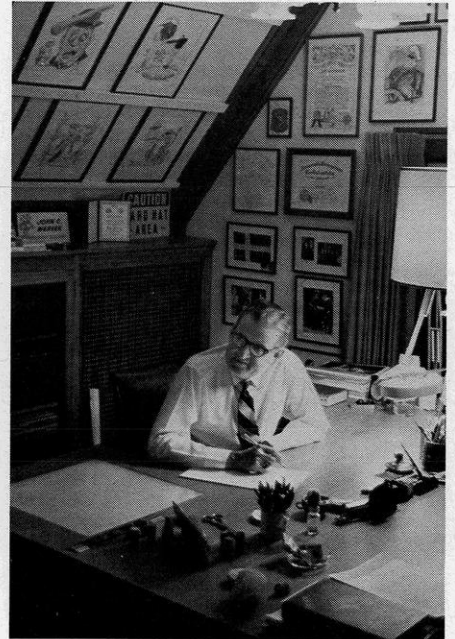
early in the Weaver administration. This concept holds that there should be different levels of funding for different "clusters" of institutions. Thus, the "doctoral cluster"—consisting of UW-Madison and UW-Milwaukee—has a higher base level of funding than the "university cluster" which is the other four-year institutions.

While it would be presumptuous to generalize from this that the central administration is somehow responsible for the extraordinary faculty at UW-Madison, it can be asserted that the central office made an early and positive effort to avoid disrupting that group through fiscal leveling.

Reduction of fees and tuition for resident students was a proposal of the Weaver administration which failed. The Board embraced the concept in 1974, but it was lost in the backwash of the governor's request that the system be reduced in scope. Nonetheless it remains one of those propositions which the president sought, and by which he will be judged in the future.

Sunday evening, July 25, 1975, while at his home at 130 N. Prospect, Weaver suffered a heart attack and was hospitalized. It was not until August that he was able to return to his office on a part-time basis. In February 1977 he returned to the hospital with severe chest pains. Coronary by-pass surgery was scheduled, and he underwent the operation in March.

In December 1975 he had summarized to the Board of Regents what he thought were the major accomplishments since the time of merger. At that meeting in Milwaukee he ticked off the list. It was typical of Weaver that in so doing he mentioned that, "We, as a team, have made merger work." He has always been quick to credit his chief aids for their substantial contributions. On several occasions observers in other states made favorable public comment on the shape the University



of Wisconsin System had taken under Weaver. He invariably insisted on sharing the credit.

John Carrier Weaver will remain a controversial figure on the Wisconsin higher education scene as long as there are people with whom he held conflicting views, and there are plenty of those. The historians of some date we cannot now know will make the summing up. One thing they will acknowledge:

A stroke of historical happenstance threw John Weaver into a job to which he never aspired, and he got it done.

Mr. Thomas is a staff associate in the office of Statewide Communications. He wrote "Getting From There to Here," the story of Edwin Young's selection as UW-System President, for our May issue.



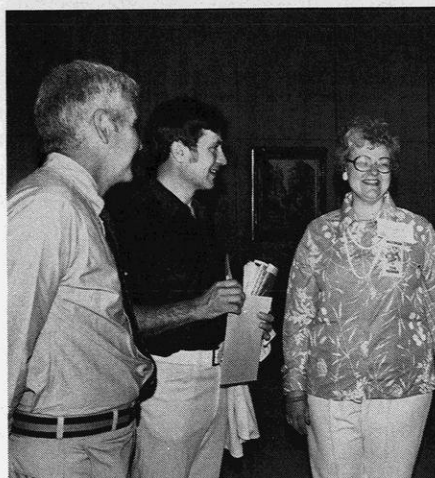
The Half-Century Club luncheon honoring the Class of '27 on Friday, May 20 (at left) was the largest in history. Some of the class members are (above, left): Florence Malzahn Butz, Grand Cayman, BWI; Mabel Butler Bourgeois, St. Louis, with her husband, Harold; and Clark H. Abbott, Marshfield. (Above) New WAA officers were elected by the Board of Directors. Seated are President George Affeldt '43, Milwaukee; and Third Vice-President and DSA Winner Betty Erickson Vaughn '48, Madison. Standing, Harold E. Scales '49, Madison, chairman of the board; Eric Hagerup '58, Whitefish Bay, secretary; Urban L. Doyle '51, Cincinnati, first vice-president; and Frederick Stender '49, Madison, second vice-president. Treasurer Jon Pellegrin '67, Ft. Atkinson, and Patricia Strutz Jorgensen '46, assistant secretary, from Milwaukee, were absent when the picture was taken.



Alumni Weekend '77



(Above) Students who were honored at the Alumni Dinner were this year's Senior Award winners, seated: Edith Felts, Madison; Barbara Kornblau, Bayside, N.Y.; Michael Roth, Fond du Lac; Barbara Lee, Clinton; Patrick Hohol, Niagara; and, standing, right: David Arena, Waukesha. Also standing are Deborah Dowling, Lake Bluff, Ill., winner of the Imogene Hand Carpenter scholarship for juniors; and Gregory Paprocki, a junior from Two Rivers, who received the first annual David Langer Memorial Scholarship. (Above right) Margaret Lewis Ball '20, Madison; Carl Krieger '33, Camden, N.J.; Gus Bohstedt '15, and Louis Sasman '16, Madison; Mary Isabel Winslow '22, Dodge City, Kas.; and Frieda Pett Consigny '21, Madison. (Right) The Class of '52 held its Quarter-Century Club luncheon on Saturday. (Below) Class Gift Chairman Don Ryan, Janesville; George Postich, Bowling Green, Ohio; and Pat Anderson Mair, Madison at the '52 reception. (Below, right) Constance Hampl '27, Vermillion, S.D. and Elgie V. Seeman '22, Madison. (Left) Yoshinari Sajima, Tokyo, receives a W blanket from his '27 classmate, Lloyd Larson, Milwaukee.



Short Course

Wasted Resource. Maybe it happened around home. A sharp teen-ager tried to get a summer job, but the best he/she could find was a chair in a Photomart booth. Such trivial offerings are modern society's goof, says Prof. Sterling Fishman of educational policy studies and history. We want teen-agers as consumers, but we won't give them a chance as producers, and that's bad for them and for America, Fishman believes. He suggests three remedies: abolishment of child labor laws now that the sweatshops are gone; creation of a youth corps a la the CCC; and intelligent managerial attitudes toward jobs that don't require extensive training, so smart kids aren't turned away because the work is overclassified.

Goodbye, Hello. Dr. Frank Rice, a clinical psychologist in our Center for Health Sciences, has a solution for a troubled marriage. Plan a divorce. You might not go through with it, but that's fine. Rice has found that couples frequently feel bound by social and religious pressures to continue a marriage they're unhappy in. The trapped feeling brings out the worst in the situation. So he tells them to consider breaking up. Accepting the freedom to get out, many settle back in and frequently get the marriage going again.

Husky and Starch. It's too bad neither Don Schott nor Scott Fischer is a mathematician. Then he could figure the odds against two other guys repeating their true-life adventure. They graduated in June with first and second place in the annual Herfurth Award competition, which goes for the same reasons all the other awards do, plus speaking ability. This is not unusual, but what is is the fact that Schott and Fischer were buddies all through little John Edward High School in Port Edwards, where there were sixty-three in the class. Schott heads for Harvard Law School; Fischer stays here to enter Medical School.

Working Drinkers. Five percent of management and labor are problem drinkers. About a quarter of their salaries is a gift, because their performance doesn't warrant it. This costs American industry something like \$9 billion annually. It would be cheaper, if not easy, says campus economist Gerald Somers, to do something about rehabilitating these people. Such programs would entail union support for those entering it so there can be no reprisal; acceptance by management that problem drinking is a disease; in-plant counselling; training for supervisors and union stewards; confidentiality and follow-up. But a really effective effort—and Somers admits there aren't many of those around—can show a seventy-percent success rate.

Lab Report. Physiologist John Folts of our department of medicine is the first to connect "sticky" blood platelets to coronary attacks. He prescribes an aspirin a day, which seems to keep those platelets moving along. But don't prescribe this for yourself. . . . And Dr. Raymond Chun, a neurologist, took part in a study which appears to refute the recent trendy California "discovery" that food additives increase hyperactivity in children. That idea led to the Kaiser-Permanente diet, so Chun and psychologist J. Preston Harley put forty-six hyperactive Madison kids and their families through an eight-week, rigorously controlled blind study. They found no difference in those on the K-P diet and those eating the usual number of additives.

We've Got To Get Organized.

Maybe the reason your office is up for grabs all the time is that you're going about problem-solving all wrong. Prof. Gerald Nadler of our industrial engineering department says ask not "What are we doing wrong?" That creates psychological resistance and causes "information overload," he says. Instead, ask "What is our purpose?" When you get an answer to that one, solutions start showing up. Nadler calls his theory the "purpose-design approach." He gave his suggestions to a group studying nurse utilization, and before long it was winning national awards for innovations in patient care. (He adds that details should be kept to the very end of things; and that it's a good idea to run purpose-design sessions when things are going well, too, to keep them that way.)

Success Story. Since it was developed here in the 1960s, ICE—individually guided education—has been taken up by more than 2000 elementary schools nationwide. That's the plan which takes the kids out of groupings by age and grade and moves them along at their own pace, with the requirement that they master certain minimum basic skills. Educational psychologist Herbert Klausmeier was one of the developers of the idea in our R&D Center for Cognitive Learning, and he's heartened by its success because, among other things, it's expensive to train staffs to undertake it, although no more costly to run. He's happy about places like Janesville: After kids with three years of ICE training outscored those without it in math, reading and spelling, the city's whole elementary school system converted.

History Corrected. When Columbus landed, there were an estimated fifty million Indians on this hemisphere. Among the trinkets he and later adventurers brought them were smallpox, measles, chicken pox, malaria, bubonic plague and the likely prospect of being sold into slavery. These, says Prof. Bill Denevan, director of our Ibero-American Studies, reduced the native population by ninety-five percent in one century. The books have it that Europeans came to settle a wasteland, but says Denevan, "we didn't tame a wilderness, we created it."

Finners. Hoofers has a new group, the first it has admitted since the Mountaineers Club joined in 1952. This one is the Scuba Club, which came in with twenty members during the winter and grew with monthly films and diving trips. And if you are going to scuba, this seems to be the place from which to. Mechanical Engineering Prof. Ali Seireg keeps surfacing with one idea after another. During the spring, with the aid of grad student Amr Baz, Seireg developed: an automatic control which allows the diver to go to the depth desired and stay there; an orientation device so he/she shouldn't forget which way is up; a "glider wing" which moves the diver forward laterally; and a strap-on computer instrument which all but precludes a case of the bends. It shows present depth and breathing rate, safe decompression depth and time required there, and sends out a warning signal when it's time the diver started moving up to decompression level.

Devaluation. Campus teaching assistants (who must be graduate students, of course), get a pay raise this fall. At the top of the scale are the fourteen percent with three years' experience, and their new scale is typical. The chart says they'll earn something like \$11,980 for full-time work in a nine-month year. But they can't have full-time work: grad students aren't permitted to. And tuition comes out of their salaries. So when you boil it down you boil it way down: if this group works half-time, which is about all most can handle, their take home pay is about \$4900.

Out of Commission. The opinions of most sales managers and management experts to the contrary, pay raises, including commissions, don't do that much for salesmen. Marketing Profs. Gil Churchill and Neil Ford did a study, and came to the conclusion that salesmen want promotion and growth, once their income is where they think it should be (however, older salesmen think it should be higher than do the younger, probably as a morale-raiser to recognize their added years of experience). Not too surprising was the finding that the gold-watch/honors roundtable type of reward doesn't thrill many.

Lagniappe. The regents' Business & Finance Committee has recommended that the University "develop and implement a plan for prudent divestiture" of nearly \$9 million in stocks it holds in corporations doing business in South Africa. . . . Econ Prof. Donald A. Nichols, 36, on our faculty since 1966, is the new U.S. Deputy Assistant Secretary of Labor for program analysis and policy development. . . . Several campus elevators now have braille push buttons and floor indicators. . . . Dwight Armstrong, 25, arrested in

Toronto in April, was sentenced to seven years in a federal prison for his role in the 1970 bombing of Sterling Hall. His older brother, Karelton, is serving a twenty-three-year term, and David Fine is doing seven years. The fourth suspect, Leo Burt, 29, is still at large. . . . *U.S. News & World Report* told of a Standard & Poor survey of 74,000 leading executives throughout the country. Thirty percent had attended one of just twelve colleges or universities, with Wisconsin among that dozen. . . . The fifty members of the campus grounds crew care for more than 900 acres of flowers, shrubs and lawns. . . . "The Nature and Scope of Marketing," in last July's *Journal of Marketing* was named by the American Marketing Association as the best article of the year. Its author is Prof. Shelby Hunt of our School of Business. . . . Back in 1967, a ten-hour visit to the home of History Prof. Jan Vanzina helped Alex Haley establish the meaning of three words handed down to him by his grandmothers. One proved to be the Mandinka tribal word for the Gambia River, another was the name of a stringed instrument, and, Vansina told him, "Kin-tay" must be the name of a famous African clan named Kinte," which, of course, it was. Vansina is an oral historian who specializes in finding the facts imbedded in stories passed down through the generations. . . . New registration hours this fall will be 10 a.m. to 6 p.m., the better to serve the swelling numbers of career people taking random courses. . . . On the day last spring when they did the once-each-semester headcounts at the two Unions, 9,019 meals were served at Memorial, 3,065 at Union South. Incoming traffic is up by about 20 percent in both buildings.



On the mall a happier look at what tomorrow might bring.

By Rob Fixmer

Remember tomorrow? What happened to our dreams of a Flash Gordon world of radar-steered cars, meals in a pill, orbiting space colonies? The bright, sparkling future that America dreamed of in the 1930s and '40s never happened, and won't. Instead of a glass-and-steel technological utopia, modern life often amounts to a social quagmire of pollution, inflation and urban chaos. Where did we go wrong?

The answer to that question is simple and well known by now; the dream was based on an assumption of limitless energy to supply the power needed for gadgetry. Now, of course, we are not so naive. We are coming to grips with the limitations of nature and environment. Some believe that it's downhill all the way now, but John Sesso is among those who disagree with that pessimism.

Sesso is a graduate student in our Institute for Environmental Studies. On a Saturday in early May he and an associate, Peyton Smith, with the help of the Wisconsin Union Ideas and Issues Committee, presented the Alternative Festival, a fair on the State Street Mall. Its purpose was to give the

University and the community a happier look at the future. It's a future of change, to be sure, but unlike our long-ago dreams of vacations on Mars, Sesso's vision of tomorrow calls for *appropriate technology*.

"Appropriate technology" is not an easily defined term. It means different things to different people; it is a changing, growing concept. Further, what may be "appropriate" to one place, time or purpose may be unsuited to another. For many the phrase is identified with British economist Fritz Schumacher, who used it first in his book, *Small Is Beautiful*. (Indeed, "small" is often included in the definition.)

Very generally, the phrase can be described as any technology that is easy to understand and maintain, small, dependent on locally available resources, and fitted to local needs. It makes use of renewable resources ranging from human labor to garbage, and generally costs little in money and environment.

There were forty exhibits and seminars in the Alternative Festival, focussed on seven areas of common concern. Energy was the topic which attracted first attention of exhibitors and public;



Photos/Gary B. Saffitz

in fact, most exhibits related to the energy crunch in some way, and eleven of them were displays of energy sources ranging from wood-burning stoves to solar heat and gravity-ram pumps. In most cases, they were working models. If one can judge by the enthusiasm of the thousands who visited the festival, it's safe to say that solar energy—more than any other—has captured our fancy as a power source. Aspects of it were offered in four displays, perhaps the most instructional of which came from the UW-Stout and involved a participational workshop. Spectators actually helped build a solar heating system designed for Wisconsin's climate. (It employed flat-plate collectors and a rock-storage bin with air forced by fan.) The American Society of Agricultural Engineers provided a display of solar grain-drying. There were three other examples of flat-plate solar collectors already available on the market. One was a water-heating unit, impractical for the Wisconsin climate because it demands

large amounts of anti-freeze on cold winter nights.

Wind power equipment ran a close second to solar energy as an attention-getter. Much of the appeal of using solar or wind power lies in the ease of understanding the necessary equipment. The concept is much simpler than is that of the fuel-burning forced-air system. Neither sun nor wind produce noxious fumes to be vented, and both are completely safe if correctly installed. But there *were* warnings. Professor William Beckman of the College of Engineering advised care in purchasing new devices, particularly solar units. He pointed out that the technology is still in the infant stages, and that some of the devices available commercially are the creations of businesses eager to cash-in on the energy shortage without having first developed the units to prime efficiency.

There were warnings, too, about wood-burning sources, although they were of a different nature. The Kickapoo Stove Works showed several demonstration models. Kickapoos are considered to be the safest, most efficient form of wood-burning heat available. It is not normally the stove

itself that may be dangerous; rather, the tendency to improper installation—often by the homeowner—causes many insurance companies to refuse coverage on homes thus heated. Neglect of an appropriate floor plate, hazardous proximity to walls, and failure to inspect chimneys for safe flues can lead to disaster from fire or smoke inhalation. The Kickapoo people spent a great deal of time explaining that wood heat is safe and efficient, but not a form to be employed without intelligent safety precautions.

Most of the festival crowd seemed to understand the basics of wind, sun and wood heating, but another system generated a great deal of baffled curiosity. The Hydrolic Ram Pump, a device which pumps water with no external power source, comes as close to perpetual motion as anything most of us have ever seen. Basically, I discovered, the pump pressurizes a holding tank by capturing a flow of gravity-fed water, using a one-way valve and a piston. So far the mechanism has been confined almost exclusively to underdeveloped countries, but its incredible efficiency is now

drawing attention the world over.

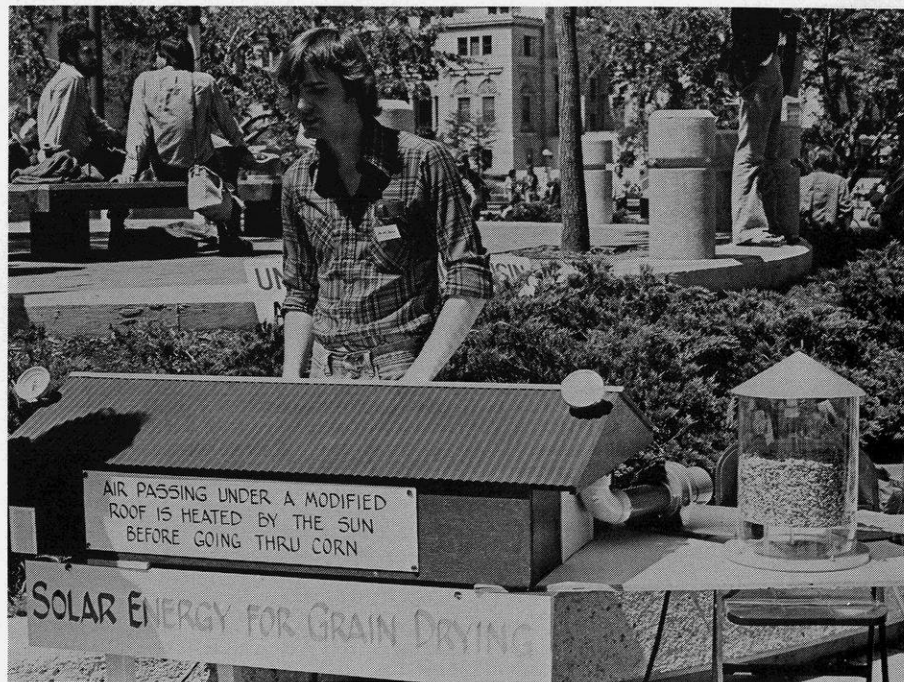
Underground housing was the subject of a display by two students in our department of landscape architecture. It featured diagrams and drawings, and talked about strengths and weaknesses of the concept. The strong point, it appears, is its energy efficiency. Soil around the home reaches its lowest temperature in June to cool the interior during the summer months, and is warmest in early January, holding much of its heat during the winter. No insulation is needed, of course; the temperature stays relatively unchanged for weeks or even months with correct ventilation. Most surprising is the fact that an underground home can be anything but dark and gloomy; with skylights it is actually brighter and sunnier for more hours of the day than are comparable above-ground homes.

Even alternative housing needs financing. Members of the United Stand, an environmental organization, set up an information booth for those curious to know about building codes and financing problems. (And there are problems in both cases: most banks refuse loans for underground housing because of its unknown resale value. Building codes in many cities and counties have not caught up to alternative forms of housing.)

Food, our personal source of energy, was covered by exhibits on home gardening and the raising of dairy goats, and the Common Market Food Cooperative gave out literature on methods of food distribution.

Water conservation—so dramatically brought forth in the recent droughts in the West and Southwest—was discussed by the Madison Water Utility, with instructions on reducing water demands during the summer, the months of highest consumption. Two companies displayed composting toilets and home organic waste-treatment plants which, without using water, turn human waste and garbage into rich, odorless soil.

Next to home heating, transportation poses the most critical demand on our energy resources. It is one of the most difficult areas in which to make headway, “alternatively speaking,” chiefly because our cities have been planned to rely heavily on the private auto. So the School of Engineering, seeking an automobile that is more efficient, displayed a flywheel model. It uses a



standard internal combustion engine which stores energy in the massive flywheel, providing a 50-percent increase in fuel economy. Its designers believe that improvements can bring about an increase of 100 percent. The Madison Metro Bus Company exhibited its new shuttle bus, one reason it has won several awards for efficiency and innovation. This one—which has been in use around the campus and State Street for several months—is a sixteen-passenger diesel Mercedes which delivers twice the mileage of the standard city bus.

Of course, the greatest transportation economy of all is provided by “human power.” The city provided graphics of bicycle corridors which have already been developed, and David Robb, an unsuccessful mayoral candidate this spring, talked about his goals for a bike path in and along the University Avenue corridor. Three local citizens showed their “bicycle car,” designed to permit two people to pedal while seated beside each other.

Six exhibits dealt with alternative approaches to health care, from diagnosis employing a computer to holistic medicine. The Association for the Study of Occupational Safety was there, and the UW Hospitals had a booth describing “Mr. Yuk” poison labels to protect children.

Integral to the implementation of any concept is a well planned program of communication. Wisconsin’s Envi-

ronmental Decade ran a booth explaining how to communicate with state and national legislators; Earthwatch Radio demonstrated an environmental information program; the Madison Book Co-op offered publications on appropriate technologies.

The Alternative Festival opened the door to a better understanding of the term “appropriate technology.” Further, it promised a not-so-gloomy future.

It was the simplicity of most of the ideas which showed the best hope for our polluted age. Looking at a drawing of a log cabin and reading about its natural heat efficiency can make one think about the fact that the concept of appropriate technology is not at all new. But somewhere in the race to the future we seem to have lost ourselves in mass production, assembly lines and prefabrication. In that rush we neglected to note to what extent we were plundering the resources of our planet. The real importance of the Alternative Festival is that it provided a few ideas which might help lead us back to a responsible technology capable of meeting the demands of our changing society.

Mr. Fixmer, of Ft. Atkinson, is a senior in the School of Journalism, and is an assistant in the public information department of Memorial Union.

Student Standpoint

The Resurgence of Liberal Education

By Mark Hazelbaker

In 1970, another time, another era, the watchword on campus was "relevance." Vietnam and Cambodia were at their peak as centers of controversy. And there was much of that. In the context of critically examining the nation's role in the world, many students began to question their role in the University, and the University itself. They asked what relevance many of the classic liberal arts studies, such as economics, political science, or sociology had for them when the real world was not a neat system of supply and demand curves, political structures, or social systems.

The "Cambodian Spring" in 1970 was the peak of the anti-academic sentiments on campus. It seemed to students then that the arts and sciences being taught were monstrous, valueless concepts that were being used to rain death on Asia instead of bringing peace at home. That spring saw droves of students protesting the war, social injustice, political repression, University curricula that dealt with abstract ideas instead of the concrete realities of war.

Student committees began to visit professors, demanding that they teach "relevant" material, so that the real issues—Vietnam, et al., could be dealt with. These students made a serious error. They missed the point that liberal education is *always* relevant, despite its seemingly abstract nature. The protesters failed to make the key connection between ideals, concepts and their real world counterparts.

To be sure, the war in Indochina was not a class topic. (Although the history department will probably offer a course in it someday.) But the issues raised by the war, and other social concerns were all dealt with in the same way that any idea, issue, or event can be dealt with through a broad-

based liberal education: through application of a general framework of analysis to specifics.

Imagine what would have happened if the University had surrendered. In 1970, many classes were disrupted by the protests, some to the point where professors gave everyone A's, not sure how to grade students anymore.

Had the narrow, immediately relevant concerns of the times been the only subject matter taught, the degrees granted by the University would have become obsolete on January 26, 1973—the day the Vietnam war was officially ended.

If students studied economics to understand the political power of the defense establishment, or if they had taken sociology classes dealing with injustice, inequality, and poverty, they may not have been imbued with the pressing issues of the time, but they would have been able to analyze the events with an overall framework of knowledge gained through liberal arts.

The broad-based, non-specific course of study essential to liberal arts is relevant in and of itself. For a liberal education is not merely a large group of facts crammed into one's mind long enough to pass a final exam. It is, rather, a tool which never wears out, no matter what circumstances may be. The basics of liberal arts—writing, general understanding of many areas of knowledge, and competence in one specific area, serve their bearer forever.

In the early seventies, liberal education seemed imperiled. Employers reported that graduates could not write, and did not have the depth and breadth of knowledge associated with a college degree. Last fall, the University held writing exams for juniors aimed at diagnosing problems many students had with the written word. Now there will be a tightening of writing-skill requirements (WA, Mar.). That program is just one part of an overall commitment to the future, a dedication to the ideal that graduates leave the campus equipped to deal with not only present day problems,

but the rapid and sweeping changes that must inevitably occur.

Looking ahead, we face a future with few certainties. Many economists and scientists say that the United States may not have enough energy to maintain the economy in twenty-five years. Others prophesy sweeping changes in social order, political systems, and daily life.

With an understanding of not only present institutions but also the concepts underlying them, the liberal arts graduate can adapt to change, instead of being trapped by it.

Assuming, for example, that gasoline runs out in ten years, it will be the auto mechanics locked into fixing internal combustion engines who will be jobless, not the broadly-educated scientist.

That same scientist may be the one to invent an alternative. And he will not invent a new engine from his knowledge of the old. Rather, he will use his understanding of the laws of physics and chemistry to find a practical answer.

In less concrete areas such as economics, understanding of principles, not practices, will allow the challenges of the future to be met. If the economy is fundamentally restructured, for example, the secretary may lose her job if typing becomes irrelevant. But the educated businessman, with an understanding of how economies operate, will be able to adapt to new practices or products, if necessary, to function in a new and different world.

The coming challenges will not be easily met. But they cannot be met unless the men and women dealing with them can adapt to "si tempora, si mores," drawing on a broad background.

It has been said that the one characteristic of man that has allowed him to dominate the Earth is his endless adaptability. Liberal education is a necessary part of that adaptability in the modern, changing, world.

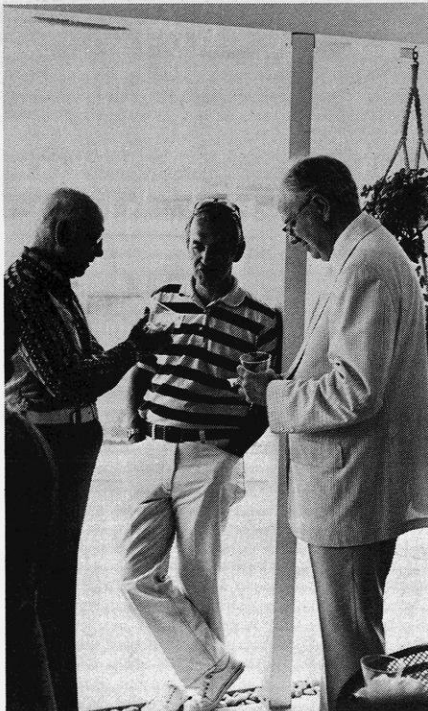
Mr. Hazelbaker, of Mukwonago, is a junior in the School of Journalism.

Say, Isn't That...?



Rochester, N.Y.-area members of that club are Gene Cruse '50; Roger Teumer '55; Mary Emig Ackerman '49; Joe Frantz '64; guest speaker, Regent F. J. Pelisek

'54, Milwaukee; Rollie Paluczak '63; Jim Shafer '66; and Allen McDowell '60.



Sarasotans Ernest Hewitt '27 (left) and James H. March '17 (right) with a winter visitor, Richard Knadle '59, Sioux City.



At Racine's Founders Day, Pat Richter '64, Madison, guest speaker; WAA staffer Bill Schultz '73, and club president John Berge '51.



Vice Chancellor Cyrena Pondrom (center above) spoke at the Akron-Cleveland Founders Day dinner. With her are Gwen Gerland Dix '70 and Audrey Schmid Hoelzel '49.

"Meanwhile, back in Madison," (right) for Founders Day were Anna Anderson '02; club president Treva Caldwell Breuch '60, and speaker Catherine Cleary '43 of Milwaukee.



Photo/Tom Kelly



UW Women's Athletic Director Kit Saunders (third from left) was guest speaker at the Green County (Wis.) Founders Day event. With her are club officers: Karla Geiger Snively '48, Bob Crandall '54, Martha Etter '68, all of

Monroe; Gerry Condon '39, Brodhead; Verla Babler '67, New Glarus; Bill Gyure '48, Monroe; and Howard Voegeli '52, recipient of the club's Outstanding Alumnus Award, Monticello.

Letters

Cheaters In The Lab

Prof. Walster's article (March; "Is There a Cure for Research Cheating?") was especially interesting to me, as my experiences in science have led me to similar conclusions. My field is meteorology, and I have a Ph.D. in the field from the University of Oklahoma. (Let me state from the outset that I think the meteorology department at the UW is outstanding.) I think that the solution proposed by Prof. Walster would require some modification for the so-called "hard" sciences. Nevertheless, his basic concepts seem pretty sound. It seems clear enough that the scientific community cannot afford very much dishonesty without causing disaster. The emphasis on "positive" research results, when coupled with publish-or-perish, encourages abuses. But in my field and, I suspect, in most physical sciences, it does not seem clear at all that we can separate the results (and their interpretation) from the technique used to obtain them. How does one gauge the theoretical and practical importance of the research without knowing the results?

I couldn't agree more when Prof. Walster emphasizes the importance of negative results. (Why should scientists repeatedly develop square wheels just because nobody told them they wouldn't work?) But it seems to me that the interpretation of the results is just as critical as knowing how they were obtained. If the author can have a paper published without having his interpretation of the results subjected to review, I suspect that declining standards of publication will decline still further. A critical and often neglected part of scientific work is an effort to put results in some sort of perspective, to avoid mere regurgitation of results.

CHARLES A. DOSWELL III '67
Kansas City, Mo.

Prof. Walster replies:

In the original article proposing a new editorial policy, we list nine obvious potential criteria that could be used

to judge the quality of a piece of research, none of which requires knowledge of the results. (Walster, G. W. and Clary, A. T., A Proposal for a New Editorial Policy in the Social Sciences. *The American Statistician*, 1970, 24, 16-19.) The first three are: 1. Theoretical relevance and/or justification; 2. Relevance to applied and/or topical issues; 3. Predicted outcomes and the implications for the theoretical and/or applied problems.

Obviously, an author will want to include in his article a brief discussion of the implications of the results (other than those already subjected to review) particularly if the outcome was unanticipated. However, it is fundamentally the *design* of a piece of research that generates relevance to some question of interest, *not* how the data happen to come out. □

... I quote from a letter I wrote the *New York Times* after the article appeared therein: Fraud anywhere is disturbing, and if it is true that it is a "rising problem in science" we are in for trouble. There have been some well-documented cases where deliberate fraud was attempted, (but when the *NYT* reporter says) that Gregor Mendel, the father of the gene theory of heredity "may have doctored the results of his pea-breeding experiments to make them appear more perfectly to conform to his theory of heredity," I strongly object. (The reporter's) evidence is merely that a statistical analysis of Mendel's published data indicates the odds are 10,000-to-1 against their having been obtained in a real experiment. ... Historical truth is not a matter of probability. The fact that a statistical analysis may establish odds of 10,000-to-1 against a given happening does not prove that it didn't happen, nor does it provide "evidence" that it did not. Odds cannot tell whether a given event did or did not occur nor whether it will or will not occur in the future.

Real evidences must be more substantial than mere probabilities.

ALAN BOYDEN '21
Prof. Emer. of Zoology
Rutgers University

... The article is a superb reminder that sin, concerning which I made inquiry in a book a few years ago, has been rediscovered and seems to be thriving in the most unexpected places.

KARL MENNINGER '14, MS '15, MD
The Menninger Foundation
Topeka

Conscription and Amnesty

Mr. Tesdell's comments on the Vietnam war and objectors (March; "Student Standpoint") reflect his feeling that as long as one can give a good excuse for his behavior everyone should agree with him. As far back as the Crusades we have read of wars that were for a "cause," or were "good" wars or "bad" wars. Has there been *any* war that was good? We might say Mr. Roosevelt wanted America involved in WW II as recent information has been brought to light; and Mr. Wilson's actions should be condemned, as they led to WW I. All kinds of excuses or explanations can be offered pro and con in reply.

Anyone involved in wars, whether as an active participant or objector, has his side to explain and live with in the coming years. But to say that the Vietnam war was any worse or better than any other war is a cop-out for Mr. Tesdell and his Canada-moving friends.

I do not feel that the conscience of America "festers," but the conscience of those who blasted one of the University's buildings and took the life of an innocent bystander, or fled to friendly areas to avoid admitting they might be cowards, these might find their conscience will be telling them something for many years to come.

PAUL KLEIN '50
Rockford, Ill.

... All wars are inexcusable, true. However, if we want to justify the actions of the draft-dodgers and deserters, then our great U.S. will experience sorrowful problems if and when a *real* need and cause takes place necessitating our military duty. President Ford declared an opportunity for all draft-dodgers and deserters to make amends in an honorable way, but not very many took advantage of the opportunity.

H. O. SHERBERT '26
Minneapolis

Lee Tesdell is a traitor and a coward. He and his friends form a nucleus of American destruction, not its conscience. Those who suffered loss or bereavement because of the treachery of Tesdell and his ilk

(could they only be identified!) have my full sympathy and condolence.

RICHARD M. FENNO '41, MD '49
NASA/JSC Clinic
Houston

No Granddaddy

Re "They're Running For Their Lives," (May): to state that the University of Wisconsin is the "granddaddy" of organized academic exercise is erroneous to say the least. It's all I can do to refrain from using more colorful language! I joined Dr. Tom Cureton's testing program for Illinois faculty in 1954 and I believe it was organized several years earlier. Dr. Cureton was testing Olympic swimmers as far back as 1936 and perhaps 1932. The irony of it all is that I understand now that the director of the present Wisconsin

program is a former student of Dr. Cureton's.


HAROLD C. HANSON '43
Urbana, Ill.

From E. B. Fred


Mrs. Fred and I appreciate the special attention given to us in the May issue. I will confess that reaching one's ninetieth birthday is indeed a milestone, and my memories of many of those years are filled with our wonderful experiences at the University of Wisconsin. We deeply appreciate all that has been done for us.

E. B. FRED
President Emeritus

Circus World




MUSEUM



PRICE
ADMISSION

COME EARLY
PLAN TO SPEND
THE DAY



33
ACRES

STEAM
CALLIOPE
CONCERTS

LIVE, COLORFUL EXCITING - THE
WORLDS LARGEST

GRANDEST & MOST EXCITING
CIRCUS ATTRACTION

CIRCUS PARADES

ELEPHANTS

AERIAL ACTS

BIG TOP SHOWS

HANDCARVED
WAGONS

CLOWN DISPLAYS

NEAR WIS. DELLS - WRITE FOR BROCHURE AND EVENT SCHEDULE

BARABOO, WIS. 53913

University News

Dean Pound Is Acting Chancellor

Glenn S. Pound, 63, was named on June 28 as acting chancellor of the Madison campus, succeeding new UW-System President Edwin Young.

A faculty member since 1946, Pound has been dean and director of the College of Agricultural and Life Sciences for the past thirteen years.

Pound is a plant pathologist. He was promoted to the rank of full professor in 1953 and served as chairman of his department from 1953 to 1964.

Robert Hougas, associate dean of the college, becomes acting dean.

Chancellor Search On Amid Secrecy Controversy

The search for a new campus chancellor is being conducted under secrecy rules similar to those that brought criticism during the selection of a new UW-System president last winter. Chancellor Edwin Young was chosen as president by the Board of Regents at that time and a faculty/student committee is now studying candidates for his former position.

The committee adopted secrecy rules in late April, over the objections of its two student members.

The students argued that the public has a right to know who is being considered and whether the committee follows affirmative action guidelines. One of them, journalism student Art Camosy, said that the threat by candidates to pull out if their names are made public is "blackmail."

"Why do their private interests outweigh the public's right to know?" he asked.

Committee chairman Steven Chaffee, of the School of Journalism, said that while he wants to be able to make "general" public statements, he does not want to name names or individual records. Among those who support Chaffee's view is Dallas Peterson, associate vice president of the system. He recalled that in a similar situation in Florida, all outside

candidates withdrew because under the state's "sunshine law" they were interviewed by the committee in front of TV cameras, and their dossiers were made public.

Charles Anderson, professor of meteorology and Afro-American Studies, said that he could not understand the reluctance of candidates to have their consideration become known. "If I'm looking at a job elsewhere I'll tell my department chairman and he'll try to keep me here," he said.

Chaffee argued this point. "If you're the head of a large campus on the West Coast or in the Big Eight conference you may look at the Wisconsin job. But, statistically, what are your chances; one-half of one percent?" Dallas Peterson added, "If people know you're looking elsewhere you become a lame duck."

The dissenting students agreed to abide by the rules. The decision on a new chancellor is not expected before late summer.

Resource Center Opens For Disabled Students

A resource center has been opened in Bascom Hall to serve disabled students, faculty and staff members, providing them information about facilities, housing, transportation or anything else that will help them adjust to this large, hilly campus. It will also serve to help make the campus adjust to them.

From the disabled the staff collects information about what buildings are inaccessible, what educational materials are hard for them to obtain, what services they need. This information is passed along to faculty and administration.

The center is staffed by two work-study students—one of them a nurse—with training in disability therapy. It is a product of the Chancellor's Committee for Disabled Persons on Campus, chaired by business professor James Graaskamp. Funding comes from the University, a federal program, and private firms.

Graaskamp calls the center "certainly an experiment," but similar

projects have been handled successfully at other institutions, most notably UCLA. Its opening here parallels the rebirth of the Handicapped Students Association, an informal group which existed in the 1960s. The HSA is "not a club, but it offers handicapped students some central point to which they can relate," Graaskamp said.

Since student medical records are private, campus administrators have long had a problem in finding out who might be considered disabled in some form or another (WA, March 1973: "Campus Concern: The Disabled Student.") This fall, registration forms will include space in which students may identify any disabilities, to be contacted by the HSA.

Emeritus Status Granted To Thirty

Thirty faculty members with total service of 854 years received emeritus status this month. They are:

John E. Anderson, education; Fred J. Ansfield, health sciences; Edward G. Bruns, agricultural engineering; Margaret R. Cooper, music; Robert J. Dicke, entomology; F. Mary Fee, education; LaVern L. Felts and Frederick J. Giesler, meat and animal science; Max R. Goodson, education; Joseph J. Hickey, wildlife ecology; Sture A. M. Johnson, health sciences; Louis Kaplan, library school; George C. Klingbeil, horticulture; Harvey K. Littleton, art; David J. Mack, metallurgical and mineral engineering; Arthur P. Miles, social work; Dean B. Mory and Lanore A. Netzer, education; Sion C. Rogers, health sciences; William L. Sachse, history;

Harold A. Senn, botany; Roy D. Shenefelt, entomology; Dale W. Smith, agronomy; Karl U. Smith, psychology; Arthur M. Swanson and Milton R. Wahl, food science; Charles C. Watson, chemical engineering; Charles A. Wedemeyer, education; George L. Wright, experimental farms; and William B. Youmans, health sciences.

Students Generally Aware Of Their Privacy Rights

Three years after Congress decided student records are a private matter, three observations can be made about the law's impact on the University: students are learning their rights, letters of recommendation remain the sorest point and privacy costs money.

The University's updated guidelines on how it administers the Family Educational Rights and Privacy Act of 1974, better known as the Buckley Amendment, are now available from Registrar Thomas Hoover. The law gives each college student the right to see his or her "education records," which include most information about the student a university would have. The law also strictly limits who else can see the records without the student's permission.

The University actually made student academic records private ten years before Buckley, Hoover said, but the law still caused changes.

Confidential letters of recommendation have been the most controversial subject. The Buckley Amendment insists that students may see all such letters sent about them. Faculty, however, may keep to themselves any letters they receive about potential students who have not yet enrolled.

Assoc. Dean of Letters and Science F. Chandler Young said some faculty members still think their right to speak candidly has been unnecessarily restricted by the open-letter policy. "It rankles them a bit," he said.

Most students in the physics department waive their right to review letters, said Prof. Converse H. Blanchard, but Prof. Phillip Harth said that is not the practice in the English department, which he heads.

One way around the provision is to make recommendations by telephone, but no one can keep track of how often that occurs. As Michael Liethen, an attorney for the chancellor's office put it, confidential letters

of recommendation are "not even a matter that Congress can resolve."

Apparently most students are satisfied with Buckley implementation; Liethen said only one complaint has been filed. The University sent out pamphlets explaining the new rights to all students two years ago, and new students may still obtain them. The pamphlets and notices in the University timetable, both required by law, seem to have kept students informed. Word of mouth among the students also helps.

The law allows universities to make basic information such as name, address, and field of study public, unless the student forbids it. Hoover said about 500 students each semester request the forms to keep this "directory" information private, but only 150 have turned them in.

Implementation of "Buckley" has carried a price tag. Hoover estimated he has added two and a half full-time staff members just to handle the paperwork. He believes deans of the various colleges have faced comparable problems, depending on how many students they have.

Another cost is teaching staffers the elaborate fail-safe system to make sure all copies of each student's records are equally private. Student records are kept in computer files, on microfiche cards, and on paper.

The printed guidelines are required by the federal Department of Health, Education and Welfare, which enforces the law. Hoover presided over the committee which wrote the guidelines. Copies may be obtained from him by writing to 130c Peterson Office Building, Madison 53706.

—Evan Davis

Six Faculty Teaching Award Winners Are Selected

Six teachers received \$1,000 Distinguished Teaching Awards in May. Chosen were French and Italian professor Alfred Glauser, music historian Walter Gray, physiological chemist Harvey Karavolas, historian Maureen Mazzaoui, chemist Bassam

Shakhashiri, and mechanical engineer S. M. Wu.

Glauser, recipient of the Emil H. Steiger Award, is "the very heart and spirit" of his department, according to his colleagues. In his thirtieth year here, he is an internationally known scholar who teaches both basic foreign language skills and the literature of three centuries. He has been praised for showing his students the vitality of little-known literary material.

Chancellor's Award winner Gray was honored by the selection committee for demanding perfection of his students and making them think. Nominated as an "inspirational" teacher, Gray was praised by a former student: "All of us who have studied with him have had new worlds opened to us, less by what he said than by the example of his scholarly and unrelenting pursuit of excellence."

Mazzaoui, who specializes in medieval history, was also a Chancellor's Award winner. Colleagues say visitors to her classroom are impressed with her teaching style, thorough and up-to-date preparation, and rapport with her students. Mazzaoui is a former Fulbright fellow who did her research in Italy.

A national leader in chemistry education, Shakhashiri has won the oldest award, named after famous economist, William H. Kiekhof. In his classes, as coordinator of the freshman general chemistry program, and as chairman of the committee on undergraduate education, Shakhashiri helps develop new ways to improve college teaching. One of his ideas is *Chem Tips*, a self-help computer-assisted quiz program. He also established a special chemistry study room, complete with teaching assistants, reading materials, tapes, and films.

Karavolas' Amoco Award stems from students holding him "in the highest regard as a teacher of quality as well as a stimulating personal friend who creates warm, comfort-

University News

able, and unselfish access to himself," according to the selection committee. The committee, which includes student members, said he is able to teach complex material in a clear and exciting manner. He also has been a productive researcher and faculty administrator.

The other Amoco Award winner, Wu, responded to needs of engineering students over the past twenty years by developing six new courses. He also pioneered a new approach to industrial problems—a statistic-oriented curriculum in manufacturing processes which the committee said is attracting students and faculty observers from all over the world. A former student said Wu generates "a limitless enthusiasm to dig, search, and learn more in the subject."

Since 1952 some seventy-five teachers from thirty-nine departments have been honored by the Committee on Distinguished Teaching Awards.

—Evan Davis

Presidents Club Is Now "The Bascom Hill Society"

The UW Foundation's Presidents Club was reborn "The Bascom Hill Society" July 1. The new name and its charter membership drive were announced in a letter to members from Jim Vaughan, the society's chairman.

The name change will more closely identify the society with the UW-Madison. Persons may join, however, even if their gifts are designated for other campuses.

Founded in 1965, The Presidents Club was chaired by Irwin Maier for ten years. Its purposes and goals will be continued through The Bascom Hill Society "to provide the continuity and framework within which substantial and lasting gifts and bequests may be made; and to assure proper and deserved recognition to those men and women who express tangible devotion to the University."

In the past five years, membership has more than doubled, and now stands at 475. Gifts from members—paid or pledged—total \$26.8 mil-

lion. Membership requires a minimum of \$10,000 over ten years, or a \$15,000 deferred gift.

In his letter Vaughan launched the society's Charter Membership Drive and announced its goal—to add 125 new members this year. Current members are urged to nominate and encourage others to join this distinguished group.

Members of the society have been responsible for major buildings and programs in almost every area of University activity. Examples are the Robert Beyer Professorship and the Irwin Maier Chair in the School of Business, the Lewis C. Weeks Geology and Geophysics Building, and the Cyril B. Nave program in Latin American Studies.

—Martha Taylor

'Big Red Club' To Funnel Athletic Donations

Athletic Director Elroy Hirsch has announced the formation of the Big Red Club, operating through the UW Foundation, to act as an umbrella for donations to the Athletic Department. Purpose of the club is "to do away with the confusion that now exists," Hirsch says, referring to the fact that athletic donations have traditionally been raised by or channeled through various campus agencies: the Student Aid Foundation, WARF, the Alumni Association, the Mendota Foundation, etc.

These offices will continue to accept contributions, but their representatives will form a board of directors of the Big Red Club. The board will appropriate donations for "the purpose which will most benefit the Athletic Department," specifically excluding operational expenses such as salaries and office supplies.

Fund-raising groups—such as those sponsoring local golf outings—will continue to function and to be credited with their efforts. Donors

may also continue to specify a particular sport to benefit from their contributions.

Hirsch has a question-and-answer brochure on the new club, which can be obtained by writing the Big Red Club, 1440 Monroe Street, Madison 53706, or by phoning (608) 262-1866.

Romnes Fellowships To Seven Researchers

Seven faculty members have been named to receive \$25,000 H. I. Romnes Faculty Fellowships to help support their research in fields as diverse as rural sociology and nuclear fusion. The awards will be presented to Profs. Robert W. Conn, David L. Featherman, Francis Halzen, Dominic W. Massaro, Warren P. Porter, Michael Rothschild and Joseph A. Wittreich, Jr.

Conn, professor of nuclear engineering, has been a leader in the University's long-term program to provide design concepts for a complete fusion power reactor. Featherman, a rural sociologist, has made important contributions to the study of social mobility, especially on the influence of social and economic factors on job status, and on the role of education in getting a better job. Halzen is an outstanding theoretical physicist in the field of elementary particles, and has combined experimental results and mathematical models to provide new insights and predictions.

Massaro has gained an international reputation in experimental psychology, especially on how the human mind processes information from the eyes and ears. Porter, a zoologist, has contributed enormously to that growing area of ecology in which biophysical techniques have been used to study whole organisms and populations. Rothschild has done important research directed at the very foundation of economics—the "rationality postulate" of economic behavior. Wittreich, a professor of English who has resigned to accept a post at the University of Maryland, is

Senior Profiles



a leading authority on 17th and 19th century English literature.

The fellowships are made possible through funds provided by the Wisconsin Alumni Research Foundation (WARF) to enhance the quality of research by covering its cost. The seven Romnes winners were selected by the research committee of the Graduate School from candidates nominated by the school's academic units. Now in their third year, the fellowships are named for the late H. I. Romnes, chairman of the board of the American Telephone and Telegraph Co. and president of WARF trustees. A UW alumnus, Romnes was a native of Stoughton.

Crowley Acting Vice-Chancellor For Health Sciences

Lawrence G. Crowley, M.D., has been appointed acting vice-chancellor for health sciences. Crowley, dean of the Medical School since 1973, replaces Robert E. Cooke, M.D., who has accepted the presidency of the Medical College of Pennsylvania at Philadelphia.

Crowley has had wide experience in clinical practice, education and research, including surgical practice in Southern California. He has been a member of the faculties of Yale University, the University of Southern California, and Stanford University, where he was associate dean.

There are no immediate plans to seek a successor to Dr. Cooke. Before a search is initiated, it is likely that there will be a thorough review of the structure of the health sciences at the University.

The Center for Health Sciences is one of the largest administrative units within the University. It is composed of the schools of allied health professions, medicine, nursing, pharmacy, University Hospitals, the Psychiatric Institute, the University Health Service and the State Laboratory of Hygiene.

Wendy Arnold and Jeff Wiesner have more in common than growing up in Manitowoc and the degrees they received here May 29. They are both hard-working young people, determined to make their own ways in two of America's major industries.

She is a textiles and clothing major who refined her skills in fifteen years of part-time sewing, designing, studying and teaching. Now she is ready to put that experience to work with a career in fabrics. Wiesner, who worked his way through the University while earning top honors in metallurgy, has a job with Alcoa Aluminum.

The two seniors illustrate the career orientation which has become the mark of 1970s students. Whether in the wake of the early decade's tight job market, the women's movement, or simply their own ambitions, students are concerned about their future employment and the college work which will lead to it. Campus administrators report students are thinking about jobs: a job search workshop drew an overflow crowd, for instance, and a recent student survey found career choice a major concern of undergraduates.

Miss Arnold and Mr. Wiesner attended Manitowoc Lincoln High School. Jeff, who turned twenty-two in June, is a 1973 graduate who took the traditional route right through college. Wendy is a 25-year-old member of Lincoln's 1970 class who explored several alternatives for her life.

"I said I'd never go to Madison," she recalls. "Everyone goes here." Instead, she attended a small school in New York for two years to study theater costuming, then left to work in a clothing store in Ohio and later as a key-punch operator back in Manitowoc. "I'm so glad I quit school for a while," she reflected, "because now I know what's going on." In her five Madison semesters

"what's going on" has been textiles. One of her favorite classes was tailoring, where her sewing skills were polished. She taught four non-credit "mini-courses" in embroidery at the Union.

The clarity of thought and expression Miss Arnold gained in her teaching may be just what she needs to get the kind of job she ultimately wants: touring the country as a manufacturer's representative, explaining the differences between fabrics, and demonstrating sewing techniques for retailers and consumer groups. Another possibility would be teaching home economics to the deaf.

Few would agree more about the satisfaction of working than Jeff Wiesner, but, perhaps because he is a male, he was confident enough about having a career and a family that he married Patrice Saindon just after they graduated from high school. The Wiesners have not had it easy. Jeff received scholarships, but they both had to work. As a freshman at the University Center in Manitowoc, he had a full-time job in a shipping room while taking nearly a full course load. In Madison he worked half-time at St. Mary's Hospital, cleaning operating suites, writing job descriptions and creating training slides.

The aspect of metallurgy which attracts so much of Jeff's attention is metals processing. He soon will be studying it again, because Alcoa will pay him to attend graduate school. Wiesner credits his good fortune partly to a nationwide shortage of metallurgy students, but he has made his own mark. He holds several science and engineering awards and earned an almost straight-A average. As the industrious young engineer acknowledged, "I could have had a job any place I expressed interest."

—Evan Davis

Club Programs

Aurora, Ill.: August 27—Beer/brat outing, 6:30 p.m., home of Chet Obma, 236 S. Gladstone Ave., (892-3142). \$4.

Los Angeles: Sept. 14—Kickoff meeting, Sheraton West Hotel, Wilshire Blvd. Buffet, cash bar, 1977 Badger hockey films. \$6 per person. Res. Ken Krueger, 822-2500.

San Diego: August 28—Picnic, 10 a.m., Felecita Park, Escondido. Res. L. W. Knutson (465-3436). \$5.

Washington, D.C.: October 2—Beer/brat picnic.

Badger Huddles

'77 Find a friendly face in an alien land.

Sept. 10: INDIANA
Holiday Inn
2601 N. Walnut
Bloomington
11 a.—Noon (Cash bar)

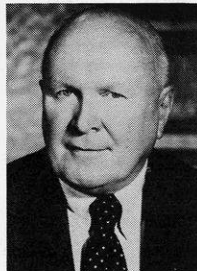
Sept. 24: OREGON
Valley River Inn
Eugene
5 p.m. (Cash bar)

Oct. 15: MICHIGAN
Weber's Inn
2900 Jackson Rd.
Ann Arbor
10:30—11:30 a. (Cash bar)

Oct. 29: OHIO STATE
Columbus Hilton
(Smuggler's Inn)
3110 Olentangy Riv. Rd.
Columbus
11 a.—Noon (Cash bar)

Nov. 18: MINNESOTA
Marriott Inn
(Empire Room)
1919 E. 78th St.
Bloomington
7—10 p. (Cash bar)

Member News



Tormey X '40



Albrecht '52



Kimmel '57



Dasso '60

In May the Chicago *Sun-Times* ran a feature on **Katharine Wright MD (BA '16)**, following the observance of the thirtieth anniversary celebration of the Katharine Wright Psychiatric Clinic, a part of the Illinois Masonic Medical Center.

Laurence C. (Con) Eklund '27, retired Washington bureau chief of the Milwaukee *Journal*, received Sweden's Royal Order of the Northern Star for contributions toward Swedish-American relations.

Among the honors given out by the Wisconsin Medical Alumni Association when it observed the fiftieth anniversary of the school's first degree class in May, were the Emeritus Faculty Award to **Kenneth E. Lemmer ('28) MD '30** of Madison and a teaching award to **Mischa J. Lustok ('33) MD '35**, of Milwaukee.

Carroll H. Blanchar '33, Indianapolis, retired as chairman and chief executive officer of Public Service Indiana to become its board chairman. He has been with the utility since 1960, and also served a term as president of the state's Chamber of Commerce.

Anthony G. DeLorenzo '36, Detroit, vice-president of General Motors, got an honor award from the school of journalism of Ohio University. It pointed out his years as head of a major news bureau for United Press before joining GM, saying that in both positions "he has adhered to the finest ethics of his profession and set standards by which his colleagues have worked."

George J. Becker '38, Fond du Lac, is the new president of Giddings and Lewis there.

Arthur Bridge '38 has retired as president of E. J. Brach & Sons candy company in Chicago. He's been with the firm for thirty-one years, as its president since '68.

Theodore Saloutos Ph.M '38, a professor of history at UCLA, was presented the Distinguished Alumnus award by the UW-Milwaukee this spring. He earned his undergraduate degree there in 1933.

Edward R. Knight '40, headmaster emeritus of The Oxford Academy, Margate City, N.J., has been appointed a part-time magistrate for the U.S. District Court of New Jersey.

ITEK Corporation has appointed **Lloyd L. Rall '40** as director of its Washington, D.C. office for its optical systems division.

John L. Tormey ex '40, Akron, Ohio, chairman of the board of Roadway Express, Inc., was elected a trustee of the Cleveland Museum of Natural History.

Lyon Metal Products, Aurora, Ill. elected **A. W. Walan '40** its chairman, president and chief executive officer.

Philip R. Lescohier '41, Chicago, is the new director of employee insurance for the human resources department of International Harvester.

Footo, Cone & Belding, Chicago, has appointed one of its senior vice-presidents, **Harvey W. Clements ex '43**, as its director of human resources. He'll be in charge of the agency's recruiting and training.

Jack H. Schiffman '43, Longwood, Florida, author of *Uptown, The Story of Harlem's Apollo Theatre*, has signed a contract with Bob Hope Enterprises for a three-hour TV adaptation of the book and as a possible movie. Schiffman will work as script writer and consultant.

The Ohio Academy of Science elected as its president **Charles M. Vaughn '43**, chairman of the zoology department of Miami (Ohio) University.

John R. Caldwell '44, Columbus, Wis., is the new president of the Wisconsin Retail Lumbermen's Association.

Anne Goodale Moore '44, Delray Beach, Florida, was named by Chi Omega as its Florida alumna who has contributed the most time and effort to her community through the years. In earning that honor she has been named "Hospital Volunteer of the Year," one of the outstanding women of the Delray Beach Business and Professional Women, and president of the local branch of AAUW.

continued

Young Alumni Weekend

November 4-6

This football-weekend package, especially designed for graduates of the last ten years, offers a unique combination of socializing, continuing education, Wisconsin football, meals and lodging, *all* at the unbelievably low price of \$45 per person.

Facilities: For our first Young Alumni Weekend we've selected the Bay Center on Willow Drive, overlooking Lake Mendota. The center, under the management of UW Extension, is within walking distance of Camp Randall, has double- and single-room accommodations, free parking, a lovely dining room and excellent meeting facilities.

Program: We'll get underway on Friday, with check-in and registration at 4 p.m. Socialize at the informal brat-steak-beer supper at the center. Saturday morning there'll be early-bird coffee and rolls, a timely program of continuing education utilizing UW faculty, then to Camp Randall for the Purdue football game. Dinner and the evening are on your own, and you'll have fun on the town.

We'll conclude on Sunday with a midmorning brunch and a discussion on intercollegiate athletics with a representative of the Athletic Department.

What's Included:

- Two nights' lodging at University Bay Center
- Free parking
- Three meals (Friday night supper and two brunches.)
- Coffee-and-rolls and the continuing-education session on Saturday
- Tickets to the Wisconsin-Purdue game

Just \$45 per person, based on double-room occupancy. (Single-room accommodations at \$12 more.)

Get the details! Send for the brochure now. Reservations are limited to 150, so respond early for this great weekend!

**Young Alumni Weekend, 650 N. Lake Street,
Madison 53706**

Please rush me the brochure!

Name _____

Address _____

City _____ State _____ Zip _____

Class _____

LOOKING FOR A WISE INVESTMENT?

Consider A Life Income Arrangement With The University of Wisconsin Foundation

Each year for the past six years, friends and alumni of the University of Wisconsin have been making life income arrangements with the University of Wisconsin Foundation by joining the Foundation's pooled income fund. They often achieve two purposes by this arrangement: make a donation to a most worthy cause—the University of Wisconsin—and save taxes and increase their spendable income.

To learn how the pooled income fund works, consider the true facts of the case of Bill and Betty Smith (their names have been changed to respect the confidentiality of their gift).

Years ago, Bill and Betty Smith invested in 100 shares of Lakeside Laboratories, Inc. common stock. It cost them \$6.87 per share then. Through merger, Lakeside converted to Colgate-Palmolive, and the 100 shares of Lakeside by means of bonus payments and stock splits eventually became 696 shares of Colgate-Palmolive stock.

Recently, Bill and Betty made a wise investment that **increased** their income from this stock by joining the UW Foundation's pooled income fund. The fund will pay them an annual income as long as either of them lives.

On July 30, 1976, they donated 488 shares of Colgate-Palmolive stock to the fund. On that day the stock's mean value was \$27.63. The gift at fair market value amounted to \$13,481, with a total appreciation of \$12,794. The stock had a dividend rate of 3.2 percent, compared with the pooled income fund earnings of 7.23 percent in 1976.

By donating the stock instead of selling it, the Smiths saved over \$3000 in capital gains taxes, received an immediate tax deduction of \$6,730.52 based on Treasury Tables and the fair market value of the gift on the day it was donated, and **increased** their income by approximately 4 percent over their previous income from the stock.

The Smiths did something else by this gift. They began the "Bill and Betty Smith Fund" for the UW-Madison College of Engineering. When both Bill and Betty die, the assets in the pooled fund are turned over to the College and will provide the University with much needed financial support and assist it in its constant mission of creating a better world.

Bill and Betty Smith have made a wise investment in every way.

For further information, contact:
Timothy A. Reilley
Associate Director
University of Wisconsin Foundation
702 Langdon Street
Madison, Wisconsin 53706
Phone: 608/263-4545



Member News

continued

Whirlpool Corp., Benton Harbor, Mich. has called **Herbert K. Anspach '47** back from Canada where he headed its affiliate, Inglis, Ltd., to elect him president and chief operating officer.

William M. Johnson '47, Boulder, Colorado, started his own ad agency a little less than two years ago, and has since won several advertising/marketing awards. It's called Agri Sierra.

The alumni of the college of education at Michigan State University gave its Outstanding Faculty Award to **Louis Romano '48**, whose teaching it called "dynamic and most effective in every way." He has been at MSU since 1966.

They aren't sure where they're going to build the National Bowling Hall of Fame, but they have a new PR director, **J. Bruce Pluckhahn '47**. He's on leave from a similar position with the American Bowling Congress, and stays on in its building in Greendale, Wis.

James E. Bie '50, San Diego, has been elected a director of San Diego Securities Incorporated. He's a vice-president of the firm, which he joined in 1969.

The May Department Store Company, St. Louis, appointed **John W. Boyle '50**, its chief financial officer.

Alfred T. Hansen '50, is a new EVP with Duff & Phelps, Inc., Chicago investment research firm, with whom he's been since 1964.

Harry W. Conner '51, moves from a New York assignment in PR with International Harvester to head its national public relations efforts out of the firm's Chicago office.

Mary Louise Holt Albrecht '52 graduated from Wayne State University law school last month. She, her husband, Rev. John (whom she met when he was here in summer school in '51) and their five children live in Lake Orion, Michigan, where he is rector of St. Mary's-In-The-Hills Episcopal Church.

The American Society for Pharmacology and Experimental Therapeutics gave its 1977 award to **Allan H. Conney '52**, Dobbs' Ferry, N.Y. He is director of biochemistry and drug metabolism at Hoffman-La Roche, Inc., and an adjunct professor at The Rockefeller University.

Nicholas C. George '54, who formerly headed a construction firm in Madison, has joined Satrang Schuman, developers, in Monticello, Wis.

When the American Platform Tennis Association held its statutory meeting at the Princeton Club, New York City, the members elected **Richard M. Hornigold '57** of Wilton, Conn., as president.

Donald F. Kimmel '57, has been elected vice-president of international operations for Midland-Ross Corporation, Cleveland. He's been with the firm since graduation.

Charles W. Thomas '59, a senior officer with Blyth Eastman Dillon investment bankers, New York, has been elected a director and member of its executive committee.

Jerome J. Dasso '60, on the faculty of the University of Oregon, Eugene, last fall was appointed to a named professorship in real estate there.

Ronald A. Anderson '65, Washington, Ill., has received the Outstanding Younger Member Award from the Central Illinois Section of the Society of Automotive Engineers for his work on its publication. He is a senior research engineer with Caterpillar Tractor Company.

Hoechst-Roussel Pharmaceuticals, Inc., Somerville, N.J. promoted **Charles F. Chesney '65** to chief pathologist and associate director of toxicology.

Homecoming

October 22
Badgers vs. Mich. State
Special reunions for classes of 1957,
'62, and '67.

Ronald S. Leafblad '65, Minneapolis, writes to correct our misinterpretation of a news release used in our March issue. We had it straight that he is now president of Ag-Chem Equipment Company there, which he joined after leaving The Toro Company. We mis-read the two companies as affiliated; they are not.

B. C. Ziegler and Company, West Bend, has promoted underwriter **Kenneth R. DeWeerd '66**, to assistant vice-president.

Paul M. Weimar '67, has joined Lutheran Brotherhood Insurance Company as a district representative in Biloxi, Miss.

Larry and Terry (Petty '68) Buntrock '69 have moved from Chico to Citrus Heights, Calif., where they purchased a small-animal clinic. Larry is a veterinarian and Terry is director of crusade development for the Sacramento district of the American Cancer Society.

Charlotte West '70, director of women's athletics at Southern Illinois University-Carbondale, is the new president-elect of the Association of Intercollegiate Athletics for Women.

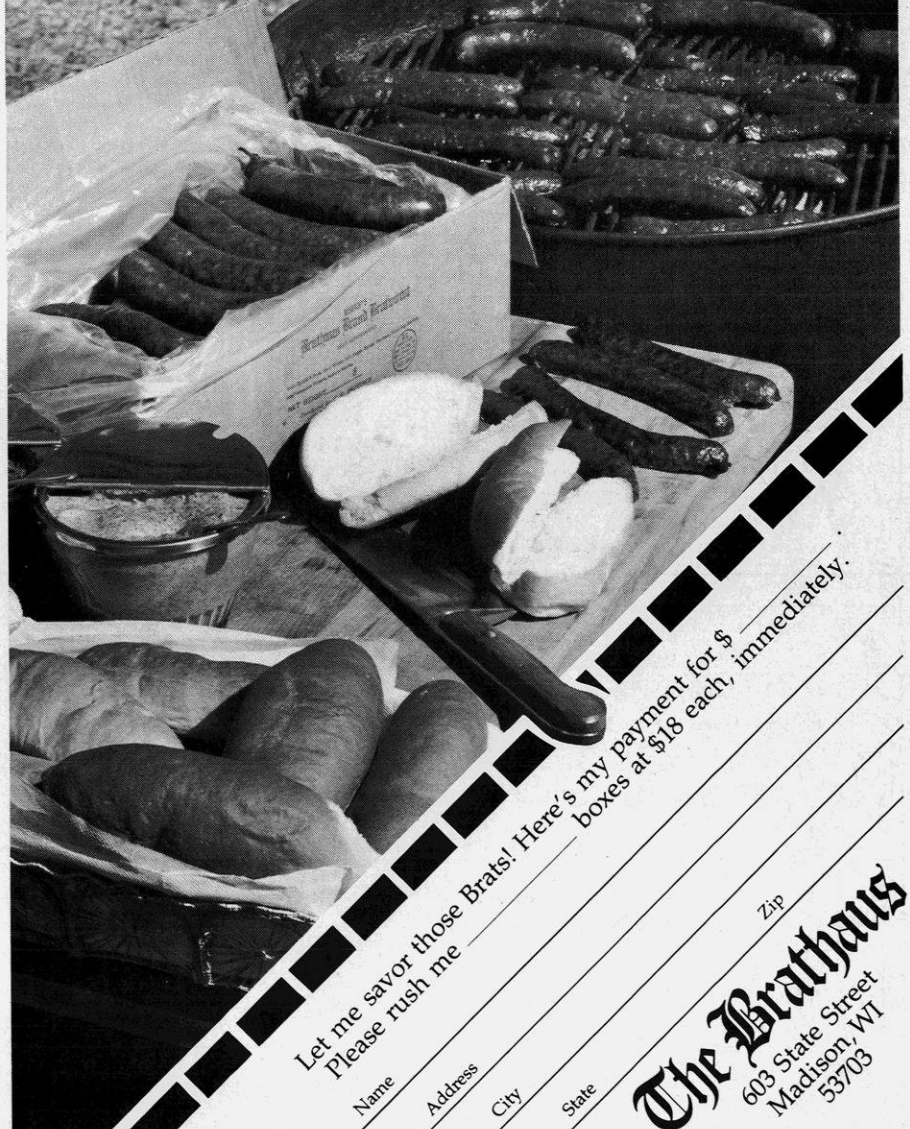
Christine Teschner Motl '72, with Gimbels' Milwaukee stores since graduation, has been appointed a coat buyer for Gimbels Midwest, which includes their stores in much of the state.

Colleen M. Cummings '73, Middleton, has been appointed business manager for our School of Nursing.

Treat your friends to the taste of genuine Brathaus Brats

Here's a real crowd pleaser, a taste of nostalgia from college days in Madison: real Brathaus Brats. The same delicious bratwursts served for years at The Cabin and The Brathaus. Now you can surprise your fellow alumni or newfound friends at your next picnic, party or tailgater. Just fill out and send us the coupon below with your check or money order for \$18 per box (includes shipping) and we'll rush you 8 pounds of delicious, frozen brats (about 40 sausages). They'll keep beautifully in your freezer for up to three months. They might make a perfect gift, too.

real Brathaus Brats a taste of college at home



Let me savor those Brats! Here's my payment for \$
Please rush me boxes at \$18 each, immediately.

Name _____ Address _____ City _____ State _____ Zip _____

The Brathaus
603 State Street
Madison, WI 53703

The Job Mart

B.S. in education with a major in history ('73) and economics ('75). Seeks position in employee relations with a firm in the mid-west. Presently employed by Madison public schools. Member 7709.

Special Education teacher, Wisconsin credentials in learning disabilities, mental retardation and emotional disturbance—K-12. Desire teaching and/or diagnostic position at the elementary or middle school level for the 1977-78 school year. Midwest or western U.S. Presently teaching learning-disabled students. Resumé upon request. Member 7706.

Seasoned CEO, CFO seeks challenge. Over twenty years progressively responsible assignments demonstrate well-developed management skills, flexibility. Position should require strong financial knowledge; merger and acquisition experience; diversified production, operational background; sales, marketing knowhow; ability to lead, train, motivate and promote harmony. Innovative, enthusiastic, bottom-line thinker, CPA, BBA '48. Member 7707.

B.S. degree home economics education U.W.-Madison, '50. Permanent teaching certificate in Wisconsin and Ohio. Desire to return to native Wisconsin for a position in research, community service, and/or teaching after receipt of Ph.D. from Ohio State University (August, '77) in home economics education with minor in administration in higher education. Member 7708.

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

Deaths

Mrs. Ralph James Miller, Sr. (Nina Edna Wilson) '06, Madison

Albert F. O. Germann '10, South Whitley, Ind.

Mrs. Marjorie Vary (Marjorie Burdick) '15, St. Petersburg, Fla.

Mrs. George Galloway Town (Yvonne Marie Dauplaise) '15, Madison

Rudolph Michel '16, Bethesda, Md.

Correction: We regret any sad confusion resulting from our erroneous report of the death of Nathaniel Gifford Preston '16, Monroe, in our March issue. Mr. Preston lost his wife last winter, but he is well.

Herdis Parker Hanson '17, New York City

George Matthew Naidl '17, Racine

Leo Joseph Starry MD '17, Oklahoma City

William Rowland Boyd '18, Lake Wales, Fla.

Mrs. Edwin Shortess (Lois Fuller Shortess) '18, Baton Rouge

Thomas Harry Skemp '18, La Crosse

Thelma Fay Jones '19, San Diego

Herbert Martin Kieckhefer '19, Scottsdale, Ariz.

Mrs. David G. Wright (Louise Harriet Bauge) '19, Campbell, Calif.

William E. Alderman '20, Oxford, Ohio

John Rudolph Schlicher '20, Lake Geneva

George Frederick Weber '20, Gainesville, Fla.

Mrs. Robert Emmett Burns (Charlotte Joslin Calvert) MD '21, Madison

Raymond Sylvester Darrenougue '21, Elmhurst, N.Y.

Mrs. Katherine Hayden (Katherine Schmedeman) '21, New Caanan, Conn.

Mrs. E. W. Muendel (Margaret Alice Doerr MD) '21, Queens Village, N.Y.

Kenneth Sidney White '21, River Falls

William Waggoner Burns '22, Madison

Hubert Carl Duecker '22, Kiel, Wis.

Mrs. William J. Hobbins (Mae Estella Abaly) '22, Minot, N. Dak.

Idrys Oralend Hughes '22, Seminole, Fla.

Isaac D. Sinaiko '22, Norwalk, Calif.

David Rozman '23, Amherst, Mass.

Claire Mildred Sires '23, Superior

Agnes Theresa Breene '24, Reedsburg

George Olds Cooper '24, Santa Barbara

Roland G. Fritschel '24, Simi Valley, Calif.

Alfred Baldwin Hutchinson '24,

Weyauwega

Mrs. Agnar T. Smedal (Edith Marie Oldenburg) '24, Stoughton

Mrs. Gerald J. Glenn (Gladys Marie Cannon) '25, Oceanside, Calif.

Wilbur Emerson Stocum '25, Wauwatosa

Mrs. J. Philip Bigley (Dorothy Bent) '26, Viroqua

Ralph Raymond Brooks '26, Boca Raton, Fla.

Arthur Adelbert Bullock '26, Madison

Russel Earl Harr '26, Tempe, Ariz.

George Albert Munkwitz '26, Whitefish Bay

Eugene Pendelton Nicholson '26, Middlesboro, Ky.

George Earl O'Connell '26, Weyauwega

Walter Henry Pagenkopf '26, Heltonville, Ind.

Robert Bethel Reynolds '26, Montrose, Ala.

Oscar Ansell Silverman '26, Buffalo, N.Y.

Mrs. John Fallon (Frances Helene Lohbauer) '27, Shrewsbury, Mass.

Mrs. Robert K. Johnson (Marie Alice Wells Galle) '27, Kenilworth, Ill.

Mrs. Charles Earl Kading (Josephine Hope Nelson) '27, Watertown

Allen Jesse Pederson '29, Santa Cruz, Calif.

Mrs. Earl Foster Weir (Margaritha Elizabeth Tschan) '29, Oconomowoc

Porter Bevan Blanchard '30, Cedarburg

Emily Mary Pokorny '30, Madison

Percy Leander Hansen '32, Portland, Ore.

Marc James Musser MD '32, Arlington, Va.

Arne Edward Stensby '33, Elkhorn

David Russell Wartinbee '34, La Crosse

Mrs. Oscar W. Gaarder (Roselyn Irene Newell) '35, Madison

William C. Woerner '37, Dallas

George William Bennett '39, Urbana, Ill.

Remember . . . Wednesday
October 5 is our
11th annual

Day with the Arts

A day of enlightenment
and entertainment in
Music • Drama • Art

The complete program and
reservation blank will be
printed in September's
Wisconsin Alumnus.

Previous attendants are
automatically on the mailing
list for announcement and
reservation. Look for it in
your mail about
September 1.

Raymond Stanley Sivesind '39, Cambridge, Wis.
 Mrs. George Hite (Estelle Bailen) '40, Newton Centre, Mass.
 William Fredrick Opperman '41, Iola, Wis.
 Charles Curtis Clayton '42, Mechanicsville, Va.
 Lester George Elmergreen '42, Milwaukee
 Irvin Henry Topp '42, Jacksonville Beach, Fla.
 Austin Clayton Wagenknecht '42, Minneapolis
 Peter Berntsen '44, Madison
 Ogden David Hamachek '44, Kewaunee
 Paul Franklin Hoglund '45, Wilmington, Del.
 Ralph Earl Williams '45, Lafayette, Calif.
 Thomas Seater Rendall '46, Madison
 William Bernard Heckenkamp '47, Louisville
 Mrs. William E. Keefe (Judith Mary Tormey) '49, London, England
 Michael John Manning '49, Des Moines
 Harry Lee Skiles '49, Sherman, Tex.
 Delmar Reynolds Hughes '51, Madison Ohio
 Lawrence Edward O'Donnell '50, Delavan
 George Bernard Sestak '50, Milwaukee
 Robert Harold McGee '51, Greenbelt, Md.
 Kenneth Andrew Schiltz '51, Madison
 Jerome Walter Zimmerman '51, Marquette, Mich.
 Mrs. Jerome Stanley Foy (Rosemary Joan Glas) '52, Madison
 Hugo Frederic Linse '52, Fall Creek
 George Frederick Hanson, Jr. '57, Sauk City
 Theodore Thomas Trulson '57, Madison
 Robert Everett McCarthy '58, Van Wert, Ohio
 Rodney John Kershek '59, Menomonee Falls, Wis.
 Mrs. Fredrick Howard Bronson (Paula Jean Hewitt) '60, Portage
 Jerome Peter Nesbit '62, Roanoke, Va.
 Mrs. Robert A. Paoli (Donna Joy Raccoli) '62, North Plainfield, N.J.
 Denis Clarence Betzhold '63, Miami
 Jean Couture '65, Eau Claire
 Mrs. Peter Rex Mory (Ingrid Mary Wasberg) '65, Janesville
 Christian Tanzer '66, Honolulu

Faculty Deaths

Frances Zuill, 86, former dean of the then School of Home Economics, in Ft. Atkinson. She joined the faculty in 1939, and when she retired twenty years later she left behind a new modern pre-school lab, a new home management house and a new wing to the home ec building. In 1958 she went to India for the State Department as an educational consultant, and from 1961-63 had a similar assign-

“...they did it all!”

A long-play record of the 1976-77 Championship Badger Hockey Team

Here are the exciting moments of this year's National Hockey Champions, the University of Wisconsin Badgers. This 33-1/3 rpm album begins with action from the Dane County Coliseum and climaxes at Detroit's Olympia Stadium.

The play-by-play is adeptly handled by WIBA Radio's Chuck Kaiton with color from Mike Lucas. The album production has insights from the team coaches and players, accented with music featuring the UW Pep Band.

THEY DID IT ALL is a cooperative effort of WIBA Radio, H. H. Petrie's Sports and the UW Athletic Department. **ALL PROCEEDS**, after costs, will be donated to the University of Wisconsin Big Red Athletic Fund. The cost of the lp is \$4.99 plus shipping and handling.

MAIL ORDER FORM

NAME _____

ADDRESS _____

CITY _____ STATE _____

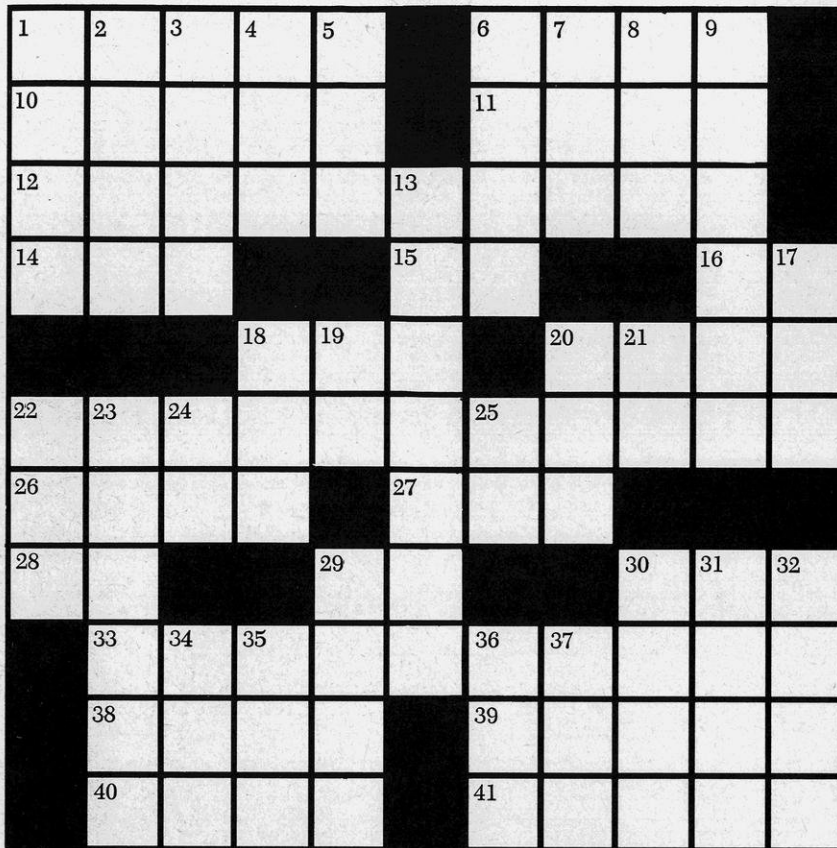
ZIP _____

\$4.99 plus .50 per album

SEND CHECK or MONEY ORDER TO:

THEY DID IT ALL

UW Athletic Dep't. • 1440 Monroe Street • Madison 53706



WISCONSIN CROSSWORD

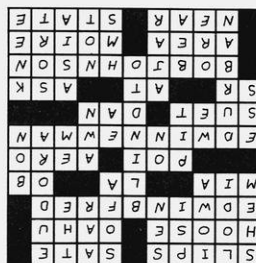
by Herb L. Risteen, Ex '21

ACROSS

- 1 Lapses
- 6 Surfeit
- 10 Scottish abode
- 11 Hawaiian isle
- 12 Emeritus notable: signature
- 14 Miss Farrow
- 15 Music Hall sound
- 16 Asian river
- 18 11-across food item
- 20 Of aircraft
- 22 Newscaster-author (Alumnus)
- 26 Cooking fat
- 27 Mr. Webster
- 28 Campus user: abbr.
- 29 Wisconsin stands _____ the top
- 30 Inquire
- 33 Campus coach
- 38 Region
- 39 Silk fabric
- 40 Approach
- 41 _____ Street Mall

DOWN

- 1 Noah's boy
- 2 Town near Madison
- 3 Camp Randall opponent
- 4 Chi _____
- 5 _____ Nelson
- 6 Furniture piece
- 7 Swiss river
- 8 "By _____ light of the moon"
- 9 Alumna Welty
- 13 Unseeing
- 17 _____ vivat
- 18 Excavation
- 19 "_____ Wisconsin"
- 20 Bristle
- 21 Printer's measure
- 22 Letter
- 23 S. Africa port
- 24 _____ are tops
- 25 Each: abbr.
- 29 Not in harmony
- 30 Global area
- 31 Classify
- 32 Wounded _____
- 34 Native mineral
- 35 Miss Lillie
- 36 "_____ Pinafore"
- 37 Negative



ment with the Ford Foundation in Pakistan.

Memorials to the Frances Zuill Scholarship Fund, UW Foundation, 702 Langdon St., Madison 53706.

Paul H. Phillips, 78, Middleton, internationally known biochemist. He came to the campus in 1929 as a grad student, earning his Ph.D. in biochemistry and animal husbandry in 1933. He made notable contributions in the relations of diet to tooth decay, in mineral metabolism and animal nutrition and diseases. In 1944 he earned the Borden Award, the highest tribute in the field of dairy technology. He was granted emeritus status in 1964.

Memorials to a scholarship fund to be established in his name, to the UW Foundation (*Address above.*)

Homecoming

October 22
Badgers vs.
Mich. State
Special reunions
for classes of
1957, '62,
and '67.

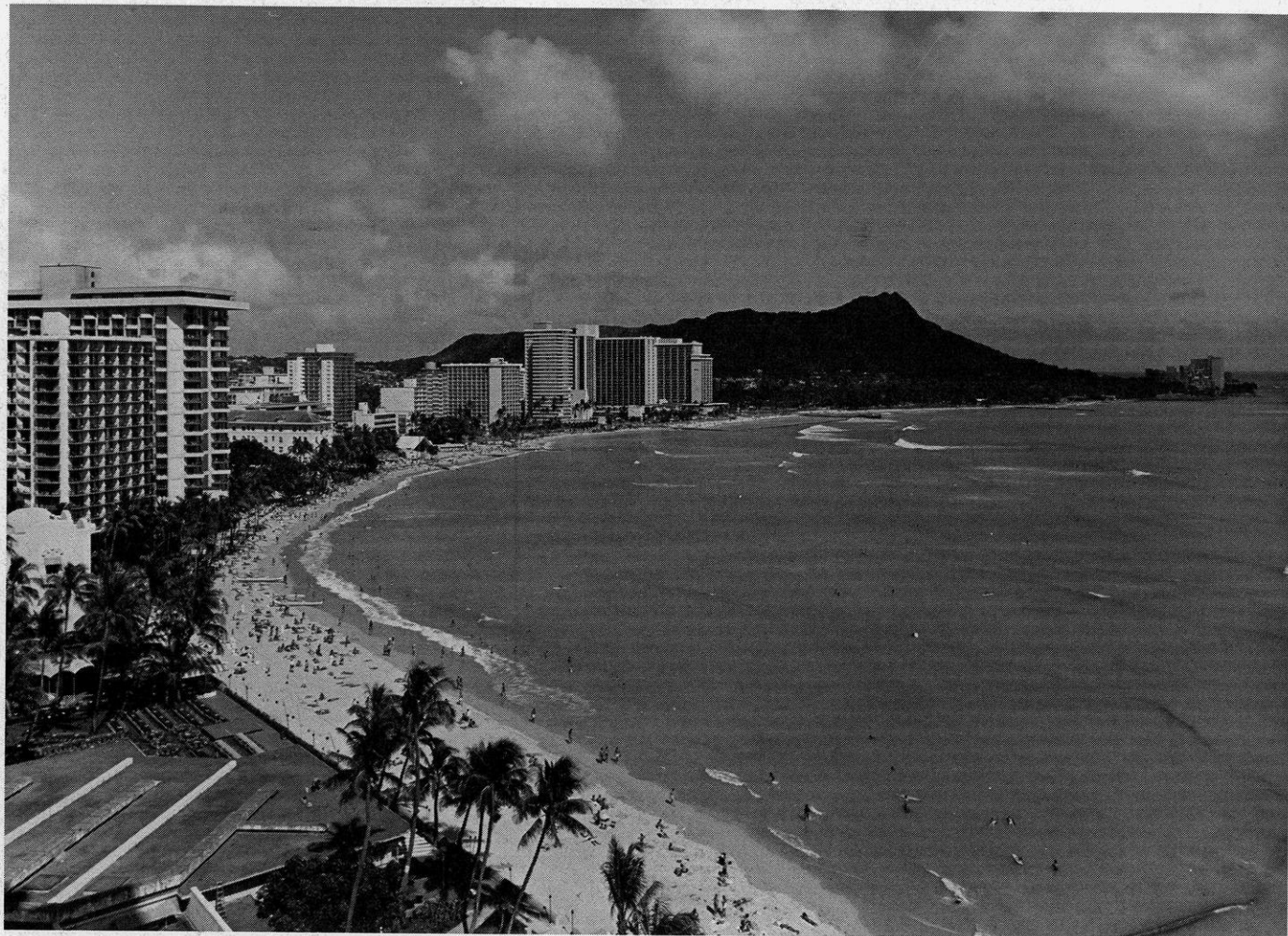


No,
it isn't.

The man you're looking at is Walt Hanna '49 (JD '51). After two-and-a-half-years in New Zealand where he was a professor of mechanical engineering at the University of Auckland, Walt moved his family back to California in 1976. Then came the November elections and first place in a

Carter look-alike contest. Since then he's done spots on network TV, including the Today Show and a Paul Lynde special, been written about in *People* and *Paris Match*, and has now embarked on a show business career, including a comedy album currently in production.

Come along with us December 27-January 4 for



New Year's in Hawaii

There's no more popular time of the year to be in the land of gentle sun and cooling tradewinds. Hotel rooms are at a premium, rates are invariably higher. But we have reserved for eight nights a *limited* number of deluxe rooms at the Sheraton-Waikiki, one of Hawaii's outstanding hotels, right on the beach. We've got the best in the house—not just oceanview rooms, but *ocean front rooms*, all on the higher floors.

To this we add our daily Hospitality Desk for you; and our special Alumni Holidays tour director and compatible Badger hosts. And all the marvelous Sheraton facilities—the shops, the fresh-water pools, the renowned foods and service. We'll have *two* special Badger parties. We'll take you on a tour of fabulous Mt. Tantalus (and stop at the shack where Robert Louis Stevenson lived), and to Punchbowl Crater and the Iolani Palace.

We'll fly you round-trip via United Airlines DC-8 jet from Chicago, with delectable meals and complimentary cocktails.

\$699 per person from Chicago

Plus 10% taxes and service, payable in advance. Single-room occupancy, \$185 additional.

Hurry! We must limit our reservations, and you won't want to miss this most fabulous way to celebrate the arrival of 1978. Get the brochure.

Wisconsin Alumni Association
650 N. Lake Street
Madison 53706

You're right: I *don't* want to miss spending New Year's in Hawaii! Send me the complete brochure immediately.

Name

Address

City State Zip.....

Class Year