

Washington University School of Medicine

Digital Commons@Becker

Washington University Record

Washington University Publications

8-5-1982

Washington University Record, August 5, 1982

Follow this and additional works at: <https://digitalcommons.wustl.edu/record>

Recommended Citation

Washington University Record, August 5, 1982. Bernard Becker Medical Library Archives.
<https://digitalcommons.wustl.edu/record/240>.

This Article is brought to you for free and open access by the Washington University Publications at Digital Commons@Becker. It has been accepted for inclusion in Washington University Record by an authorized administrator of Digital Commons@Becker. For more information, please contact vanam@wustl.edu.

Washington University Record

Vol. 7, No. 35

August 5, 1982



The old swimming hole is but a fond memory, thanks to pollution and other 20th-century evils. In its place we now have swimming pools. WU has a new one in the Millbrook Apartment Complex that is off-limits for divers (at its deepest end it is but four-feet in depth), but it's a cool pool, nonetheless. Alumna Peggy Klein and her guest, senior John Kitzmiller, found it the next best thing to Acapulco. Small fry, too, bask in its waters when not playing "cover up" in beach towels. Students may swim free with an ID card; the tab for faculty and staff is \$25 for an individual season pass; \$50 for a family pass; and \$2 per dip for those who make less frequent visits. Call the Apartment and Referral Service, 889-5092 for more information.

Weidenbaum resigns Washington post; will return to teaching at WU in fall

Murray L. Weidenbaum, who resigned July 20 as chairman of the Reagan administration's Council of Economic Advisors, will return to the Center for the Study of American Business at WU on September 1, Chancellor William H. Danforth announced.

Weidenbaum has headed the council since January 1981.

He will resume full-time teaching and research responsibilities as Mallinckrodt Distinguished University Professor at WU. In January 1983 he will become director of the Center, the position he

held prior to his appointment by President Ronald Reagan as his chief economic advisor.

Clifford M. Hardin, who succeeded Weidenbaum as director of the center, will become chairman at the center and continue his work in research and scholarly pursuits.

Chancellor Danforth said, "We are both honored and delighted that Murray Weidenbaum has decided to return to Washington University, where he will resume his relationship with the Center for the Study of American Business. His

dedication and leadership have been instrumental in the success of the center. We are equally pleased that Clifford M. Hardin will continue his association with the center."

The center was established in 1975, and Weidenbaum was appointed its first director.

Hardin was named scholar-in-residence at the center October 1980, after retiring as vice chairman of the board of directors of the Ralston Purina Co. He succeeded Weidenbaum as director in March 1981.

Nemerov documentary scheduled for coast-to-coast PBS broadcast

"Poets are eccentric oddities — like everyone else," WU's Howard Nemerov told a reporter for the August issue of the *Dial*, the Public Broadcasting Service's magazine. The Pulitzer Prize-winning poet, who also functions as dramatist, short story writer, critic, novelist, and Edward Mallinckrodt Distinguished University Professor of English, is featured on the *Dial*'s "Predictions and Connections" page and also in a special insert published for the local PBS station, KETC-TV, Channel Nine.

He is in the news because an hour documentary, "Howard Nemerov: Collected Sentences," produced by WU alumna Kathy Corley, former Channel Nine staffer and now a TV freelancer, will be aired coast-to-coast on the PBS network soon. The program will be

shown locally at 9 p.m., Monday, Aug. 9.

Aired previously on Channel Nine last year soon after it was completed, the program received enthusiastic acclaim from the *St. Louis Post-Dispatch* TV-radio critic, Eric Mink. He described the Nemerov production as "a beautiful, first-class professional program."

The documentary features Nemerov discussing writing, trends in contemporary literature and his life in St. Louis, and leading an honors freshman English seminar. The program includes comments by writing colleagues Stanley Elkin, John Morris, and Pamela Hadas, Nemerov's eldest son David, WU staff and students and other friends and colleagues.

Dorms double as campus "inn" in summertime

What do 200 bouncy, enthusiastic high school cheerleaders, 50 cemetery managers and 400 of the country's brightest young mathematical minds have in common?

They are among the 5,000 to 8,000 people who flow in and out of WU's South-40 residence halls each summer to attend conferences. The person who supervises this dynamic summer population — making sure rooms are neat and ready, bed linens are changed, meals prepared and conference space reserved — is Jamesetta "Tootie" Williams, director of Conference Planning and Guest Housing at WU. One might call her the campus's innkeeper.

"We especially like youth groups, such as the cheerleaders, and academic groups, such as the 1982 Connective Tissue Workshop, which had over 500 people here in June, or the Mu Alpha Theta Conference of mathematics students, which will meet here August 8-11," she explained. "For academic conferences, we often call upon our faculty to lecture or lead discussions."

Anywhere from 25 to as many as 40 groups, ranging in size between 20 and 1,200 people staying for two or three days, have used the conference center for each of the past seven summers. The rates are \$13 a night for a single or \$11 per person per night for a double, with nominal additional charges for groups. Meals are extra.

Anyone may spend the night on the South-40 at those rates. In addition to conference occupants, about 2,000 transient guests are expected each summer. Several large St. Louis companies and the Muny Opera use the South-40 residence halls to accommodate visitors. The WU Admissions Offices houses about 50 prospective students and their families in the suites each weekend. WU also cooperates with two major touring associations for U.S. and foreign students, and occasionally the St. Louis Convention Bureau will send conventioners to WU when hotel and motel space in the area is filled.

Conference planning may begin as far as three years in advance. "Groups' needs vary," Williams said, and she must respond to all of them. The Universal Cheerleaders Association, for example, which has held camps here for the last four years, needs not only housing, but use of the IM soccer field and Francis Field House, where Williams arranges for risers and mats to be available. Next summer, a group is planning to use Edison Theatre to put on a dance performance for its members.

Williams also arranges special barbecues, ice cream socials and banquets. Organizations must supply their own liquor for these functions, but Williams can provide set-ups and bartenders. Many groups hold last-night parties, but "none has been too wild."

continued on p. 4



Murray L. Weidenbaum



Physics department machine shop foreman Bill Beswick, at right, looks on as assistant Greg Wirtel saws a metal beam.

Machine shop trio carries out nuts and bolts of physics research

"Without tools [man] is nothing, with tools he is all," Thomas Carlyle once said.

WU physicists, in their search for the primordial stuff of the universe and the nature of matter, might well agree. Both on earth and in space, they rely on intricate and often massive instruments for their studies — from room-size spectrometers to finely tuned laser attachments. A good portion of this equipment is built within the confines of Compton Hall "from the word scratch," said Bill Beswick.

As foreman of the machine shop there, he supervises welding, grinding, carpentry and general metalwork operations for professors and graduate students. A frequent refrain is "Bill, I need. . . ." Joked Beswick, "I have 130 bosses in this building, and everybody wants something yesterday."

Though he has only two assistants, whom he describes as indispensable — machinists Tony Biondo and Greg Wirtel — the shop is the largest on the Hilltop Campus in terms of machinery. And campus boundaries are far outdistanced in the net result of many shop projects.

The most recent, a cosmic dust collector, is scheduled to be launched into earth orbit for one year during a 1984 space shuttle flight. Other projects have included the building of a solar wind detector for the Apollo 17 space capsule,

stainless steel support rods for a 200-year-old statue in Philadelphia, Pa., and a telescope attachment for the Mauna Kea Observatory in Hawaii.

"You couldn't buy a lot of these pieces commercially," noted Beswick, who has built parts to order for extreme variations in gravity and minute variations (50 millionths of an inch) in accuracy. "Otto Retzlaff, the former shop foreman, warned me, 'You wake up at 4 o'clock in the morning sometimes thinking about this stuff.' Well, it's true."

One of the longest projects to complete, Beswick said, was a mass spectrometer for Charles M. Hohenberg, professor of physics, which took 18 months from start to finish. The spectrometer is a more sophisticated version of an instrument Hohenberg had purchased in Europe for analyzing the composition of small samples of material, including moon rocks.

Equally demanding was a cosmic ray detector housed in a 22-foot-long hot air balloon gondola. That equipment took nearly two years to build and assemble.

Beswick is particularly proud of a project the shop completed for James G. Miller, professor of physics. Using the principle of ultrasound, a radar-like imaging technique, Miller and colleagues designed an instrument for detecting blood clots in a patient during open heart surgery at one-tenth of the cost of commercially available monitoring systems. That instrument, made at WU, was exhibited at Chicago's Museum of Science and Industry after being cited by *Industrial Research* magazine as one of the 100 most significant new technical products of 1974.

Not that all work at the physics shop is so innovative. Beswick routinely handles requests for bookshelves, lab tables and hose connections. He also is responsible for maintenance and repairs to the Crow Hall Observatory as well as equipment for undergraduate laboratories.

Occasionally, he reports, a professor hands him a design plan on the back of an envelope or some other scrap, but most are specific about their requirements which he assigns with a priority.

"I try to keep a low profile and let my work speak for itself," he said — a demanding task in itself when you have more than 100 "bosses."



Tony Biondo at one of the shop's drills.

Mechanical engineering, THA gain new chairmen for 1982-83

The School of Engineering and Applied Science has announced two changes in department chairmen for the coming year.

David A. Peters, professor of mechanical engineering and a member of the WU faculty since 1976, succeeds Salvatore P. Sutera as chairman of the Department of Mechanical Engineering. Peters, who specializes in helicopter dynamics and wind turbines, won the national Pi Tau Sigma Gold Medal Award for excellence in mechanical engineering in 1978. Prior to joining WU, he worked as an aerospace engineer for the McDon-

nell Douglas Astronautics Co. and served as a research scientist at the National Aeronautics and Space Administration's Ames Research Center.

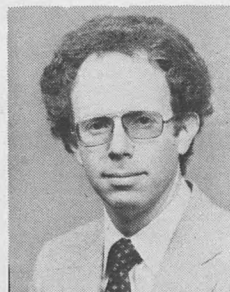
Sutera, who served as chairman for the past 14 years, will devote his time to teaching and research on the shape and flow of red blood cells. He is currently principal investigator for a research project in this field sponsored by the National Heart, Lung and Blood Institute.

William P. Darby is acting chairman of the Department of Technology and Human Affairs, as well as acting director of the Center for Development Technology. An associate professor and faculty member since 1976, he specializes in environmental planning and management.

Darby is serving as acting chairman in the absence of Robert P. Morgan, who will begin a one-year sabbatical leave in September. Morgan will serve as Science and Public Policy Fellow at the Brookings Institute in Washington, D.C., where he will work on technology and international development.



Peters



Darby

Izenberg, Smith take new posts with University College

Two major appointments to posts in University College were announced recently by college dean Robert C. Williams.

Gerald N. Izenberg, associate professor of history, has been appointed director of University College's Master of Liberal Arts Program beginning July 1, 1982. He succeeds Williams, who has directed the program since its inception in 1979.

Jane Smith, formerly of Maryville College, has been appointed assistant dean of University College.

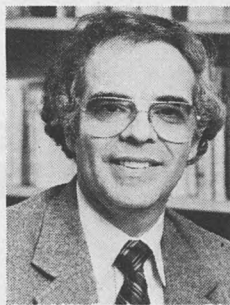
"The MLA Program has now reached a stage of maturity and quality where I believe that another faculty director is appropriate," wrote Dean Wil-

liams in a letter to MLA students. "Professor Izenberg has taught in the program from the beginning and is a widely fessor of history at Brandeis University. Izenberg received a BA in 1961 from the University of Toronto and an MA (1962) and PhD (1968) from Harvard University.

In her new position, Smith will be responsible for corporate, government and community relations and recruitment and assisting in the coordination of admissions, student services and the Adult Resource Center.

Smith served as corporate coordinator at Maryville College, 1980-81, and as assistant director of admissions at Lindenwood College, 1978-80.

Smith received an associate degree from Centenary College for Women, Hackettstown, N.J., in 1961, and a BA from the University of Rhode Island in English and secondary education in 1964. She is presently enrolled in a graduate studies program on human resource management at WU.



Izenberg



Smith

respected teacher and scholar who has the continuing admiration of both students and faculty at WU."

The MLA Program, offered jointly by University College and the Graduate School of Arts and Sciences, encourages liberal arts study for its own sake. It was recently granted full membership in the Association of Graduate Liberal Studies Programs, a national organization of which the MLA Program has been an associate member since 1980.

Izenberg, whose research area is the intellectual history of modern Europe, joined the WU history department in 1976 after seven years as assistant pro-

Washington University Record (USPS 600-430), Volume 7, Number 35, August 5, 1982. Published weekly during the school year, except school holidays, at the Office of News and Information, campus box 1142, Washington University, Lindell and Skinker, St. Louis, Mo. 63130. Second-Class Postage paid at St. Louis, Mo. Postmaster please forward change of address to Campus Box 1142. Washington University, St. Louis, Mo. 63130.

Editor: Charlotte Boman
(Ext. 5251)

Calendar Editor:
King McElroy
(Ext. 5235)

Campus Notes

Merton C. Bernstein, Walter D. Coles Professor of Law, attended a workshop on the effective use of arbitration July 8-9, in Cambridge, Mass., sponsored by the Special Committee on Alternative Means of Dispute Resolution of the American Bar Association and the Harvard Law School Program on Dispute Settlement. The purpose of the workshop is to enhance understanding of legal administrative problems associated with arbitration and to make recommendations for its wider use. Experts from a broad range of perspectives attended.

David L. Browman, associate professor of anthropology, has been appointed to a two-year term on the Missouri Advisory Council on Historic Preservation by Governor Christopher S. Bond. Browman was chosen because of his expertise in historic archaeology. The council nominates historic districts, standing architecture, ethnic neighborhoods and prehistoric sites for inclusion on the National Register of Historic Places. Browman attended his first meeting of the Council June 25-26 in Jefferson City, Mo.

Edwin B. Fisher, Jr., associate professor of psychology and director of the WU Behavior Therapy Clinic, has been elected to the national board of directors of the American Lung Association. He will chair the Smoking and Health Committee. Active in the association's quit smoking programs, Fisher will serve as director-at-large on the national board until 1985.

Henry Lueders Henderson, a student in the School of Law, is the winner of the American Judicature Society's second annual essay contest.

Henderson's essay, a discussion of the exclusionary rule and the relationship of the rule to judicial integrity, will be published in the American Judicature Society's journal, *Judicature*, next February.

Kevin J. Maloney, a candidate for a doctoral degree in economics at WU, has been named the first recipient of the recently established Clifford M. Hardin Endowed Graduate Fellowship from the Center for the Study of American Business. Established by the Fund for Higher Education to honor Clifford M. Hardin, director of the Center, this fellowship is intended to encourage advanced, graduate-level research in the area of public policy issues affecting the American business system.

Maloney plans to write his PhD dissertation on "Inflation, Taxes, and the Productive Capacity of the U.S. Economy," and expects to receive his doctorate in May 1983.

Peter H. Raven, director of the Missouri Botanical Garden and Engelmann Professor of Botany at WU, was one of 16 American environmentalists to be awarded an International Environment Leadership Medal from the United Nations Environment Program (UNEP).

Presented in June in celebration of UNEP's first decade and the 10th anniversary of the Stockholm Conference on the Human Environment, the medal recognizes "distinguished contributions to the cause of the environment" over the last decade.

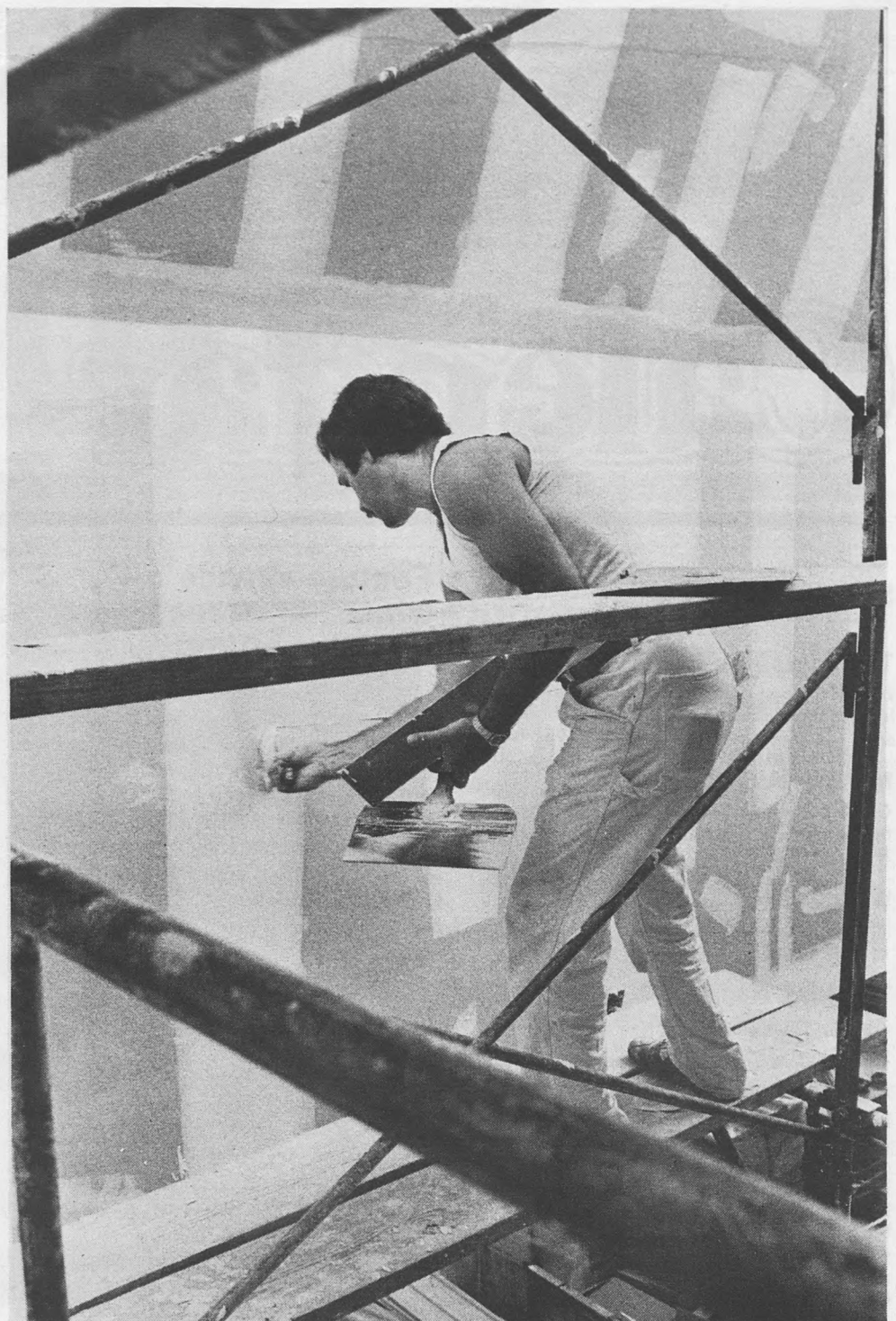
Fred J. Rosenbaum, professor of electrical engineering, has been selected to receive the E²A² Distinguished Alumnus Award from the Electrical Engineering Alumni Association of the University of Illinois-Urbana. Rosenbaum will be one of four alumni honored when the award is presented in September. He earned his BS, MS and PhD from the University of Illinois in 1959, 1960 and 1963, respectively.

James E. Schwob, a predoctoral student in the School of Medicine's Department of Anatomy and Neurobiology, was awarded the fifth annual James L. O'Leary Prize for Research in Neuroscience. At the award presentation May 21, Schwob discussed his research on the development of axonal connections (the conducting portion of nerve cells) in the central olfactory system. His research was based on one of O'Leary's earliest papers. O'Leary, former professor and head of the WU Department of Neurobiology, devoted himself to training young investigators. His career at the School of Medicine spanned almost 50 years until his death in 1975.

Barry A. Siegel, professor of radiology and director of the Division of Nuclear Medicine, Mallinckrodt Institute of Radiology, was recently appointed to a three-year term as chairman of the Radiopharmaceutical Drugs Advisory Committee (RDAC) of the Food and Drug Administration (FDA). He will advise and consult with the Secretary and Assistant Secretary for Health and the Commissioner of Food and Drugs about drug safety and effectiveness, regulation of radioactive drugs used in medical research, and product labeling.



Snuggled between the biology department greenhouse, the Forsyth Blvd. parking lots and Wilson Hall is a verdant oasis of beauty and peacefulness. The Erna R. Eisendrath herb garden, expertly cultivated by biology technician Alan Lloyd, always seems to have something in bloom, even when other St. Louis gardens' color is finished. Two frequent visitors of the garden are herb enthusiasts Carolyn Ditchburn (left) and Christine Carlisle, both members of the chemistry department staff.



Construction of the addition to the Mallinckrodt bookstore nears completion, and the last globs of plaster and final feet of carpet should be in place by the latter part of August. Above, a worker spackles the seams of dry-wall in the two-story atrium that will connect the bookstore's old and new sections.

Hanson named to head development services

Lee E. Hanson has been named director of WU's development services, according to Herbert F. Hitzeman, Jr., vice chancellor for university relations. Hanson succeeds Eleanor A. Bergfeld, who retired this year after 33 years of service at WU.

In his new position, Hanson will be responsible for the development area's record keeping, gift processing and acknowledging, and research activities. In addition, he will design a new on-line data base to support the development activities of the University.

Hanson was director of development services and, earlier, director of alumni field services and the alumni fund at

Water company endows Presberg scholarship at law school

The Continental Water Co. of St. Louis has established the first permanently endowed scholarship in the Scholars in Law Program, inaugurated by the WU School of Law on July 1. This scholarship is named in honor of the late Gerald K. Presberg, a 1938 graduate of the school and former president of the Continental Water Company and board chairman of four of its subsidiaries.

The new Scholars in Law Program will provide financial support for students with named endowments and term scholarships that recognize the achievements and support of WU alumni, friends and law firms. The Presberg Award is the first in the program, which the Law School hopes will include as many as 15 new named scholarships in the coming year.

Northwestern University since 1972. Hanson played a key role in the creation of the department of development services at Northwestern.

Hanson earned a BA in political science in 1969 and an MA in teaching political science in 1970 at Northwestern University. He completed additional graduate work in educational administration in 1972.

Graphics systems donated to WU

Six computer systems for student training and faculty research have been awarded to WU by the Digital Equipment Corporation (DEC). The new systems, valued at \$194,300, are located at both the Hilltop and Medical School campuses.

The grant includes three GIGI 5 Pack color graphics terminals for Jeffrey L. Posdamer, research associate in computer science, Francis Vithayathil, assistant professor of technology and human affairs, and Gilbert R. Jost, associate professor of radiology; one VT 103 desktop laboratory system for Richard F. Wrenn, research assistant professor of biological chemistry; and a PDP 11/34 and a PDP 11/23 general purpose minicomputer system for the Department of Radiology and the Department of Computer Science.

WU is one of several institutions in the St. Louis area to receive computer systems from DEC, which hopes to increase graphics capabilities for teaching purposes.

Calendar

August

Special Events

Thursday, Aug. 12

2-4 and 7-9 p.m. Open House for University College Adult Resource Center. Speakers will discuss adult education opportunities at WU. 30 January.

Monday, Aug. 23

6-8 p.m. University College Intensive 30-hour Systems and Data Processing Students' Orientation Meeting. 30 January.

Wednesday, Aug. 25

6-8 p.m. Orientation for University College Master of Data Processing Students. 30 January.

Thursday, Aug. 26

6-8 p.m. University College New Student Orientation. 30 January.

Friday, Aug. 27

New Student Orientation Activities. The program will include the Chancellor's welcome and ice cream social, talent show, music and dancing, open houses, meetings with advisors and deans, foreign language placement exams and a financial aids briefing. Through Sept. 3. Details of the activities will be contained in a brochure which will be available soon at the Housing and Residential Life Center.

Wednesday, Sept. 1

11 a.m. Assembly Series Lecture with Howard Nemerov, Edward Mallinckrodt Distinguished University Professor of English at WU, giving a reading and commentary. Graham Chapel.

Music

Wednesday, Aug. 18

8 p.m. Department of Music Jazz Concert with Bill Lenihan, guitar instructor at WU, and his trio, "In the Midst," featuring Paul DeMarinis, woodwinds, and Roger Guth, drums. Jazz chamber music which will incorporate electronic music and dance. Graham Chapel. No charge.

Exhibitions

"Core Show," a collection of drawings and designs by students in the School of Fine Arts. Bixby Hall Gallery. Hours are 10 a.m.-4 p.m. weekdays. Closed weekends. Through Aug. 28.

"Fools Are My Theme, Let Satire Be My Song," a collection of classical satire from Aesop and Aristophanes to Mark Twain and Kurt Vonnegut. Includes a manuscript letter written by Mark Twain and a rare edition of Voltaire's *Candide*. Special Collections, fifth floor, Olin Library. 8:30 a.m.-5 p.m. weekdays. Through Aug. 31.

Calendar Deadline

The deadline to submit items for the Sept. 2-11 calendar of the *WU Record* is Aug. 19. Items must be typed and state time, date, place, nature of event, sponsor and admission cost. Incomplete items will not be printed. If available, include speaker name and identification and the title of the event. Those submitting items, please note name and telephone number. Address items to King McElroy, calendar editor, Box 1142.

Grants available for cancer-related projects

The American Cancer Society has awarded a \$45,000 institutional research grant to WU to fund promising new projects in cancer research by junior investigators. This is the 29th time the society has awarded the grant to WU.

Researchers university-wide can apply for funding up to \$7,500 for one

Feature service wins *Newsweek* award for newswriting

WU's Feature Service has won the 1982 *Newsweek* Grand Award for Excellence in Newswriting. The award is given annually to the best university-based program in newswriting.

The award was presented on July 13 during the annual conference of the Council for the Advancement and Support of Education (CASE) in Toronto, Canada. A \$500 prize accompanied the presentation.

WU also received two exceptional achievement awards in photography, and was cited for an events-related publications.

The Feature Service began operation in October 1981 under the direction of Charles Koltz, and deals with news events and research at WU. The service writes full-length feature articles and distributes them to a select list of media sources on a monthly basis.

Besides Koltz, the other writers involved in the Feature Service are science writer Jill Murray and reporter Susan Kesling.

The Feature Service also won two "Exceptional Achievement" awards from CASE in 1982: Research Communication and Excellence in News Writing.

University photography director Herb Weitman and photographer Peter Zimmerman won awards for their photo essays. The publications citation went to John A. Krider, director of publications.

Catch the MUMPS course Aug. 31 at BCL

A six-week, non-credit course on the Standard MUMPS computer language will be offered beginning Aug. 31. The class will meet in the Biomedical Computer Lab Classroom (2nd floor, 700 South Euclid), Tuesday and Thursday from 4 to 5:30 p.m..

Students will be assumed to have no prior knowledge of MUMPS or any other computer language. The first four weeks of the course will provide an intensive introduction to the use of a computer terminal and the most important aspects of the MUMPS language.

A nominal charge of \$25 is required to cover the cost of the text, a pocket guide, and other handouts. Registration is required and must be received no later than Aug. 13.

For additional information, or to register, contact the instructor, Joel Achtenberg, or Shirlene Brown, at 454-4832.

year to finance cancer-related projects. A committee currently led by Elmer B. Brown, Jr., associate dean for continuing medical education, is responsible for allocating the funds.

For additional information, contact Brown at 454-3372 or write to him at campus box 8063, School of Medicine.



The Furniture Exchange has a problem. For the past two months, staffers George Scott, Hazel Goebel (seated), and Helen Oakley have been working in a obstacle course of furniture that is stacked so high it reaches the ceiling in some places. The Exchange, located at 6551 University Drive, buys furniture and housewares from departing students and faculty and at garage and estate sales and sells it to returning students and first-year faculty at low prices. Owned and operated by Women's Society of WU, the proceeds are given to the Women's Society Scholarship Fund. The Exchange will have special hours Monday-Friday from 10 a.m.-3 p.m. Aug. 16-Sept. 3. After Sept. 6, it will be open Mondays and Wednesdays from 10 a.m.-3 p.m. Furniture for every room in the house is available. The Exchange's number is 889-5206.

Dorms — continued from p. 1

Helping her during the summer rush is her assistant, Shirley Tarkow, a senior aide, and eight students who man the reservation desk in Shepley Hall 24 hours a day, make reservations and room assignments and hand out keys and meal vouchers.

Williams' work does not end in September, either. During the school year, her office arranges conventions and



Jamesetta "Tootie" Williams

meetings for many groups, housing them at area hotels, but providing on-campus meeting space and meals.

"Many universities open their housing facilities to conferences and travelers during the summer," she explained. "We're not trying to compete with hotels and motels, we're just making good use of our residence halls year-round. The funds raised are used to maintain

the residence halls and landscape the area, making it more attractive to students."

Williams has been low-key in her approach to marketing, limiting her promotion to registering the center with a number of St. Louis housing referral and tourist offices. She and her staff do contact several organizations, but she believes that the growing use of the well-run but decidedly no-frills conference facilities is a result of satisfied customers passing the good word on to others.

"Some people arrive here expecting a hotel," she admitted. "We don't have telephones or televisions in the rooms, and we try to make this clear to people visiting us. For the most part, our guests are pleased with the service. We're economical, and that is becoming increasingly attractive for corporations, especially."

One contented customer is Robert Tisdale, president of the Universal Cheerleaders Association. He organizes some 120 cheerleading, drill team and pom-pom camps each year at universities all over the country, and he has been consistently pleased with WU.

"We come in with 200 young girls, some of whom are away from home for the first time," he said recently, by telephone, from his Memphis office. "At WU, we have always found the halls ready for us and the staff helpful and friendly. Juggling all of that is a difficult task, and of all the organizers I have dealt with, Tootie is one of the best."

Indexed