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Charles R. Van Hise: president, University of Wisconsin, 1903-1918. 1905/1999

[Madison, Wisconsin]: [s.n.], 1905/1999

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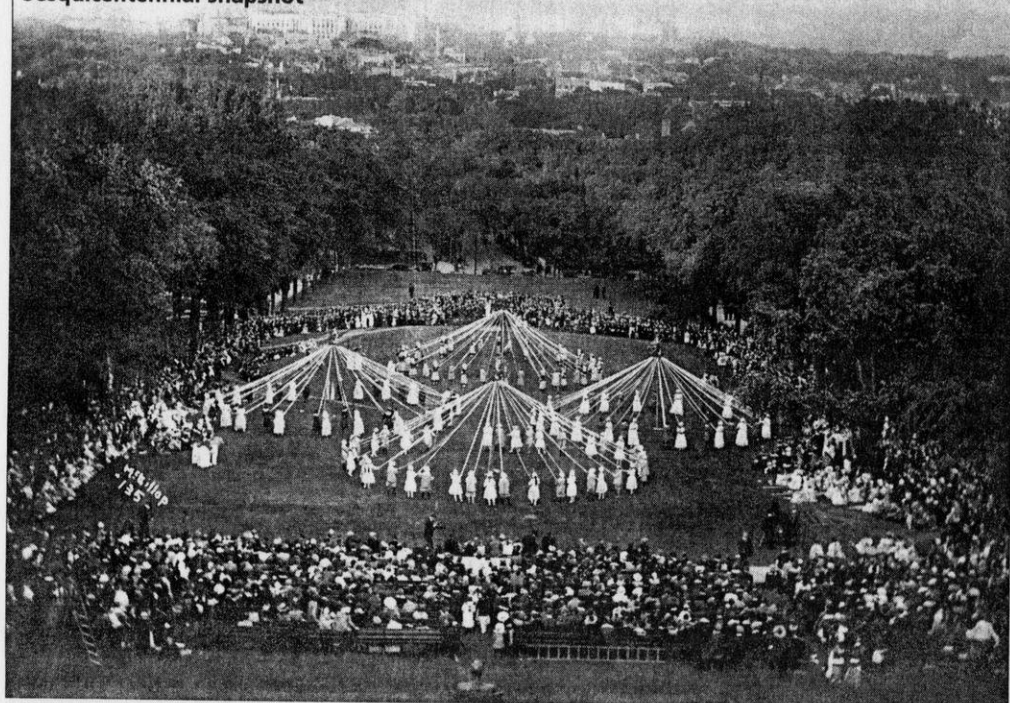
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150 YEARS

UNIVERSITY OF WISCONSIN • SINCE 1848

Sesquicentennial snapshot



A long-gone rite of spring: Campus residents gather round the maypole for a 1915 celebration on Bascom Hill.

Photo courtesy UW-Madison Archives

Van Hise monolith gains national historic status

Terry Devitt

Tucked away in the Baraboo River Valley gorge is the rock that made Wisconsin famous.

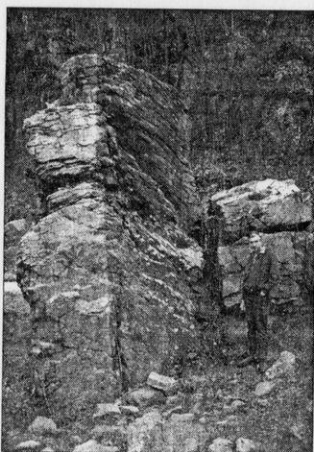
First used more than a century ago by University of Wisconsin geologist Charles R. Van Hise to teach some of the principles of geology, the solitary outcrop of Baraboo quartzite is for scientists the single most famous geological feature in the garden of stony wonders that is the Baraboo Hills.

A mecca of geology, like much of the region, the rock was used by Van Hise to show his disciples the hidden secrets of the structure and history of the Earth. And his students and generations of textbook writers carried its lessons worldwide.

The monolith nestled near the roadside on a curvy portion of State Highway 136 has long been a window to what the world was like more than a billion years ago. And now, the famous rock is about to gain historic merit. On May 9, Van Hise Rock will become the 24th site in Wisconsin to be designated a national historic landmark, the highest honor bestowed by the National Park Service.

The educational value of the 1.7-billion-year-old rock, still visited by legions of students from all over the Midwest, lies in the story it tells about the geology of the Baraboo region and the insights it provides into the underlying processes that shape the Earth, according to Robert Dott, professor emeritus of geology.

The Baraboo Hills, says Dott, reflect a remarkable geologic history that encompasses almost half of the estimated four-billion-year age of the planet. Van Hise Rock,



Robert Dott and the Van Hise Rock, 1973.

Dott explains, covers much of that history in one neat package.

The rock reveals features of a now-buried fold in the Earth's crust that tells a story of mountain building that occurred in the region an estimated 1.6 billion years ago. Van Hise, using the the Baraboo Hills as a classroom, made Wisconsin internationally famous as a center of geological research and education. ■

The dedication of Van Hise Rock will be Sunday, May 9, at 1:30 p.m. in Abelman Gorge, one mile north of Rock Springs on Highway 136.

Sesquicentennial Events

Public events and exhibits

April

30 Friday

SESQUICENTENNIAL LECTURE

"Trends in Imaging for the 21st Century." Elizabeth V. Patton, Kodak. Sponsored by Chemistry, Chemical Engineering, and Materials Science. 1361 Chemistry Bldg., 3:30 p.m.

May

3 Monday

INTERNATIONAL CONVOCATION

Events for international alumni and others. May 3-7.

June

16 Wednesday

LAMPMAN MEMORIAL LECTURE

"A Financial Policy in Lampman's Tradition: The Community Reinvestment Act." Edward Gramlich, University of Michigan. 1100 Grainger Hall, 4 p.m.

August

21-22 Saturday-Sunday

CAMPUS OPEN HOUSE

October

15 Friday

SCHOOL OF NURSING 75TH ANNIVERSARY GALA CELEBRATION

Details developing. Monona Terrace.

Exhibits

ENGINEERING PHOTO EXHIBIT

"Engineering Time." Scenes from the college's rich history; 23 images span 1881-1998. East wall, 1610 Engineering Hall. Exhibit runs through the year.

HUMAN ECOLOGY STUDENT EXHIBIT

Exhibits from landscape architecture, interior design, and textile and apparel design. Through May 13.

FLASHBACK

HISTORICAL HIGHLIGHT

At a time when African-American artists were barred from performing in many venues, Memorial Union's theater welcomed them. The famous contralto **Marian Anderson**, for instance, capped the theater's opening season in 1939, not long after she was refused the use of the D.A.R. Constitution Hall in Washington, D.C. Among other black artists sponsored by the Union were **Paul Robeson**, **Harry Belafonte**, **Louis Armstrong**, **Duke Ellington** and **Ella Fitzgerald**.

PEOPLE FROM OUR PAST

In the 1930s, **Frederick Mohs** pioneered a form of surgery that helped rid patients of external tumors such as lip and skin cancers. The technique, known as Mohs Micrographic Surgery, relied on extremely precise dissections of tumors instead of the gross removal of tumor masses. Mohs' method, still in widespread use, has treated thousands of patients' cancers while sparing undamaged tissue.

FACULTY MEMORIES

There are three teachers I distinctly remember, above and beyond my very positive memories of my educational experience at UW-Madison as a whole: The first is professor **Steve Nadler**, who taught the Philosophy 101 class I took in 1989. I was a BS student, disgusted to find I would be forced to take a humanities class. I tried to get into those I thought the least "touchy-feely" first: economics, sociology, geography. As an entering student, I found them all booked solid by the time I was allowed to register. I kept working my way down my preference list, until near the bottom I got into Philosophy 101. Needless to say, I entered as a skeptic: doubting the class would be any good, angry I was being forced to take it. I said as much in the first recitation section. My transformation was nearly magical, in that by the end of the term I was a firm advocate of the policy of making nerds like myself take humanities courses. I took an emphasis (minors not being allowed in ChE) in Philosophy and still "think hard" to this day, even though I am, indeed, a scientist.

The second is **Tim Allen**. I audited two of Allen's botany classes, just because they were so damn good. [Well, OK, he also got me intrigued about systems science.] I was a chemical engineer and had always disliked biology. His classes were the ultimate in edutainment. Simply incredible.

John Wright taught my Chemistry 110 class. He also taught me what teaching should be like, what it meant to be a mentor, and how to explain something from an angle the audience wants to understand. There's no one story I can tell to justify this strong assertion, but all-around I've never had a better teacher than Professor Wright, and I doubt I ever will. Have you ever felt empowered to understand, rather than simply taught? It's magical. He did it.

— **Robert Rossi**, BS '92

TO GET INVOLVED

The Wisconsin Alumni Association is working with UW-Madison Archives to collect campus memorabilia of historical interest and value. If you have something of interest, please contact WAA, 650 North Lake St., Madison, WI 53706-1476; phone 262-2551; e-mail waa@badger.alumni.wisc.edu.

THE WISCONSIN WEEK WIRE - April 28, 1999

for UW-Madison faculty and staff

(issue on Web at <http://www.news.wisc.edu/wire/i042899/>)

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Selected stories from this issue of Wisconsin Week ...

FRONT PAGE

- o Pre-tax payment provision to offset parking fee hike
- o Campus libraries plan electronic catalog upgrade
- o Tenure clock up for vote
- o Abe to get cleaning

PROFILE: Jack Kloppenburg

- o Professor shares food for thought on our dining habits

FEATURES

- o 150 Years: Van Hise monolith gains national historic status
- o Taste testers sample food service fare

RESEARCH

- o UW zoologist finds rare saola in a roadside zoo
- o Researchers plot plan to reduce state highway headaches
- o Alternative publisher to fund e-journals
- o Research digest

AWARDS

- o Honorary degree recipients announced
- o Hilldale recipient creates artistic spectacles
- o L&S students reap national honors
- o Awards wrap-up

CAMPUS NEWS

- o Campus readies for more construction
- o Littlefield to retire as School of Nursing dean
- o Three finalists named for engineering dean post
- o Law school partners with Russian university
- o Changes considered in release of student records
- o Economy triples Vilas Trust funds
- o Newsmakers

ON CAMPUS

- o TAA celebrates 30 years of activism
- o 'Naked Gun' filmmaker Jim Abrahams to speak
- o Madison to host black grad student meeting
- o Events calendar: <http://calendar.news.wisc.edu>

(issue on Web at <http://www.news.wisc.edu/wire/i042899/>)

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Front Page

PRE-TAX PAYMENT PROVISION TO OFFSET PARKING FEE HIKE

Most faculty and staff who drive to work will pay an extra \$15 to \$60 next year to park on campus, but those increases will be offset by a new pre-tax deduction program for parking fees.

(Full story in Wisconsin Week, page 1)

<http://www.news.wisc.edu/wire/i042899/parking.html>

CAMPUS LIBRARIES PLAN ELECTRONIC CATALOG UPGRADE

A new electronic catalog is coming soon to libraries here and on other UW System campuses—overdue and just in the nick of time.

(Wisconsin Week, page 1)

<http://www.news.wisc.edu/wire/i042899/voyager.html>

TENURE CLOCK UP FOR VOTE

The Faculty Senate is scheduled to vote Monday, May 3 on a proposal to grant departments more flexibility in determining the time that new assistant professors can take to earn tenure.

(Wisconsin Week, page 1)

<http://www.news.wisc.edu/wire/i042899/tenure.html>

ABE TO GET CLEANING

As part of the sesquicentennial, the university has contracted to have the bronze statue of Abraham Lincoln on the top of Bascom Hill restored to its original appearance—a dark brown-green.

(Wisconsin Week, page 1)

<http://www.news.wisc.edu/wire/i042899/abe.html>

Profile: Jack Kloppenburg

PROFESSOR SHARES FOOD FOR THOUGHT ON OUR DINING HABITS

In the midst of midterms, while most professors fed students exams, Jack Kloppenburg simply fed them. That's because food is the pièce de résistance of education à la Kloppenburg.

(Wisconsin Week, page 4)

<http://www.news.wisc.edu/wire/i042899/eat.html>

Features

150 YEARS:

VAN HISE MONOLITH GAINS NATIONAL HISTORIC STATUS

Tucked away in the Baraboo River Valley gorge is the rock that made Wisconsin famous. First used more than a century ago by University of Wisconsin geologist Charles R. Van Hise to teach some of the principles of geology, the rock is slated to become the 24th site in Wisconsin to be designated a national historic landmark.

(Wisconsin Week, page 5)

<http://www.news.wisc.edu/wire/i042899/vanhise.html>

TASTE TESTERS SAMPLE FOOD SERVICE FARE

For students, it's an opportunity to taste what could be on their table in the morning or the next night. For University Housing Food Service, it's a chance to explore the taste buds of the bulk of their customers: undergraduates. It is simply food testing, held every few weeks by the recipe developers in University Housing Food Service.

(Wisconsin Week, page 10)

<http://www.news.wisc.edu/wire/i042899/taste.html>

Research

UW ZOOLOGIST FINDS RARE SAOLA IN A ROADSIDE ZOO

If there's a common wisdom to field biology, it is to expect the unexpected. And the last thing primatologist Nancy Ruggeri expected to encounter was the saola—a spindle-horned animal that is possibly the last of the world's large mammals to be discovered.

(Wisconsin Week, page 6)

<http://www.news.wisc.edu/wire/i042899/saola.html>

RESEARCHERS PLOT PLAN TO REDUCE STATE HIGHWAY HEADACHES

As the season of jackhammers and dust descends on state highways, it might be reassuring to know that a statewide research effort could ultimately reduce road-maintenance headaches. That's just one goal of the new Wisconsin Highway Research Program, which brings together a diverse group of experts to set a strategic course for state highways.

(Wisconsin Week, page 6)

<http://www.news.wisc.edu/wire/i042899/hwy.html>

ALTERNATIVE PUBLISHER TO FUND E-JOURNALS

Ratcheting up its David-and-Goliath battle with publishing behemoths, the Scholarly Publishing and Academic Resources Coalition (SPARC) has announced it will offer \$500,000 for the creation of new electronic journals.

(Wisconsin Week, page 10)

<http://www.news.wisc.edu/wire/i042899/sparc.html>

RESEARCH DIGEST

Study finds surprises in teen peer influences; book profiles black experience in Wisconsin; and new uses for manure.

(Wisconsin Week, page 6)

<http://www.news.wisc.edu/wire/i042899/rd.html>

Awards

HONORARY DEGREE RECIPIENTS ANNOUNCED

Distinguished achievers with Wisconsin and global ties will be awarded honorary degrees during commencement ceremonies in May.

(Wisconsin Week, page 14)

<http://www.news.wisc.edu/wire/i042899/hd.html>

HILLDALE RECIPIENT CREATES ARTISTIC SPECTACLES

1999 Hilldale Undergraduate Research Award winner Richard Nelipovich wants people to think of their glasses as "jewelry for the face." The UW-Madison senior in the School of Art is designing eyeglass frames that are innovative, distinctive and at times wildly impractical.

(Wisconsin Week, page 8)

<http://www.news.wisc.edu/wire/i042899/specs.html>

L&S STUDENTS REAP NATIONAL HONORS

Five undergraduates in the College of Letters and Science have earned prestigious national awards.

(Wisconsin Week, page 3)

<http://www.news.wisc.edu/wire/i042899/lshonors.html>

AWARDS WRAP-UP

- o Distinguished Alumni Awards
- o Hilldale Undergraduate Research Awards
- o University Bookstore Awards
- o Graduate School Excellence in Teaching
- o National Academy of Sciences
- o School of Education Awards
- o Polygon Teaching Awards
- o Regents Staff Award

Access stories about all these awards from the following web page: <http://www.news.wisc.edu/wire/i042899/awards.html>

Campus News

CAMPUS READIES FOR MORE CONSTRUCTION

This issue of Wisconsin Week includes a summary of campus construction projects already under way or planned to begin yet this year. Please see page 16 of the print edition for a detailed map and chart outlining the construction activity.

LITTLEFIELD TO RETIRE AS SCHOOL OF NURSING DEAN

A national search soon will begin for a successor to Vivian Littlefield, one of the university's longest-serving administrators, who will retire Dec. 31 after 16 years as dean of the School of Nursing.

(Wisconsin Week, page 2)

<http://www.news.wisc.edu/wire/i042899/vlit.html>

THREE FINALISTS NAMED FOR ENGINEERING DEAN POST

A search committee has recommended to Chancellor David Ward three finalists for dean of the College of Engineering: Eduardo D. Glandt, interim dean of the University of Pennsylvania School of Engineering and Applied Science; Julio M. Ottino, chair of the department of chemical engineering at Northwestern University; and Paul S. Peercy, president of SEMI/SEMA TECH, an Austin, Texas-based technical consortium for the U.S. semiconductor industry.

(Wisconsin Week, page 2)

<http://www.news.wisc.edu/wire/i042899/engrdean.html>

LAW SCHOOL PARTNERS WITH RUSSIAN UNIVERSITY

The UW Law School is partnering with a Russian university to strengthen international legal education.

(Wisconsin Week, page 3)

<http://www.news.wisc.edu/wire/i042899/fesu.html>

CHANGES CONSIDERED IN RELEASE OF STUDENT RECORDS

A university committee is considering possible changes to university rules governing the release of student disciplinary records.

(Wisconsin Week, page 2)

<http://www.news.wisc.edu/wire/i042899/records.html>

ECONOMY TRIPLES VILAS TRUST FUNDS

Due to the healthy economy and a one-time capital gains increase, Vilas Trust money available for spending in 1999-2000 will be about three times larger than usual.

(Wisconsin Week, page 2)

<http://www.news.wisc.edu/wire/i042899/vilas.html>

NEWSMAKERS

Nikhil Dhurandhar and Richard Atkinson discuss their research on a virus that they believe causes some people to get fat; researcher James Thomson's advances in embryonic stem cell research continue to reverberate throughout science, ethics and politics; and Amit Lal's silicon cutting tools usher in the potential for painless needles and 'smart' scalpels.

(Wisconsin Week, page 3)

<http://www.news.wisc.edu/wire/nm.html>

On Campus

(Events calendar: <http://calendar.news.wisc.edu>)

TAA CELEBRATES 30 YEARS OF ACTIVISM

The oldest graduate student union in the nation celebrates three decades of existence starting Thursday, April 29, with four days of events planned to highlight its storied history.

(Wisconsin Week, page 11)

<http://www.news.wisc.edu/wire/i042899/taa.html>

'NAKED GUN' FILMMAKER JIM ABRAHAMS TO SPEAK

Jim Abrahams, whose comic vision has inspired such cinema landmarks as "Airplane!" and the "Naked Gun" movies and more, will reveal "The 15 Rules of Comedy" in a free public lecture on campus Sunday, May 2.

(Wisconsin Week, page 11)

<http://www.news.wisc.edu/wire/i042899/abrahams.html>

MADISON TO HOST BLACK GRAD STUDENT MEETING

The university will host the 12th Annual Black Graduate Student Conference March 29-April 2 next year.

(Wisconsin Week, page 3)

<http://www.news.wisc.edu/wire/i042899/bgsc.html>

The Wisconsin Week Wire: Vol. III (No. 8)

FOR IMMEDIATE RELEASE 4/30/99

FAMOUS VAN HISE MONOLITH GAINS NATIONAL HISTORIC STATUS

Tucked away in the Baraboo River Valley gorge is the rock that made Wisconsin famous.

First used more than a century ago by University of Wisconsin geologist Charles R. Van Hise to teach some of the principles of geology, the solitary outcrop of Baraboo quartzite is for scientists the single most famous geological feature in the garden of stony wonders that is the Baraboo Hills.

A mecca of geology, like much of the region, the rock was used by Van Hise to demonstrate to his disciples the hidden secrets of the structure and history of the Earth. And his students and generations of textbook writers carried its lessons worldwide.

Today, the monolith nestled near the roadside on a curvy portion of Highway 136 is named after the famous scientist. And in addition to its status as a window to what the world was like more than a billion years ago, the rock is about to be recognized more broadly for its historic merit.

On Sunday, May 9, Van Hise Rock will become the 24th site in Wisconsin to be designated a national historic landmark, the highest honor bestowed by the National Park Service. The dedication will be at 1:30 p.m. in Abelman Gorge, one mile north of Rock Springs on Highway 136. The public event is co-sponsored by the Wisconsin Department of Transportation, the town of Excelsior, the Rock Springs Public Library History Committee, the UW-Madison geology department and the State Historical Society.

The educational value of the 1.7 billion-year-old rock, still visited by legions of students from all over the Midwest, lies in the story it tells about the geology of the Baraboo region and the insights it provides into the underlying process that shape the Earth, according to Robert Dott, professor emeritus of geology.

The Baraboo Hills, says Dott, reflect a remarkable geologic history that encompasses almost half of the estimated 4 billion year age of the planet. Van Hise Rock, Dott explains, covers much of that history in one neat package.

"The Van Hise Rock is just a small part of the northern range of the Baraboo Hills, but what makes it so interesting and famous is that it shows within it small features of the Baraboo syncline," a now-buried fold in the Earth's crust that tells a story of mountain building that occurred in the region an estimated 1.6 billion years ago.

The ability to discern subsurface characteristics by reading the clues in the Van Hise Rock was a technique worked out in part by Van Hise and colleagues more than a century ago as part of a massive federal effort to learn about the geology of the economically important, mineral rich Lake Superior region.

"Van Hise became particularly interested in how these rocks become deformed" and how their structure changed over eons," says Dott.

The work of Van Hise early in the century, using the quartzite rock and the Baraboo Hills as a classroom, made Wisconsin internationally famous as a center of geological research and education, and firmly established the basic principles of structural geology.

###

-- Terry Devitt (608) 262-8282, trdevitt@facstaff.wisc.edu

NEW BOOK EXPLORES UW-MADISON'S FUTURE

In 1904, University of Wisconsin President Charles R. Van Hise laid out a vision for the institution's future.

Van Hise's forward-thinking paradigm blended the English model of liberal arts education, the German model of research and graduate education and the American land-grant institution model, with its outreach emphasis.

That vision has stood the test of time and is reflected to this day in UW-Madison's three-pronged mission of teaching, research and service. Now, a new book that is part of the university's Sesquicentennial celebration is exploring UW-Madison's future - just as Van Hise did almost 100 years ago during the 50th anniversary of the university's first graduating class.

Edited by Chancellor David Ward and Noel Radomski of the Chancellor's Office, *Proud Traditions and Future Challenges - The University of Wisconsin-Madison Celebrates 150 Years* includes seven essays written by individuals with long experience and expertise on current and future challenges facing the university.

Ward says the 224-page book, slated to be released in early February, is designed to engage the campus and community in a creative discussion about directions for the university in the next millenium.

"I invite you to consider how the authors' visions, and the questions they pose, can be woven into the dialogue about the future of UW-Madison," writes Ward in the book's preface. "I challenge you to help the university shape a better tomorrow - just as our visionary Wisconsin pioneers did 150 years ago when they laid the foundation for a great state university. We owe them nothing less as UW-Madison enters the next century."

Ward penned the first essay, which first chronicles historical changes in higher education and then examines UW-Madison's internal and external challenges. His chapter concludes with suggestions for advancing UW-Madison's position as one of the world's leading universities into the next century.

The other essays focus on the future of the liberal arts; technology and its effect on teaching and learning; graduate and professional education; international studies; public access to university expertise; and the undergraduate university.

Produced by the UW-Madison Office of University Publications, *Proud Traditions and Future Challenges* will be distributed through the University of Wisconsin Press. The book will be available at University Book Stores and other Madison bookstores for \$9.95.

###

-- Erik Christianson, (608) 262-0930

NOTE TO EDITORS: This list accompanies the news release headlined, "New book explores UW-Madison's future."

SEVEN CONTRIBUTE TO NEW BOOK LINKING UW HISTORY, VISION
Proud Traditions and Future Challenges - The University of Wisconsin-Madison Celebrates 150 Years includes seven essays written by individuals with long experience and expertise on current and future challenges facing the university. Here are the essays, in order of appearance:

Ch. 1: "The Challenge of Irreversible Change in Higher Education: The University of Wisconsin-Madison in the 1990s." By Chancellor David Ward.

Ch. 2: "The Future of the Liberal Arts." By Phillip R. Certain, dean of the College of Letters & Science.

Ch. 3: "Using Technology Wisely: New Approaches to Teaching and Learning Through Technology." By Kathy Christoph, director of learning technology and distance education, Division of Information Technology.

Ch. 4: "Change and Innovation in Graduate and Professional Education in Major Public Research Universities: The Fin de Siecle and Beyond." By Clifton F. Conrad, professor of educational administration.

Ch.5: "The Future of International Studies." By David M. Trubek, dean of International Studies and Programs.

Ch.6: "Public Access to University Expertise." By Donald A. Nichols, professor of economics.

Ch.7: "A Great Undergraduate University." By William Cronon, professor of history.
###

'Future of Journalism' examined

Brian Mattmiller

National, state and local media professionals will converge on campus Thursday, Feb. 11, for a symposium on future issues in journalism, from "new media" skills to ethical decision-making.

The symposium will feature two panel discussions, as well as opening and closing remarks by CNN political correspondent Jeff Greenfield, a UW-Madison and *Daily Cardinal* alumnus. The event is free and open to the public.

After Greenfield's remarks from 10 to 10:30 a.m., the morning panel will run from 10:30 a.m. to noon. Titled "New Messengers, New Messages," the panel will focus on the skills and attributes that will be essential to the success of today's journalism students.

Panelists include Jill Geisler, an educator with the Poynter Institute; Jonathan Wolman, national managing editor of the Associated Press; Ruth Conniff, columnist for *The Progressive*; Brian Knox, editor/publisher of *The Daily Jefferson County Union* and six southern Wisconsin weeklies; Adam Lasker, editor in chief of *The Daily Cardinal*; Dan Alter, editor in chief of *The Badger Herald*; and Lewis Friedland, UW-Madison journalism professor.

The afternoon panel, called "The Dot.Com Generation," will run from 1 to 2:30 p.m. and will explore the growing potential of online reporting, which includes multimedia news services and "webcasting" radio stations.

Panelists are Rem Rieder, editor of *American Journalism Review*; John Keefe, founder of a Brooklyn-based multimedia company, North Woods Productions; Lee Hawkins, technology reporter with the *Milwaukee Journal/Sentinel*; Barb Palser, editor of WISC-TV's Channel 3000; Dave Black, general manager of WISN Radio; and Jean Trumbo, UW-Madison online journalism professor.

Greenfield will wrap up the session at 2:30 p.m. with some analysis and observations on the day's proceedings.

The symposium is part of a week-long series of events that recognizes UW-Madison's 150th anniversary by focusing on the future of a variety of pursuits, including computing, popular culture and the Wisconsin Idea.

Sponsors include *The Daily Cardinal* student newspaper, the Wisconsin Newspaper Association, the Wisconsin Broadcasters Association and the Society of Professional Journalists.

THE FUTURE OF JOURNALISM

Thursday, Feb. 11

10 a.m. to 3 p.m.

Wisconsin Union Theater.

Panelists:

"New Messengers, New Messages"

10:30 a.m. to noon

"The Dot.Com Generation"

1 to 2:30 p.m.

Opening and closing remarks:

Jeff Greenfield

10 a.m. and 2:30 p.m.

Special effects pose unique challenges for Anniversary Concert design

Barbara Wolff

But 500 musicians in an arena with 11,000 seats and you've got quite an undertaking on your hands, say planners of the Sesquicentennial Anniversary Concert.

"Without a doubt, it's 10 times more challenging than anything I've ever done," says Michael Paré, facilities manager for the School of Music.

Paré, who handles about 300 performances every year, says the ambitious concert program (featuring more than 500 campus and community musicians representing five different musical entities) combines with a big venue (11,000 seats in the Kohl Center) to create some staging challenges.

If those considerations were not ample enough, the concert tech crew also must figure out how to set off cannons indoors. The special effect is a signature of Tchaikovsky's "1812 Overture," and Paré contracted with RES Pyrotechnics of Minneapolis to devise a cannon blast that will be both convincing and safe.

SESSUICENTENNIAL ANNIVERSARY CONCERT

Sunday, Feb. 7, 1 p.m.

Kohl Center.

Tickets:

\$5 general admission,

\$3 students and

\$2 children under 12.

and are available at the Kohl Center or through Ticketmaster outlets.

For more information, contact the School of Music, 263-1900.

"The fireworks will go off under the stage, beneath the performers," Paré says. In deference to performers' ear drums, great care has been taken to insure that "concussive charges" will go off at a reasonable sound level.

"It's not going to be a KISS concert," predicts sound designer Buzz Kemper, co-owner of Audio for the Arts in Madison. Kemper's job is to achieve a delicate aural balance in a venue designed for sporting

events, and guarantee that the concert will be neither too KISS nor too quiet.

"We'll be miking all the performing groups separately to equalize the sound, so the cellos and flutes aren't consumed by the percussion and brass," Kemper says.

According to School of Music director John Schaffer, the concert program will reflect musical trends throughout the university's 150 years. The UW-Madison Marching Band, Symphony, Concert Choir, Jazz Ensemble and the university-community Choral Union will present works by Beethoven and Mahler. The Jazz Ensemble will perform Duke Ellington's rarely heard "UWIS Suite," composed during a residency here in 1972. Spirituals, a history of university fight songs, Beethoven's "Ode to Joy," "The Star-Spangled Banner," "You've Said It All" and, naturally, "On, Wisconsin!" and "Varsity" will complete the afternoon.

The Sesquicentennial Anniversary Concert is sponsored by American Family Insurance.

Essays link history, vision

Erik Christianson

In 1904, University of Wisconsin President Charles R. Van Hise laid out a vision for the institution's future.

Van Hise's forward-thinking paradigm blended the English model of liberal arts education, the German model of research and graduate education, and the American land-grant institution model with its outreach emphasis.

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Edited by Chancellor David Ward and Noel Radomski of the Chancellor's Office, *Proud Traditions and Future Challenges — The University of Wisconsin-Madison Celebrates 150 Years* includes seven essays written by individuals who have long experience and expertise on current and future challenges facing the university.

Ward says the 224-page book, slated to be released in early February, is designed to engage the campus and community in a creative discussion about directions for the university in the next millennium.

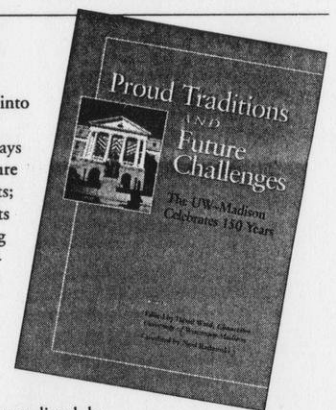
Ward penned the opening essay, which first chronicles historical changes in higher education and then examines UW-Madison's internal and external challenges. His chapter concludes with suggestions for advancing UW-Madison's position as one of the world's

leading universities into the next century.

The other essays focus on the future of the liberal arts; technology and its effect on teaching and learning; graduate and professional education; international studies; public access to university expertise; and the undergraduate university.

The authors, listed by order of appearance in the book, are: Ward, Phillip R. Certain, dean of the College of Letters and Science; Kathy Christoph, director of learning technology and distance education, Division of Information Technology; Clifton F. Conrad, professor of educational administration; David M. Trubek, dean of International Studies and Programs; Donald A. Nichols, professor of economics; William Cronon, professor of history.

Produced by the Office of University Publications, *Proud Traditions and Future Challenges* will be distributed through the University of Wisconsin Press. The book will be available at University Book Stores and other Madison bookstores for \$9.95.



Future of work sessions planned

Campus workers will be able to discuss "The Future of Work: Your Job in the Next Decade" at sessions in Memorial Union and Union South Feb. 8-12.

The Future of Work series is designed to start a dialogue among university staff to identify challenges and opportunities facing them over the next decade, and to suggest directions for moving forward.

Facilitators will lead each session and will provide introductions to the topic, pose discussion questions and lead group discussion. All sessions will emphasize employee input, group discussion and interaction.

Session discussions and outcomes will be summarized, distributed to attendees and made available for distribution to interest-

ed others. Supervisors are encouraged to allow staff to attend forum events.

The program kicks off with the creation of a UW employee Historygram at the Wisconsin Union Theater on Monday, Feb. 8. Mingle with others from your "era," then participate in or watch as the history of UW employees unfolds and decisions are made about what to carry forward into the future. Jan O'Neill, Quantum Learning Dynamics, will run the session.

Then, choose from among these sessions during the week. The sessions each last one hour and are repeated so that both sessions can be attended in one two-hour block:

■ Tuesday, Feb. 9, Memorial Union, 11 a.m.-1 p.m.: "The Effects of New

Technology and Change," Round Table room; "The Organizational Climate of the Future," Inn Wisconsin.

■ Wednesday, Feb. 10, Union South, 7:30-9:30 a.m., "Work/Family Issues," Jane Adams room 215; "Career Development," Susan B. Anthony room 260.

■ Thursday, Feb. 11, Union South, 11 a.m.-1 p.m., "Career Development," Jane Adams room 215;

"The Effects of New Technology and Change," A.W. Schweitzer Room 270.

■ Friday, Feb. 12, Memorial Union, 3-5 p.m., "The Organizational Climate of the Future," Class of '24 Reception room; "Work/Family Issues," Round Table room.



SESSICENTENNIAL SNAPSHOT
African-American students gather in a UW-Madison residence hall room in the early 1970s. At the peak of America's civil-rights movement, UW-Madison opened a new chapter on the African-American experience. The creation in 1970 of an Afro-American studies department gave UW a genuine reflection of America's growing ethnic diversity, with courses that spanned the liberal arts and social sciences. While many Afro-American programs later stumbled, UW's thrived, adding a master's degree in 1980 and teaching a new generation of students about African-American history, literature, folklore, art and music.

FLASHBACK

HISTORICAL HIGHLIGHT

The Haresfoot Club, started in 1899 as UW-Madison's first student theater group, thrived for 64 years under the motto, "All our girls are men, yet every one's a lady." The troupe didn't have the budget to take females, who required chaperones, on the road, so the male cast donned gowns to play women's roles. While the gender-bending shtick became a trademark, the students' acting and writing were exceptional, inspiring the 1937 film "Varsity Show." Meanwhile, conventional student theater also flourished. The Wisconsin Players debuted in 1922, and the Wisconsin Union Theater — opened in 1939 as a dazzling showcase — was later joined by two new playhouses.

PEOPLE IN OUR PAST

Charles R. Van Hise was the first UW graduate named president of his alma mater in 1903, but he also scored an earlier first: In 1892, he received the university's first doctorate degree, in geology. More than 31,000 doctorates later — a figure few, if any, other institutions can match — UW-Madison now awards the third-largest number of Ph.D. degrees in the nation each year.

The frontier defines us, and in 1893, history professor **Frederick Jackson Turner** defined the frontier. His "frontier thesis" became one of the most influential theories ever posed about the American experience. Turner believed the American character of pragmatism, grass-roots government and individualism grew from the gritty realities of relentlessly conquering the West. Turner made frontier history courses wildly popular on campus at the turn of the century, and his thesis remains a vital, but controversial, view of American history.

CAMPUS MEMORIES

"Michael Hakeem, professor of sociology, correctional administration. Looked like an old prison guard. Taught the value of critical thinking in reference to subject he taught. This was applicable across the board to all manner of learning. The only instructor who made a lasting impression upon me and changed the way I look at things and analyze information. Took 4 courses from him and received 1 B and 3 C's.

I think he actually may have liked me, but this certainly didn't affect the way he graded. Many students dropped his courses and hated his style. Marshall Clinard of the sociology department at that time was the liberal darling of criminologists nationwide and I heard he and Hakeem never even spoke to each other. He was truly my mentor and my "UW experience" would have been a lot less memorable without having been able to learn from him."

— Jack Opgenorth, BA '76

To offer your memory, visit:
www.uw150.wisc.edu/memories/

RESOURCES

Check out the information organized at the UW-Madison Web site at:
www.uw150.wisc.edu/

FOR MORE INFORMATION

Peyton Smith, sesquicentennial coordinator, 265-3044, or e-mail: plsmith@mail.bascom.wisc.edu. The sesquicentennial office is located in 96 Bascom Hall.

UW sesquicentennial concert Feb. 7 to recall landmark visit by Ellington

Barbara Wolff

Nobody much called him by his real name, Edward Kennedy Ellington. He went by "Duke," and in the world of music, he was indeed royal.

"I never had migraine headaches before Duke came to campus, and I've never had one since. That gives you an idea of the stress we were under preparing for and during his visit," recalls James Latimer, a music professor who was the primary organizer of Duke Ellington's weeklong residency at UW-Madison in 1972.

As part of his week, Ellington composed "The U-Wisc Suite," which the UW Jazz Ensemble will perform as part of the university's 150th Anniversary Concert Sunday, Feb. 7, at 1 p.m. The date coincides with a week of festivities commemorating the first UW classes in 1849.

The gala performance in the Kohl Center will be only the third time Ellington's suite has been performed in Madison, says Joan Wildman, another UW-Madison music professor who chairs the School of Music's Jazz Studies Area.

"Duke didn't write many of the notes on paper — he just left some chicken-scratching type notes," she says. "That's all he

needed to do — the band members who came with him to Madison knew him so well they automatically knew what he intended."

Wildman describes "The U-Wisc Suite" as having three very different movements. "One of them includes a polka," she says. "It's a jazzy polka, but it's a clearly recognizable polka."

Ellington premiered the suite at a Friday evening concert during his residency week. "He gave five evening concerts while he was here. Four of them — 'Popular Favorites,' 'Family Night,' 'Sacred Concerts' and 'A Night of Suites,' — were held on the UW-Madison campus. The Thursday night concert — 'The Duke in Milwaukee' — was at UWM," Latimer says. Ellington also taught master classes in the UW-Madison School of Music, as did his band members.

Did the experience of working with him justify those migraines?

"Absolutely," Latimer says. "It was a chance of a lifetime."

Duke Ellington's "U-Wisc Suite" will share the February concert bill with a cross-section of music popular throughout the university's 150-year history. According to School of Music director John Schaffer, concert organizers tried to construct a

program reflecting university and Wisconsin musical heritages.

"During UW's first 50 years, people did a great deal of singing, so we have the Choral Union performing," Schaffer says. "Around the turn of the last century, marching bands were popular, so our Marching Band will present an interesting mix of marches and other band favorites. In the '30s and '40s, jazz was coming into its own, so we'll draw upon our Jazz Ensemble to represent that."

The performers will present a history of university fight songs, spirituals and works by Beethoven, Mahler and Tchaikovsky's "1812 Overture," complete with cannon and fireworks.

Sponsored by American Family Insurance, the concert will be Feb. 7 at 1 p.m. in the Kohl Center. Tickets are on sale at the Kohl Center and all Ticketmaster outlets. The cost is \$5 for adults, \$3 for students, and \$2 for children 12 and under. To order tickets by phone, call Ticketmaster at 255-4646.

Revenues will go to the undergraduate sesquicentennial scholarship fund.

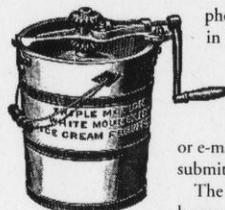
For more information about the concert, contact the UW-Madison School of Music, 263-1900. ■

Invent an ice cream for sesquicentennial

Legions of ice cream lovers now have the chance of two lifetimes: To fashion a new flavor that the university will produce to mark the 150th anniversary of its founding.

The university is sponsoring a statewide contest to create an ice cream flavor commemorating UW-Madison's sesquicentennial. The winning entry, made at the Babcock Dairy Plant, will be unveiled during Alumni Week May 2-7 and served at sesquicentennial events. It also will be distributed through Babcock outlets the rest of the year.

Anyone may participate by submitting ideas for one or more flavors. Participants should specify each flavor's name, ingredients and color and they should include their name, address and daytime



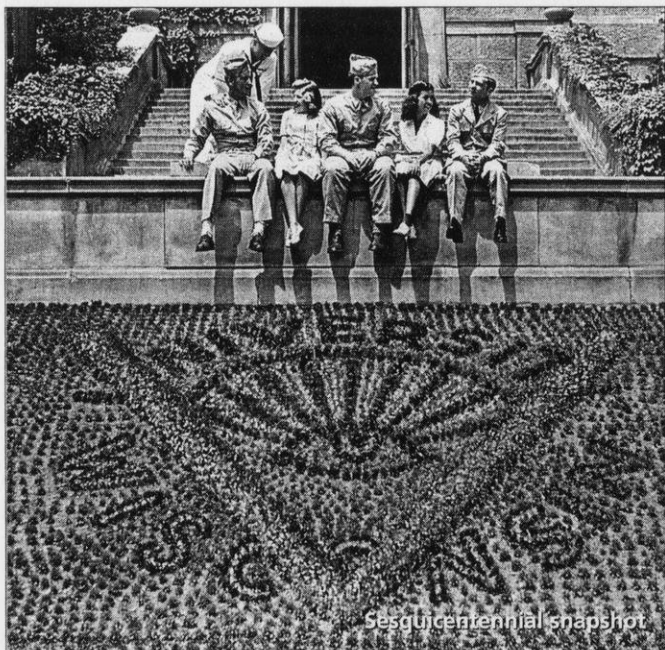
phone number. Types of ingredients commonly used in ice cream include flavoring, color, fruit, nuts, candy chunks, chocolate or fudge, cookies or ripple sauces such as strawberry.

Send entries to Cathy Davis Gray, 96 Bascom Hall, 500 Lincoln Drive, Madison, WI 53706, or e-mail: cdgray@mail.bascom.wisc.edu. The deadline for submitting entries is Friday, Feb. 12.

The winner will receive four tickets to the Oct. 16 homecoming football game against Indiana; brunch before the game at Olin House, the home of UW-Madison Chancellor David Ward; a copy of the book titled *The University of Wisconsin, A Pictorial History* by Art Hove; and five gallons of the winning flavor. ■

150 YEARS

UNIVERSITY OF WISCONSIN • SINCE 1848



Sesquicentennial snapshot

Photo courtesy UW-Madison Archives

World War II GIs and their female friends relaxed in front of Lathrop Hall. At home, the war touched nearly 13,000 UW alumni and students who donned uniforms to fight, causing enrollment to drop by half, and at least 150 faculty who worked on problems of national defense. Three UW-Madison scientists worked in a secret effort to build the atomic bomb. And when World War II brought an acute need for antibiotics and blood plasma, a team from the UW botany, bacteriology and biochemistry departments raced to assist. The team found a strain of penicillin culture that would permit the mass production of antibiotics — although the discovery came too late for the war. But, by 1946, the cultures discovered here were saving lives around the world. At the same time, chemist J.W. Williams used a high-powered ultracentrifuge to separate proteins from blood plasma, a technology that is still used today to produce life-saving plasma. Two campus buildings — Memorial Library, dedicated to those who served in World War II and the wars that followed, and Memorial Union, to those who served in World War I — stand as enduring landmarks.

After World War II, enrollment and the UW operating budget tripled, the size of the faculty nearly doubled, and the biggest building boom in campus history to that point kicked in. On Wednesday, Feb. 10, E. David Cronon, professor emeritus of history and former dean of College of Letters and Science, will describe the post-war years in a lecture, "The University's Finest Hour: Handling the GI Invasion after World War II," at 7:30 p.m., Music Hall Theater.

FLASHBACK

HISTORICAL HIGHLIGHT

If you had been a cutting-edge scientist in the latter days of the 19th century, you were probably a geologist. The study of the Earth's formations consumed universities, and in this university's case, helped shape a legacy. Geology explained the unique physical makeup of our state, and it produced two scientists who would become UW presidents: **Thomas C. Chamberlin**, former head of Wisconsin's geological survey and UW president from 1887 to 1892, and **Charles R. Van Hise**, who graduated from the department and served on its faculty before becoming president in 1903. The two helped bring university research to the public's benefit.

PEOPLE IN OUR PAST

In 1889, when civil engineer **C.D. Marx** took to the road to teach Racine factory workers the finer points of mechanics, a UW tradition of exporting training to the workplace began. UW engineers left the classroom in the early 1900s to help factories clean the smoke-filled Lake Michigan shoreline air, and thousands of GIs took advantage of UW correspondence courses during the two world wars. Today, UW offers about 400 professionally focused courses in engineering alone, and similar training in fields such as agriculture and education enriches the careers of thousands.

In 1890, **Stephen Babcock** devised a simple, foolproof method to test the butterfat content of milk. The test allowed merchants to pay farmers based on butterfat rather than weight, ending the days of watered-down milk. Accomplished at a time when farmers were adopting dairying as a "cash crop," Babcock's invention, according to former Gov. W.D. Hoard, "made more dairymen honest than the Bible."

CAMPUS MEMORIES

"Professor **Dan Wikler** in the philosophy department was such a great lecturer! I signed up for his class, "Contemporary Moral Issues", not having any idea what to expect. We spent the semester covering all facets of "hot" issues like abortion, living wills, and terrorism. The genius of his teaching was that never once could we discern on what side of an issue professor Wikler stood. He was so adept at presenting all arguments that his personal beliefs were always a mystery. His lectures were so interesting that the class was always full, despite the fact that it was an early morning extended lecture. He was fabulous at getting students to think for themselves.

"Also impressive was professor (**Richard**) **Sewell**, who taught my Civil War class. He's probably retired by now, but he had more incredible stories and anecdotes about the Civil War ... you were convinced that he was actually there! History lectures can be incredibly dry, but his were just fascinating.

— Karyn Roelke, BA '90

To offer your own memory, visit:
<http://www.uw150.wisc.edu/memories/>

TO GET INVOLVED

The Wisconsin Alumni Association is working with UW-Madison Archives to collect campus memorabilia of historical interest and value. If you have something of interest, please contact WAA, 650 North Lake St., Madison, WI 53706-1476; call 262-2551; or e-mail: waa@badger.alumni.wisc.edu

From Edison to the environment

Sesquicentennial events and exhibits continue through February and March

February

11 Thursday

EDISON DAY

A full-day celebration of student creativity and inventions, including the Schoffs Prize for Creativity Competition. The historic Edison Generator will be fired up in the afternoon with a reception following, 1600 Engineering Hall, 9 a.m.-1 p.m.

FUTURE OF JOURNALISM SYMPOSIUM

Moderated by American Journalism Review editor Rem Rieder, Wisconsin Union Theater, 10 a.m.-noon; 1-3 p.m.

12 Friday

THE STUDENT ATHLETE IN THE 21ST CENTURY

Panel discussion of issues facing student athletes in the future. Featuring current coaches and student athletes. Audience participation welcomed. Check TTTU, Union South, 11:30 a.m.-1 p.m.

THE FUTURE OF STORYTELLING

Harold Scheub, African Languages and Literature, State Historical Society Theater, 1:30-2:30 p.m.

15 Monday

25TH ANNIVERSARY NEUROSCIENCE SEMINAR

"From Retina to Cortex: Exploring the Neural Architecture of Vision." Torsten Wiesel, nobel

laureate and past president of The Rockefeller University. Genetics/Biotechnology Auditorium, 4 p.m. A reception follows in the Genetics/Biotechnology Atrium.

16 Tuesday

WHYS AND WOWS

UW-Madison faculty and staff give talks about their research at the Milwaukee Public Museum, 10 a.m.-2 p.m. For groups that pre-register, \$2 students; free for teachers, aides. At the door: \$3.50 children, \$4.50 seniors, \$5.50 adults. To register, call (414) 278-2714.

LANDSCAPE FOR LEARNING DISCUSSION SERIES

"Cultures of the Past." Robert Birmingham and Jack Holzhueter, State Historical Society of Wisconsin, Union South (TTTU), noon.

23 Tuesday

ROUNDTABLE

"The Biennial Budget." Mark Bugher, state administration secretary. Tripp Commons, Memorial Union, 11:45 a.m.

LANDSCAPE FOR LEARNING DISCUSSION SERIES

"Origins and Growth of the Campus." Arnold Alanen, landscape architecture, Eric Olmanson, geography, Michael Rawson, history and Philip Wand, State Laboratory of Hygiene, Union South (TTTU), noon.

March

2 Tuesday

LANDSCAPE FOR LEARNING DISCUSSION SERIES

"The Land, the Lake, Campus Life and Lore." Frank Cook, UW Archives; Arthur Hove, Chancellor's Office (Emeritus) and Barry Teicher, UW Oral History Project. Union South (TTTU), noon.

LANDSCAPE FOR LEARNING DISCUSSION SERIES

"The Campus as Classroom and Laboratory." David Eagan, Institute for Environmental Studies; Evelyn Howell, Department of Landscape Architecture and Ann McLain, Center for Limnology, Union South (TTTU), noon.

27 Saturday

DEPARTMENT OF HEBREW AND SEMITIC STUDIES SEMINAR

"The Formation of Jewish National Identity: The Role of Hebrew Literature." Also on March 28.

Exhibits

ART FACULTY EXHIBITION

Elvehjem Museum of Art. Through March 21.

GALLERY OF DESIGN

"State of the Art: Works by UW Textile Faculty." Works exemplify energy and diversity of textile faculty within the UW System. Gallery of Design, 1300 Linden Drive. Through Feb. 25. ■

Web site is guide to sesquicentennial

The university's sesquicentennial web site — www.uw150.wisc.edu — will keep you in touch with all the hoopla of the sesquicentennial.

The site is a one-stop shop for everything sesquicentennial, from details about major events to the entry form for the Babcock Hall invent-a-sesquicentennial-ice-cream flavor contest.

The site is continuously changing. Every time a user comes back to the main page, he or she is greeted with a randomly selected archival photo and piece of campus trivia.

The site's resources include:

■ Sesquicentennial events calendar

A log of sesquicentennial events.

■ Photo gallery

A series of photos from UW Archives depicting scenes of student life, the evolution of the physical campus and prominent individuals who have left their mark on the university.

■ 150 Ways

Brief examples of 150 ways the university has made its impact on Wisconsin and the world.

■ Share the Memories

Anecdotes from alumni about faculty. Visitors can submit a memory of their own.

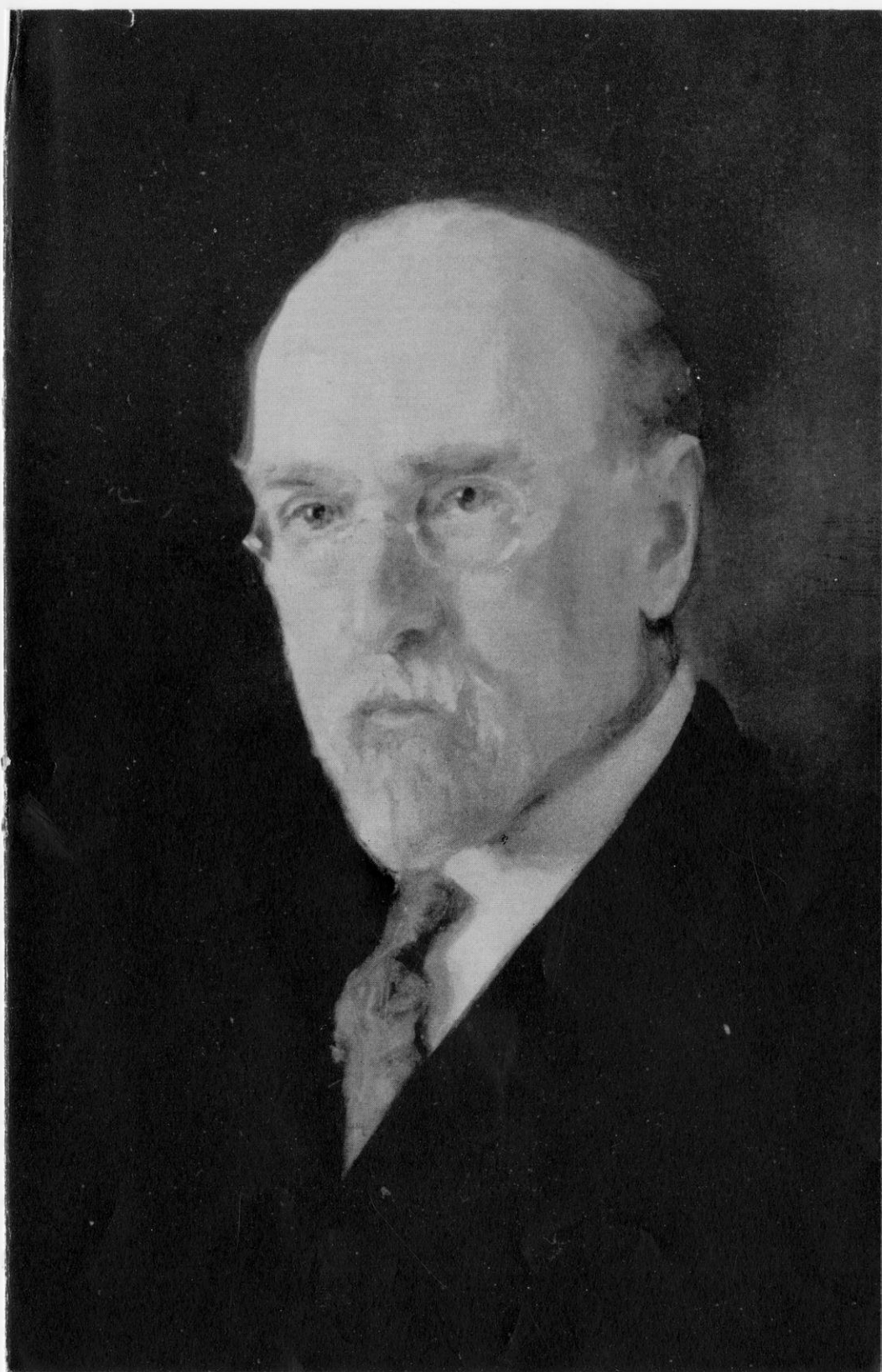
■ Digital Postcards

Users can choose from a collection of campus scenes and compose an electronic postcard to send to a friend. Include an audio track for one of the UW Marching Band's popular tunes.

For more information about the site,

contact Nick Weaver at 263-9141

or by e-mail: jnweaver@facstaff.wisc.edu. ■



Conservation . . . , as it seems to me from the point of view of the not distant future of the human race, is more important than all other movements now before the people.

Charles R. Van Hise

1857-1918

XENOPHON boasted that the Divine Bounty has bestowed upon Greece inexhaustable mines of silver; yet, in the days of Pausanias these mines were not being worked. Gone is the word inexhaustable from the lexicon of the conservationist and changed is our concept of most phases of conservation. Seldom can the latter mean preservation. Conservation has become the husbandry of natural resources. No one grasped the present connotation more firmly or worked more strenuously for this interpretation than Charles R. Van Hise.

Consideration of the future came early in President Van Hise's life for in 1892, he gave an address on conservation. He was in the vanguard of the movement initiated by Theodore Roosevelt in 1908. Conservation became for him the most important problem facing the American people. So impressed was he by the simple fact that a body of ore once used is gone forever, that he advocated an embargo on phosphates, so vital to the growth of crops. To him the well-being of the nation rested not on its stores of precious metals but on those which are cheap and plentiful. Guard them carefully. He perceived that the expanding steel industry was making such great inroads on our stores of high grade iron ores that their exhaustion was in sight. Today we face the reality and much effort is being made to win the ore economically from the mother rock, taconite.

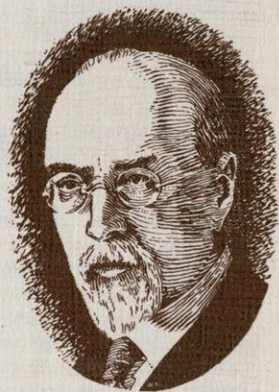
Van Hise adhered staunchly to the principle of the greatest good to the greatest number as the controlling factor in the utilization of natural resources. Many products required millions of years to form and but few to exhaust. Has any individual, or group of individuals, the right to exploit the resources as they see fit? No, these products must be held in trust for the people. His solution lay in federal regulation. But no one could have foreseen the extravagance and inefficiency of modern government.

[10]

From "Wisconsin Conservation Leaders"
(66 Centennial Booklet)

His book on conservation, a pioneer effort, made students think. It was brought home to them that conservation was not a simple subject dealing with a single resource, but with many closely related ones. There was no undue optimism on the rapid spread of the movement. Well he knew that only a cultivated minority would grasp the full significance of the problem and that inherently there was tremendous difficulty in impressing the masses. It was a distant hope requiring many years of education and the efforts of many men. The conservation movement was conceived and nurtured by scientists and its future lay in their hands.

*The Charles R. Van Hise
Commemorative Program*



Fund for Adult Education • University of Wisconsin

About the Speaker

Lyman Bryson, professor emeritus at Teachers' College, Columbia University, and distinguished radio and television personality, was selected by the Fund for Adult Education for this lectureship because he has devoted his entire life to the encouragement of ideas which can help clarify the values men live by.

A graduate of the University of Michigan, where he took both his bachelor and master of arts degrees, Dr. Bryson has been awarded honorary degrees by Occidental and Moravian Colleges and by the Jewish Theological Seminary.

He worked first as a newspaper man in Omaha and then returned to the University of Michigan, where he taught rhetoric for four years. After serving with the American and International Red Cross in Washington and overseas, Dr. Bryson went to California as director of the California Association of Adult Education, where he stayed until the public schools of Des Moines, Iowa, called him to lead their Adult Education Forum. He left Des Moines to become professor of education at Teachers' College, Columbia University, where, until his retirement last June, he continued his search for the best use of the tools of communication which help adults become liberally educated.

Other Bryson assignments include: chief of the Bureau of Special Operations of the OWI; moderator of the "People's Platform" and director of "Invitation to Learning" at the Columbia Broadcasting System. At present he also leads a discussion of basic ethical principles and beliefs on a half-hour television program over CBS entitled "Lamp Unto My Feet."

Among Dr. Bryson's published works are three which illuminate the American social philosophy and its relevance to liberal adult education. They are: *The New Prometheus*, *Science and Freedom*, and *The Next America*.

About the Lectureship

The Fund for Adult Education, established in April, 1951, by the Ford Foundation, has created an Annual Lectureship in response to the growing national interest in liberal adult education and the increasing demand of Americans for the opportunity to continue learning as long as they live. Each year an outstanding exponent of liberal adult education will be invited to deliver three lectures at some important American institution under the sponsorship of the Fund.

On this occasion of the fiftieth anniversary of Charles R. Van Hise's accession to the University presidency, the University of Wisconsin, at Madison, and two of its Extension centers, at Milwaukee and Wausau, was deemed an especially appropriate institution to inaugurate the first series of these lectures. It was President Van Hise who played a major role in introducing the educational concept of a state university's obligation to make its services available to all the citizens of the commonwealth. This belief, now so widely held by the land-grant colleges and becoming accepted by many private universities as well, has been termed the "Wisconsin Idea," in recognition of Wisconsin's initiation of it. Van Hise established the University of Wisconsin Extension Division in 1907 as the principal vehicle for projecting the University to the general public and for making the University an integral and dynamic part of the life of the state.

Today, the Fund for Adult Education, in order to serve the adult citizen most usefully in this era of American growth and complexity, perceives its function as assistance in the development of understanding in the areas of international, political, and economic affairs and the humanities. It seeks to support educational processes which will help adults make reasoned judgments on which to base their acts as free citizens working toward a free world. The Fund believes its greatest contribution can be the encouragement of programs and the publication of materials which will stimulate informed discussion among adults.

The Fund for Adult Education
The All-University Lectures Committee and
The University Extension Division

invite you to hear

Lyman Bryson

discuss

"Teaching Ourselves to Be Free"

at a program initiating an annual
honorary lectureship in adult education
and commemorating the

fiftieth anniversary of the accession
to the University presidency of

Charles R. Van Hise

Monday, the twenty-eighth of September

at eight o'clock

Wisconsin Union Theater

Release: **Immediately**

5/19/80 jfn

HISTORIAN SAYS UNIVERSITY TOP-RATED SINCE 1925 -- AND STILL IS

MADISON--This is the time of year when a graduate might wonder how the quality of a degree from the University of Wisconsin-Madison compares to its worth in past years. Extremely difficult to measure, educators admit, but there's a new assessment which says the University's reputation hasn't changed substantially since faculty members across the country rated Wisconsin in the nation's top 10 universities in 1925.

UW-Madison was ranked No. 6 in the 1925 evaluation. Another study in 1964 moved the University to No. 9. And the most recent survey in 1977 placed UW-Madison in the No. 7 position.

Universities on top in the 1920s "usually held themselves to the highest standards thereafter," history Professor George H. Callcott of the University of Maryland wrote in the April issue of the institution's Graduate School Chronicle. "Being at the top seemed to inspire top faculty performance, attracted the best faculty recruits, and held these recruits to the highest standards."

Seven universities were ranked in the leading 10 at all three rating periods. In addition to UW-Madison, the others were Harvard, California, Yale, Michigan, Chicago and Princeton.

Callcott selected Wisconsin of 1910 as his model of an outstanding land-grant institution. He also cited the UW's (Charles Van Hise) as one of the "great university presidents" of the early 1900s.

Add one--university rankings

Factors which determine excellence will vary, the Maryland historian wrote. Among them he listed undergraduate student ability and money available for salaries. Wisconsin ranked 19th in SAT test scores of 1977 freshmen and 33rd in the nation in total median compensation for full professors in 1978-79, according to the article.

Institutional morale and determination to succeed were labeled "crucial" determinants of excellence.

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feature story

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

11/11/70

By VIVIEN M. HONE

MADISON--Geologists count in mind-shaking totals.

University of Wisconsin earth scientists say it was one and one-half billion years ago when the first sands for those ancient Wisconsin mountains were laid down in a nameless sea. They say that after other seas and other sands, the earth's crust lifted, the pressured sandstone became quartzite, and mountains high as the Rockies were twisted into being.

They say also that through the ages the elements eroded even these hard, resistant stone giants, the earth sank again, and the submerged range was mantled with new sediments. At one point in the global process of land rise and fall, of wearing away and building anew, the tallest mountain tops reached above the waters as tropical islands, lashed by hurricanes and giant waves.

Once more the mountains sank, then, only 200 million years past, slowly rose again, and here they have stayed to the present, but still exposed to surface change. Less than 25,000 years distant, a fraction of a second in geologic time, the mammoth glaciers that rode over Wisconsin were still scraping the mountain sides while dropping a telltale northern debris.

You can see these remnant mountains now as a highland ring, the Wisconsin geologists point out, their rugged purple-gray bluffs stretching east and west through Sauk and Columbia counties. Their loftiest peaks are gone, but quartzite roots still reach deeply, two miles or more, into the earth. These are the Baraboo Hills, beloved by vacationers, haunt of naturalists, and most particularly, a Mecca for geologists.

Add one--Baraboo Hills

"Hundreds of geologists and their students visit the area each year," said George F. Hanson, director of Wisconsin's Geological and Natural History Survey. "It's the best outdoor geology classroom for hundreds of miles around. Few other state places can approach it for interest."

The hills are also one of the state's long-time sites for geological research, according to Madison campus geology Prof. Robert H. Dott. Early in this century, (Charles R. Van Hise), UW geologist-president and a "father" of structural geology, drew repeatedly from the hills while developing his theories of rock response to deformity in the processes of mountain building. Others such as R.C. Emmons, Robert Black, and the late Stanley Tyler have made significant contributions.

Some of the nation's top geologists have climbed into the hills this week on one of several midwestern field trips complementing the annual meetings of the Geological Society of America. (More than 3,500 GSA members are attending the formal sessions in Milwaukee.)

Led by Dott and Ian Dalziel, formerly of the UW staff but now with Columbia University, the field group was scheduled to visit the Upper and Lower Narrows, spectacular cuts with quartzite facings, and quartzite quarries in Rock Springs and other hills area. (Industry has found a use for the hard metamorphic rock as abrasive and railroad ballast).

Also starred on the tour were sites where Cambrian sedimentary rocks top the quartzite and places where these half billion year old sandstones have totally entombed their fractured, sea-smoothed predecessors. The geologists would also examine the jewel-like Devil's Lake and its steep talus borders. Here at a gap in the Baraboo range, the glaciers dammed up an early Wisconsin river and changed its course. Here on the dark east bluff is a terminal moraine, last dumping ground of the waning ice.

Each of the geologists carried with him a spanking new publication: "Geology of the Baraboo District, Wisconsin." The packet, holding a 164-page book and seven maps, two employing colors as descriptive tools, is "the first major

Add two--Baraboo Hills

monograph concerned with the geology of the Baraboo Hills," according to Hanson. "Prior to this," he said, "information on the geology has been distributed in bits and pieces in a wide variety of geological publications, most now out of print."

The major authors of the work are the leaders of the field trip, Dott and Dalziel, who have combined under one cover all important past research with their own extensive recent studies.

"The details of structure have never been studied as they have been this time," Hanson pointed out. He also suggested that Information Circular 14 among Geological Survey publications has more than academic interest. The quarry industry could benefit, for example, or the farmer looking to possibilities for a new field or water supply. Author Dott sees the monograph as a major instructional aid for teachers of geology and advanced students in the science, but again its uses extend well beyond strictly geological interests.

A summary contributed by UW Naturalist James Zimmerman, "The Plant Ecology of the Baraboo Hills," is in fact a setting of the stage for anyone concerned with wild living things in the remnant mountains.

The great variety of rocks, soils, surface features, and small localized climates in the hills has resulted in a rich diversity of plants and animals there, says Zimmerman in the publication available to the public at the survey (1815 University Ave., Madison), after Nov. 11.

There is a "floral count alone of over 600 species in almost any square mile area...many organisms have survived the last major glacial advances. ...The northern and southern species overlap to an unusual degree. ...and "a few species even represent outposts of Rocky Mountain forms."

Add three--Baraboo Hills

Geologists have an axiom: "The present is key to the past." In the total natural scene of the Baraboo Hills, key and past are richly joined. Look to your feet where fresh deer tracks are laced between the mosses. Look ahead--the deer themselves stand silent among the fallen ferns.

When the world was much younger, the mosses and ferns were already greening.

Look finally to the steep gray rocks of the range and a skein of geese above them. Listen to the haunting cries, for as Aldo Leopold has so eloquently said of the wild goose: "he speaks with the authority of all the far hills and the sea."

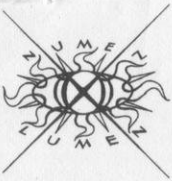
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(Cut-lines for CHARLES R. VAN HISE |:

CHARLES R. VAN HISE (1903-18) devoted his whole adult life to the University, from his graduation in 1879 to his death in 1918. As president he developed the research activity and the Extension department.

"I shall never be content until the beneficent influence of the University has reached every family in the state," he said, expounding for the first time what has since been considered one of the tenets of the "Wisconsin Idea."

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NEWS FROM THE UNIVERSITY OF WISCONSIN

Serving the state through campuses at Madison and Milwaukee, nine University Centers, and a statewide extension system.

6/11/65 vh

RELEASE

Immediately

MADISON, Wis.--The naming of the University of Wisconsin's \$5.5 million language building under construction at Madison for the late Charles R. Van Hise, eighth president of the University and the man who conceived the "Wisconsin Idea" was approved by the University regents Friday.

The regents also approved discontinuing the use of the name Van Hise to designate a food service building and the complex of dormitories it serves including Tripp, Adams, and Slichter halls.

Van Hise is generally considered one of the University's most effective presidents. He was the first president with a Wisconsin degree. A vigorous and spirited man and a brilliant geologist, he had devoted years of his life to teaching and research at Wisconsin and won honors for his alma mater long before accepting the presidency.

His period as chief University administrator--1903 to 1918--was marked by many new and widened vistas for higher education. President Van Hise championed expanded research, a streamlined curriculum, alumni participation in University affairs, and adult education. The "Wisconsin Idea"--the concept that the University should carry its benefits to every person and corner of the State--was first expressed by Dr. Van Hise. Under that philosophy, the University's Extension division was established in 1907. Since then the University has won a world reputation for spreading public service and education far beyond its borders.

add one--Van Hise Hall

Much of the great social legislation for which the State is famous was drafted in University seminars and enacted by the State Legislature in Dr. Van Hise's time. The University also experienced a swift growth under the Van Hise leadership--in enrollment, curricula, and physical plant.

The eighth president of the University died in office in 1918 as the nation celebrated Armistice for World War I.

Construction was recently begun on the new building at the corner of N. Charter St. and Linden Drive which will hereafter be called Van Hise Hall. Expected to be the tallest building in Madison, the 19-story precast concrete, stone and brick structure will bring Madison campus language studies under one modern roof when it opens in September, 1966. It will provide class and lecture rooms, laboratories, offices, and reading, meeting, and study rooms for 10 departments. It also will house the University's central administration.

#

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:CITATION READS QUOTE "A STUDENT OF POLITICAL THEORY LONG
SINCE ACCLAIMED A VERSATILE MAN OF ACTION: WE WELCOME A
UNIVERSITY PRESIDENT AND SALUTE A CITIZEN ON ACTIVE DUTY IN
TIME OF CRISIS:"

=HARVARD NEWS OFFICE.

THE YEAR OF JUBILEE"

file bug
JUST 50 years ago, one of the University of Wisconsin's most celebrated administrators ascended to the presidency. He was Charles Richard Van Hise, the first and only president to have been graduated from the University.

Van Hise has been identified with many of the things and ideas that have given Wisconsin worldwide recognition. His biographer, M. M. Vance, declares: "Specific index to the importance of Van Hise's administrative work may be found in the degree to which the University of Wisconsin is still Van Hise's university." The vigor

with which he supported adult education, research, a streamlined curriculum, alumni participation in University affairs and a sensible building program is evident to this day.

Perhaps the most spectacular event in Van Hise's first presidential year was the University Jubilee, celebrated during Commencement Week in 1904. Combined were the fiftieth anniversary of the University's first commencement, the 25th anniversary of the graduation of the class of both Van Hise and Governor Robert

LaFollette Sr., and the inauguration of the first alumnus president.

From time to time during this academic year, the anniversary of that Jubilee period, Wisconsin Alumnus articles will have special relation to Van Hise and his administration of the presidency. Such an article is the accompanying—made timely by the strengthening interest in adult education as evidenced by statewide support of the Wisconsin Center Building, and by greater enrolments in campus institutes and short courses than ever before.



The College of Agriculture, attached to the University in 1866, had not attracted students in the early years. This failure was justified by University administrators in various ways, often by suggesting that farmers did not want to learn the lessons of science to their profit. To win the farmer the College had to find other than the bookish devices used for the instruction of lawyers, ministers, and doctors. The agricultural societies and other farmer's organizations throughout the early ineffective years of the agricultural college lambasted the University annually or oftener.

A strong movement to separate the College of Agriculture from the University and move it to another locality developed in the 1880's. The Regents sought to mollify the farmers by devising a short course. At the same time the Legislature, unasked by the Regents, appropriated money to launch farmers' institutes to be run by the University throughout the state. These institutes, held during the winter months, gave the professors a chance to talk to the farmers face to face, and, what was perhaps more important, gave the farmers a chance to talk back.

The institutes were an immediate success. During the first winter, 50,000 farmers attended them, and the Legislature in 1887 provided a larger appropriation for their continuance. That year Thomas C. Chamberlin came to the University as president. A geologist by training, he was a man of originality and boldness. His mind was unfettered by commitment to any one type of



learning or to any one discipline as the single road to educational salvation. It seemed to matter little to him whether an educational program conformed to traditional usage. He was concerned primarily with whether it promised useful results and how it could be carried out. He sought almost immediately to extend the institutes and short courses and urged that what was being done for the farmers be done as well for the mechanics in the rising industrial cities of the state. Moreover what was being done in the field of practical education he felt could be done in the field of liberal education.

Mechanics institutes were organized in a number of towns, but they met with little success. In 1891 a program of general university extension was launched. During the first year it was estimated that some 8,500 people attended the lectures. Interest in this program continued during the next few years and President Charles Kendall Adams, who had succeeded Chamberlin in 1892, re-



ported that various local reform movements had been launched as a result of these lectures. But general support of the extension lectures was already beginning to dissolve. By the end of the decade this experiment in adult education, like the mechanics institutes, had virtually disappeared. Nevertheless the farmers' institutes and the agricultural short courses were flourishing; a summer school for science teachers, begun largely as an extension project, became so successful that it was incorporated into the regular university program. At this juncture Van Hise came to the presidency.

The first and the only Wisconsin born man to fill this office, Van Hise was also the only graduate of the University to be so honored during the first century of the institution. The last of the bearded presidents—perhaps this is a sign that the day of the prophets and the patriarchs passed with him—he left the clear marks of his great spirit on all parts of the institution over which he presided for fifteen years.

Born in Fulton, Rock County, Van Hise entered the University in 1874 and was graduated with the degree of bachelor of metallurgical engineering in 1879. Subsequently he received the B.S., the M.S., and, in 1892, the Ph.D. degrees. In 1879 he was appointed instructor at the University and rose to a professorship in 1886. From 1880 until he became president he was professor of pre-Cambrian and applied geology. He also served as non-resident professor of geology at the University of Chicago,

(continued on page 35)



BY

VERNON CARSTENSEN

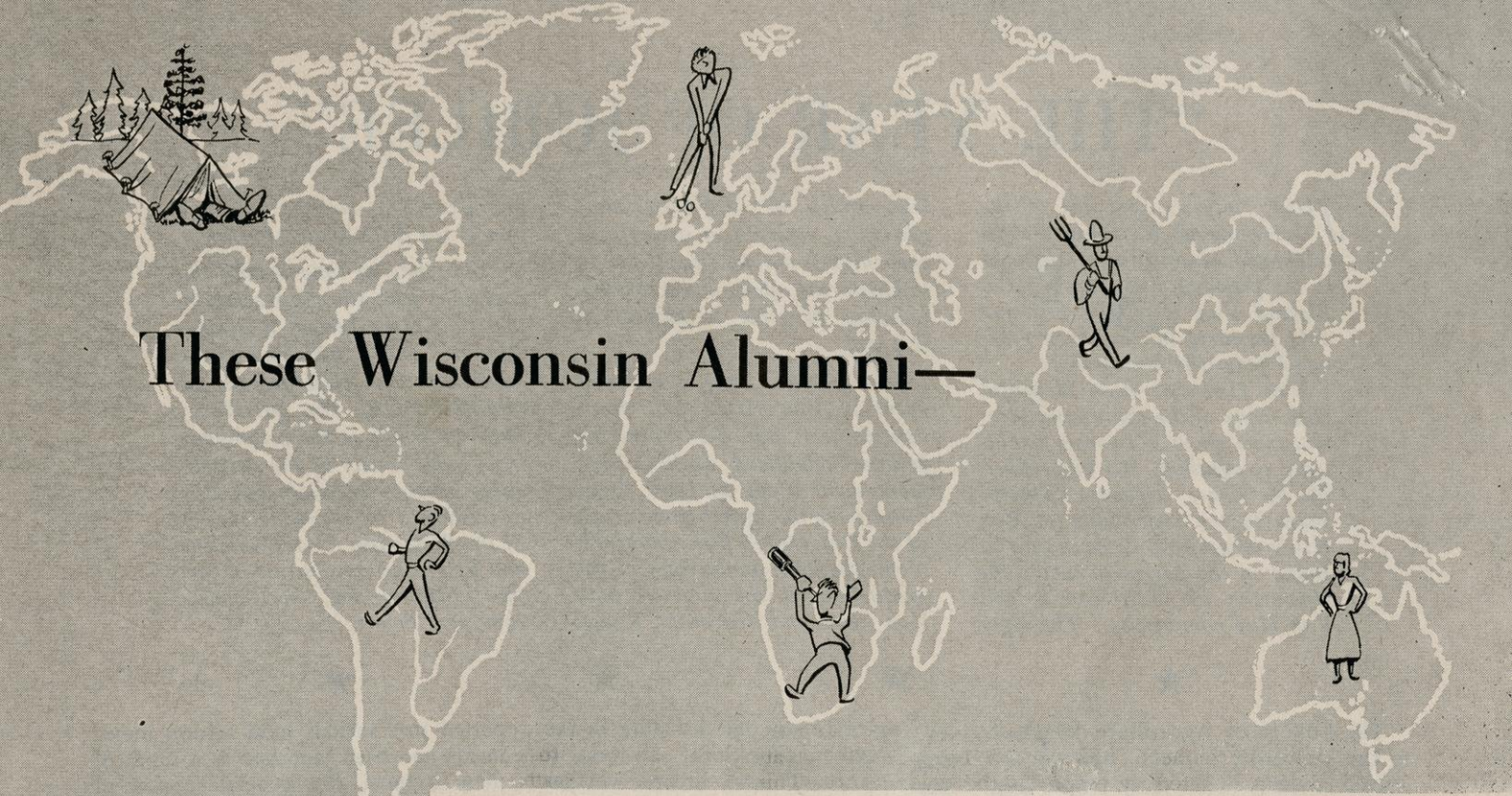
Co-author

(with Merle Curti)

of

UNIVERSITY OF WISCONSIN:

A HISTORY



These Wisconsin Alumni—

now you see 'em, now you don't!

TO SAY THAT when an alumnus of the University of Wisconsin shifts households, his address also changes, may seem a superfluous comment. That cause and effect, of course, is natural among species of the genus *Homo* other than the Badger. But in the alumni records office here in Madison, the folks charged with keeping addresses up-to-date often conjecture that former Wisconsin students are particularly nomadic.

No one will contend (not even an alumni records office clerk) that the job of keeping an accurate address on *your* file card is a task comparable to that you yourself undertake in actually packing up and moving only once. But if you consider that there were *more than 151,000 cards* in UW alumni files at the end of 1953, you will understand why it requires the full-time efforts of at least four people just to keep open the lines of communication between the University and her alumni.

Well, one may ask, why go to the bother of doing it at all?

Actually, there are many reasons.

Most evident is the need of maintaining correct addresses for mailing out various publications of the University. From these the alumni body learns of UW accomplishments, needs, and news—things sure to be of interest to every alumnus. The *Badger Report*, for example, has been going to virtually every alumnus in the files. So have Commencement-Reunion invitations in June; and this magazine you're reading reaches you promptly only if your address is up-to-date.

Football fans among alumni are glad, too, that their addresses are current when autumn approaches and ticket applications are sent out. Other announcements have similar appeal to various parts of the Badger alumni body.

Several classes maintain regular or irregular newsletters that pass on per-

sonal information of special interest to class members. And UW fraternities, sororities and societies are constantly checking on new addresses for their mailing lists.

Alumni clubs throughout the United States frequently call for up-to-date lists of alumni in their areas. In many cases the letters they mail are actually addressed in Madison from UW addressograph plates.

Occasionally the address files are used to advantage when a particularly worthwhile project is underway. The recent "Bucks for the Band" campaign is a case in point. It's hard to say how many times the files have repaid the cost of their upkeep in this way.

As this is written, Della Wilson, emeritus professor of art education, is making another interesting use of the files. She is tracking down all women graduates in art education and will find out just what they are doing with their college training. Similarly, there is constant interchange of address information between the alumni records office and various departments of the University.

At Wisconsin, by the way, the term alumni generally means all former students who have attended the University a semester or more. Alumni files on

By **GEORGE RICHARD, '47**

How the Wisconsin Idea Was Born

(continued from page 23)

1892 to 1903, and from 1883 on was a member of the United States Geological Survey. A distinguished and productive geologist, his most important work in this field, *Treatise on Metamorphism*, appeared in 1904.

In a very real sense Van Hise was the heir of the three great presidents who preceded him: John Bascom, who had given the University a sense of high purpose; Chamberlin, who had wrought so earnestly and so effectively in opening new and wider vistas; and Adams, who had taught the Regents, the Legislature, and the state a larger understanding and a deeper appreciation for the University.

In his inaugural address Van Hise charted many of the lines he would pursue during his administration. He looked with favor upon having members of the faculty serve the state as experts, but he felt that the greatest service a professor could perform was "his own creative work and the production of new scholars in the laboratory and seminary." Nothing, he said, was more important than the search for new knowledge: "The practical man of all practical men is he who, with his face toward truth, follows wherever it may lead, with no thought but to get a deeper insight into the order of the universe in which he lives." The final test of the University, he thought, was the output of its creative men; the state university must support scholarship and research of all kinds: "A university supported by the state for all the people, for all its sons and daughters, with their tastes and aptitudes as varied as mankind, can place no bounds upon the lines of its endeavor, else the state is the irreparable loser; . . . each has an equal right to find at the state university the advanced intellectual life adapted to his need."

Except for a few general passages, Van Hise said nothing in his inaugural address about those various off-campus activities of the University which are encompassed in the term university extension; yet solid achievements in this area were to loom prominently among the major accomplishments of his brilliant administration.

The extension work already instituted suggested that further steps be taken. The specific stimulus came from men associated with the Free Library Commission: Frank Hutchins, Charles Mc-

Carthy, and Henry Legler. These men urged Van Hise to re-establish the general university extension work on a broad and secure basis. In the summer of 1906 McCarthy, then Legislative Reference Librarian, surveyed the activities of the private correspondence schools in the state. He found that 35,000 persons were enrolled in such schools and that approximately \$800,000 was paid annually for this instruction. Legler and McCarthy solicited comment from Wisconsin business men and politicians on the worth of university extension work. Almost unanimously they approved it.

Meanwhile Van Hise had persuaded himself of the importance of this work. In 1905 he told a Washington audience that "a state university should not be above meeting the needs of the people, however elementary the instruction necessary to accomplish this." The words echoed those of his old teacher and colleague, Chamberlin. Before another year had passed university extension work

correspondence study, instruction and lecture, debating and public discussion, and general information and welfare. The state was divided into districts and a field organization was created. Text books were especially prepared for many of the courses.

Reber was restrained by no rigid notions that certain activities were beneath the dignity of the University Extension Division. If the citizens of the state wanted to know about Plato or how to construct a sanitary sewage system, about astronomy or tuberculosis, he proposed that the Division should help them. Courses were even organized for the inmates of the state prison. The scope, the vigor, and the success of the extension work of the University attracted a procession of visitors from other states and from distant lands. They came, they observed, they investigated, and returned home often to imitate the work of the Division. In 1910 E. E. Slosson visited Wisconsin and reported that it was impossible to determine the size

Next Month

How YOU Can Help on Scholarships

was begun on a small scale, and in 1907 the Legislature appropriated \$20,000 for this purpose. With the assurance of substantial support, Van Hise persuaded Louis E. Reber, dean of the College of Engineering of Pennsylvania State College, to come to Wisconsin as director of the new venture. The position, Van Hise assured him, would be one of "developing a new line of education in state universities which I believe in the future is likely to become one of very great importance."

It was Reber, an engineer, who implemented and expanded Van Hise's ideas. He sought to make the Extension Division into an agency by means of which all and any knowledge not only could be but would be transmitted to those who sought it and to those who ought to have it. The Division thus created consisted of four departments:

and location of the University: "The most that one can say is that the headquarters of the institution is at the City of Madison and that the campus has an area of about 56,000 square miles." He found its influence almost universal in the state and he pronounced it good.

Van Hise's vigor, his spirit, his capacity for growth beyond the limits of his scientific training contributed measurably to the high purpose he had set for the University in his inaugural address. "My faith is such," he had declared, "that I look forward with confidence to the future, with profound conviction that the breadth of vision, which has enabled this institution to develop from small beginnings to its present magnitude, will continue to guide the state, until a university is built as broad as human endeavor, as high as human aspiration." ■ ■

FOR 6485 MINUTES of the Wisconsin State Radio Network's 6600 minutes per week on the air, its bill of fare is geared to the serious and educational. In the remaining quarter-hour the sublime steps aside to make way for the WHA Band Wagon Correspondence School, the network's only concession to the ridiculous.

Even those 15 minutes are too much for some listeners. Despite the fact that the adroit humor of Bob Homme, '47, is punctuated every minute or so by three minutes of march music, an occasional letter writer demands: "Do you suppose you could persuade the announcer to dispense with his silly chatter?" Yet when the Friday morning

day before the Friday morning broadcast, and tries them out on his wife (nee Esther Eleanor Anderson, '44.)

"I try to write for smiles, not for laughs," says Homme, who does not abhor a pun if it puts across a point.

Nearly all of Homme's scripts are centered on the make-believe campus of the Band Wagon Correspondence School, or BWCS. He would have you believe it is a typical college, but a bit of listening reveals that the institution has some highly peculiar, if not hilarious, aspects. One rather popular offering is a fellowship in Followship, set up to provide followers for the leaders developed in other colleges' leadership courses.

Fibers Department has been filled by Dr. Lester S. SINNESS, a Du Pont employee since 1935.

Earl C. STOLPER was appointed personnel director of the Wisconsin Power and Light Co.

A new law firm specializing in patents, trade marks, and copyright has been formed in Chicago by I. Irving Silverman and Eli MULLIN.

Mr. and Mrs. Conrad King, Jr., announce the birth of their daughter, Peggy Jean, on April 23. Mrs. King is the former Margaret COTTER.

Mrs. Elise BERGET Ziehlsdorff of Argyle, and Frederick J. Ross, Mineral Point, were wed August 8.

1936 W

The new prexy of the UW Alumni Club in Milwaukee is Harvey E. LEISER.

Lloyd J. SEVERSON has been promoted to vice-president in charge of mineral development for U. S. Steel's Oliver Iron Mining Division in Minnesota.

Earl TANNENBAUM has been appointed assistant librarian at Whitewater State College.

Laurence O. GARDNER is business manager of the Pacific Telephone and Telegraph Co.

Alfred R. CHRISTENSON is budget controller with Spiegel, Inc., Chicago. Mrs. Christenson is the former Camilla A. JOHNSON, '40.

Elma CHRISTIANSON is now city welfare director of Madison.

Dr. Douglas Southall FREEMAN, Pulitzer prize-winning historian who received an honorary UW degree in 1936, died in Richmond, Va., on June 13.

W. D. ROGAN has started his duties as Jefferson county agent.

1937 W

The American Association of University Women in Janesville recently heard Dr. Mildred F. BERRY tell about her experiences as a Fulbright student in Norway last year.

Nick S. DEANOVICH is Texas representative of the Gisholt Machine Co. with headquarters in Houston.

James E. DOYLE, chairman of the Wisconsin Democratic Organizing Committee, has been elected national co-chairman of Americans for Democratic Action, the non-partisan political organization of American liberals. Harvard historian Arthur Schlesinger, Jr. was elected to serve with Doyle.

Dr. William L. HENNING has been named head of the department of animal husbandry at the Pennsylvania State college.

Robert THOM will again be teaching at Neenah High school.

Dr. Peter TOPPING, former assistant professor of history at Santa Barbara (Calif.) college, is the new librarian at the Gennadius library at the American School of Classical Studies in Athens, Greece.

William M. RILEY is manager of the Pan American Airways office in Barcelona, Spain.

Novia PETERSON Frey was married to Wiley Vivian Boone in Virginia, Minn., July 17.

The life story of John E. DIETRICH, UW speech professor and theater business manager, was told in the August 23 issue of the Wisconsin State Journal.

He'll do or die for

DEAR OLD BWCS

*Bob Homme, '47
has only "comedy"
show on WHA*



Band Wagon show has "cut the comedy," the station is showered with appeals that start like this: "In my judgment Mr. Homme easily ranks with the first five radio humorists of the entire country. . ."

What is this minor phenomenon that causes such varied listener response? The program traces its lineage back to the late thirties, when such as Bill Harley, Roy Vogelmann, Allen Beaumont, and Willard Waterman were among the top humorists on campus. (The two former, by the way, are still with WHA, while Beaumont and Waterman are also on the airwaves. The latter is heard currently as the "Great Gildersleeve," and Beaumont is with NBC-TV in Chicago.) During the mid-forties, the Band Wagon played marches unembellished by humor. Then a few years ago Homme, a staff announcer, began the current series. He's been on and off ever since. He usually does the script at home in longhand on Thurs-

Extracurricular activities at BWCS rather closely parallel doings on the UW campus. The success of the BWCS grid team last fall posed quite a ticket problem and provoked one suggestion that an octagonal stadium with four separate, overlapping fields be built at BWCS. The teams could then change directions every quarter and nearly everybody would have 50-yard line seats sometime during the game. This design had more appeal than one from a listener who suggested using a round gridiron, with concentric circles and the goal posts in the center.

BWCS also has a public service program. Here its chief activity is telling listeners the correct time after every march record. This is accomplished with a special electronic sun dial, which boasts fluorescent lighting for 24 hour service, chimes, and a sign in six-inch neon letters that can flash on and say TILT. ■ ■

"When a student goes out into the world, there is no part in his education which is of such fundamental importance as the capacity to deal with men, to see the other fellow's point of view, to have sympathetic appreciation with all that may be good in that point of view, and yet to retain firmly his own ideas and to adjust the two in their proportion."

- Charles E. Van Hise
President of the University
from 1903 to 1918

NOTE

File
[Van Hise, Charles]

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

Page 88
Vol. II History

"I shall never ~~not~~ be content until the
beneficent influence of the University
reaches every family in the State. This is
my ideal of a state University." - Van Hise

Address to Wis. Press Assn. in 1905

NOTE

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

It is the duty of a university to teach the truth as it sees it, and it is not only its duty to ~~advance/kno~~ teach that truth, but it is its duty to advance knowledge.

These are commonplaces for all universities of all countries. They mean that we must recognize that knowledge is nowhere fixed, that all things are fluid. The ideas which we hold today will not be held tomorrow in precisely the same form.... All knowledge is incomplete....

If a democracy cannot maintain a university which will not yield to the spirit of the times, it will be the most serious charge that has ever been made against a democracy....

From an address by [Charles R. Van Hise] to the City Club of Philadelphia's Expedition to Madison, May 23, 1913

FEATURE STORY

1/25/55

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: Immediately

MADISON, Wis.--Though the newspaper world he loved wrote his obituary 20 years ago, the "daddy" of journalism education at the University of Wisconsin will have a strong influence on the Golden Anniversary celebration of the UW School of Journalism, to take place in late February.

Many of the events for the two-day commemorative occasion, Feb. 25 and 26, will focus on Willard Grosvenor (Daddy) Bleyer, founder and long-time head of the Wisconsin school, of whom it has been said:

"...he started the first project of university journalism teaching that has continued without break to the present and during every year in its history set the pace for most of the others."

Speakers have been chosen for the anniversary with their association with the pioneer journalism teacher in mind.

"We've planned it that way, concentrating on people who were his students during the first 18 years of journalism on the campus," Dr. Ralph O. Nafziger, present director of Wisconsin's Journalism School, pointed out today.

He listed within that concentration such names as Marquis Childs, syndicated columnist and staff member of the St. Louis Post-Dispatch, who will deliver the main address at the Golden Anniversary Dinner on Friday, Feb. 25; Irwin Maier, publisher of the Milwaukee Journal; Louis Lochner, author and foreign correspondent; Lloyd Lehrbas, special assistant to the U. S. Secretary of the Army; Kenneth L. Payne, executive editor of Reader's Digest; Dr. Ralph D. Casey, director of the School of Journalism at the University of Minnesota; Kenneth E. Olson, dean of the

ad one--Bleyer tribute

Medill School of Journalism, Northwestern University; Prof. Fred Siebert, director of the Journalism School at the University of Illinois; Don Anderson, publisher of the Wisconsin State Journal, and Walter Seiler, president of Cramer Krasselt Co., Milwaukee.

In a four-way salute to Bleyer, a top feature of the Friday anniversary dinner to be held at 6:30 p.m. in the Loraine Hotel, the following quartet of speakers and former Bleyer pupils will tell the laudatory story of the man whose vision and ceaseless efforts in journalism education played so important a part in developing the Wisconsin school's enviable record.

Under the title, "The First Class," Louis Bridgman, editor emeritus of the UW Extension Division, will describe the young, genial honor scholar and instructor of English, so convinced that journalism should have an honored place in UW teaching. He will outline Bleyer's pioneer campaign, showing how the instructor finally gained a champion in the UW's new president, [Charles R. Van Hise,] and through his help pushed into being the first classes in journalism in 1905.

With "The Early Days" as his contribution, UW Journalism Prof. Grant M. Hyde will reminisce of the time when his own services were added to those of Bleyer, and journalism at Wisconsin was widened to provide a teaching staff separate from the English department, a special degree in journalism, and practical experience in the field through the cooperation of the state's newspapers.

"Bleyer the Teacher" is the salute assignment of William A. Sumner, UW professor of agricultural journalism. Sumner will present Bleyer as he taught the creed that journalists must ever add to their liberal education and must forever honor the truth in their reporting. He will show the Wisconsin professor as a teacher appealing to his classes on an adult scholar's level but larding his instruction with the humor, color, and pungent lore of the newspaper field.

The fourth facet of the founding father, "Bleyer, the Education Pioneer," will be shown to the banqueteers by Dean Olson. The many "firsts" in journalism education which were Bleyer's innovations, the winning of friendship and support for

ad two--Bleyer tribute

UW journalism instruction from the practicing newsmen of the Badger state, and the serious scholarship of the Wisconsin educator will come under Olson's review.

Presentation of a recently executed portrait of "Daddy" Bleyer will climax the salute. Several months ago the UW School of Journalism Alumni Association commissioned UW Artist Prof. Robert Grilley to paint the oil. Using old photographs, and the helpful suggestions of those who remember Bleyer's appearance, Grilley has developed the portrait and will add finishing touches before the February anniversary date.

Lloyd Gladfelter, Milwaukee, Class of '26 and president of the journalism alumni group, will make the presentation and Director Nafziger will accept the gift in the name of the school.

Some 250 to 300 persons are expected to respond to the letters mailed early this month, inviting them to celebrate the half-century milestone. They will hear speeches by some of the nation's top journalists, will attend roundtable and panel discussions in which leading journalism educators will take part, and will gather for tours and breakfast, luncheon, and social hours during the course of the two-day program.

####

WIRE NEWS

9/23/53

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON--Dr. Lyman Bryson, professor emeritus at Columbia University and distinguished adult education authority, will deliver the first Fund for Adult Education Annual Lectureship at the University of Wisconsin next Monday night, (Sept. 28) to commemorate the 50th anniversary of the assumption of the UW presidency by [Charles R. Van Hise,] whose "Wisconsin Idea" of a state university making its resources available to all citizens has been adopted by institutions throughout the country.

Van Hise established the UW Extension Division in 1907 to put his concept into practice and made famous around the world the Wisconsin slogan, "the boundaries of the campus are the boundaries of the state."

Dr. Bryson will speak in the Wisconsin Union Theater at 8 p.m., Monday. The lecture will be open to the public without charge. The famed educator will also speak at 8 p.m. Wednesday, Sept. 30, at the Youth Building, Marathon Park, Wausau, and at 8 p.m. Thursday, Oct. 1, at the Public Service Auditorium, Milwaukee.

His Madison lecture will be entitled: "Teaching Ourselves to be Free"; his Wausau lecture, "The Community of Ideas"; and his Milwaukee lecture, "The Achievement of Standards."

Dr. Bryson's lectures will be sponsored by the UW Extension Division and the All-University Lectures Committee besides the Fund for Adult Education, a project of the Ford Foundation.

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NOTE TO EDITORS: No advance copies of his addresses are available.

DRAFT II
PRESIDENT FRED'S INTRODUCTION OF DR. LYMAN BRYSON
THE CHARLES R. VAN HISE COMMEMORATIVE PROGRAM
WISCONSIN UNION THEATER, MONDAY, SEPTEMBER 28, 1953, 8 P.M.

MR. CHAIRMAN, LADIES AND GENTLEMEN:

I am sure that all of you--members of the University community as well as our valued friends--share my pride in the honor which the presence of our speaker tonight brings to Wisconsin.

Lyman Bryson is one of America's truly distinguished educators. His life has been devoted to the thesis that through liberal adult education all Americans can realize the rewards to be found in the continuing process of learning.

We of Wisconsin accept with humble pride the honor done us by the Fund for Adult Education in acknowledging the contribution to adult education of Charles Van Hise. And this, the first of the annual lectures, represents something more than mere acknowledgment of Van Hise and the "Wisconsin Idea" he fathered. This is recognition of the highest order.

It is Dr. Bryson's faith, a faith we share with him, that free people can become better citizens through continued learning.

Many millions of Americans know Lyman Bryson through his radio and television programs. Like most of us in adult education, he realizes that one of the problems of continued learning is the communications problem. But he has been unique in the way he has utilized modern facilities personally to raise the culture level of our people.

Through his well-known radio programs, "The People's Platform," and "Invitation to Learning," and now with the television series, "Lamp Unto My Feet," he has worked to develop the discussion method for the clarification of the basic principles, issues, and beliefs which govern our lives.

His books, among them "The New Prometheus," "Science and Freedom," and "The Next America," have had a profound impact on American social philosophy and its relation to liberal adult education.

It is not generally known, I suspect, that before he ever became a teacher, he worked as a newspaperman in Omaha and Detroit. He has also served both here and abroad with the International Red Cross.

He was director of the California Association of Adult Education and later headed the Adult Education Forum of the Des Moines public schools.

Until his retirement last June, he was for many years professor of education at Teachers' College, Columbia University.

In introducing Lyman Bryson, I do so in behalf of the University of Wisconsin, its Extension Division, and Charles Van Hise and the "Wisconsin Idea."

His subject is a pertinent one today, "Teaching Ourselves to be Free."

Ladies and Gentlemen, Dr. Lyman Bryson.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/8/53

RELEASE:

Immediately

MADISON--The University of Wisconsin Extension Division will be saluted Sept. 28 when Dr. Lyman Bryson, distinguished American educator, will deliver a lecture at the UW to commemorate the 50th anniversary of the accession to the UW presidency of (Charles R. Van Hise,) formulator of the famous "Wisconsin Idea."

Van Hise established the UW Extension Division to make a reality of his concept that a state university should serve all the citizens of the state through adult education and diversified extension services.

Within four years after becoming UW president on Oct. 1, 1903, Van Hise had established the Extension Division to serve as the vehicle to carry out his program. Since that time, the UW Extension Division has been considered the model for such services by colleges and universities throughout the country.

Dr. Bryson's lecture, "Teaching Ourselves to be Free," will be the first of a series of lectures to be held annually at an American institution selected by the Fund for Adult Education, a project of the Ford Foundation.

Wisconsin was chosen by the Fund as the first host institution because of its pioneering role in fostering adult education through its renowned Extension Division.

Each year an outstanding exponent of liberal adult education will be invited to deliver three lectures under the sponsorship of the Fund.

Selected by the Fund to launch the lectureship series, Dr. Bryson is a noted American educator who has devoted his life to the encouragement of ideas

-more-

ad one--Bryson

and concepts which help adults to develop a realistic understanding of the values by which they live.

A University of Michigan alumnus, Dr. Bryson holds several honorary degrees and has directed adult education activities in the Des Moines public schools and for the California Association of Adult Education. He retired in June as professor of education at Columbia.

Dr. Bryson is known to millions of Americans for his (CBS) television and radio programs and as the author of "The New Prometheus," "Science and Freedom," and "The Next America."

Dr. Bryson's lecture, open to the public without charge, will be held in the Wisconsin Union Theater Monday, Sept. 28, at 8 p.m. Besides the Fund for Adult Education, the lecture will be sponsored by the UW Extension Division and the All-University Lectures Committee.

Dr. Bryson will also speak Sept. 30 at the UW's Wausau Extension Center on "The Community of Ideas" and Oct. 1 at the UW's Milwaukee Extension Division on "The Achievement of Standards." These lectures also will be open to the public.

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U. W. NEWS

7/30/53

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Monday, Aug. 3

MADISON, Wis. (Aug. 3)--The 50th anniversary of the assumption of the University of Wisconsin presidency by [Charles R. Van Hise] -- eighth UW president and formulator of the world-famed "Wisconsin Idea" -- will be observed Sept. 28 with the delivery at Madison of the initial Fund for Adult Education Lectureship by Dr. Lyman Bryson, professor emeritus at Columbia University Teachers College, Fund officials revealed Monday.

Dr. Bryson will also speak Sept. 30 at the UW Wausau Extension Center and Oct. 1 at the Milwaukee Extension Division. On Sept. 29 he will be available for workshp discussions with UW Extension personnel.

The lectureship has been established by the Fund, a Ford Foundation project, in response to the growing national interest in liberal adult education and the increasing demand by Americans for the opportunity to continue learning so long as they live.

The UW was selected as the first host institution for the annual lectureship in recognition of the pioneering role, fostered by Van Hise, of the University of Wisconsin in furthering the concept of adult education as a function and responsibility of the state university for all the people of the state.

Van Hise played a major role in initiating the "Wisconsin Idea" of a state university's obligation to make its services and resources available to all citizens. He became UW president on Oct. 1, 1903.

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Ad one--Bryson

This concept, now accepted and practiced by nearly all American land-grant institutions and many private colleges and universities, was in large measure a result of the influential part played by Van Hise in making it a living reality at the UW during his 15-year tenure.

In 1907, Van Hise established the UW Extension Division as the primary vehicle for carrying out the concept.

Now the biggest and most versatile general extension service in the nation, the UW Extension Division is the graphic embodiment of the University's theme of dedication, that "the boundaries of the campus are the boundaries of the state."

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Madison, Wis. (special)--Here is another reminder, this time an already ancient one, that the University of Wisconsin joins with its state in 1948-49 to celebrate its Centennial. This is a picture of a plaque struck from a bronze medal, which nearly a half century ago, was designed to commemorate in 1904 the University of Wisconsin's fiftieth anniversary of the graduation of its first class in 1854. One plaque now hangs in the office of Pres. E. B. Fred of the State University and another hangs in the Wisconsin Historical Society museum on the campus. Plans are now being made on the campus for the design of a Centennial medal for the State University.

Many of the 250 medals which were struck were sent to sister universities in 1904, a large number of which in return sent delegates to Madison during the 1904 commencement week to extend to the University of Wisconsin congratulations on the occasion, and to welcome Dr. Charles R. Van Hise, who was inaugurated at that time, to the presidency.

Designed by Victor D. Brenner, a well-known New York artist of the turn of the century, the medal and plaque are of a bas-relief sculptured youth climbing toward the goal of knowledge, symbolizing the development of the University. Above the head of the youth are the words "Numen Lumen," the motto of the University.

This exceptionally beautiful bronze object, a result of the movement toward commemorating events of historical significance by the striking of appropriate medals, was created as part of the jubilee celebration of the University in 1904.

"Brenner's artistic motive or cardinal idea," wrote James P. Butler, "is an ideal of aspiration and inspiration. In his handiwork, however, it is more evident that the torch in one hand of the climber stands for Lumen and that the uplift of the other hand is in prayer for Numen for more of that enlightening.

Upon the reverse side of the medal are inscribed the words: "The University of Wisconsin commemorates fifty years of service to the commonwealth, 1904".

Brenner was a pupil of the distinguished Roty, the most eminent French medalist of the time, and had designed medals for Yale, Harvard, and what is termed the "Discovery" medal of the American Geographical Society.

PRESIDENTS OF THE UNIVERSITY OF WISCONSIN

<u>Name</u>	<u>Period</u>	<u>School</u>	<u>Major</u>
John H. Lathrop	Sept. 1849-1859	Yale	Mathematics & Natural Philosophy
Henry Barnard	1859-60	Yale	Law
Paul A. Chadbourne	1867-70	Williams	Science & Philoso- phy
John H. Twombly	1871-74	Wesleyan	Theology
John Bascom	1874-87	Williams	Theology
Thomas C. Chamberlin	1887-92	Beloit	Geology
Charles Kendall Adams	1892-1901	Michigan	Latin & History
[Charles R. Van Hise]	1903-18	Wisconsin	Geology
Edward A. Birge	1918-25	Williams	Zoology
Glenn Frank	1925-37	Northwestern	Economics
C. A. Dykstra	1937-1945	Iowa	Political Science
E. B. Fred	1945-	Virginia Poly- technic Inst.	Bacteriology

John W. Sterling served as vice-chancellor 1860-67, and as Vice-President from 1869 until his death. Dr. Birge was acting president 1901-03.

FEATURE STORY

1/20/49

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: Wednesday Jan. 26

Charles Van Hise

Madison, Wis.--A clear channel for the exchange of information between faculty and administration, and students at the University of Wisconsin has been opened through the creation of a group known as the "President's Council."

The group consists of student leaders and faculty officials who meet periodically to discuss policy questions of mutual concern. Meetings have been underway since last September.

Though no formal decisions are made at the meetings, student leaders look upon the group as an aid in solving problems and implementing programs that are being undertaken.

Paul L. Trump, dean of men and a member of the council, emphasizes the opportunity of drawing a cross-section of student opinions from the council discussions.

"Wisconsin," he said, "is one of the few universities in the country where such meetings are held."

Tom Engelhardt, Wauwatosa, student board president, believes that the council has earned a permanent place and that it has made students more aware of how their organizations fit into the University program.

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ad one--President's council

"It recognizes that students have ideas which will benefit the University," he added.

Student members represent all groups who have specific interests, he said. In returning to their group meetings they deliver the ideas which have been developed at the council meetings.

The plan for admission of students to membership on the University Committee on Functions and Policies, to study the efficiency of the University, was proposed and developed at a meeting of the council.

This student committee membership was praised by the campus newspaper, the Daily Cardinal, as a progressive move.

Though it is a new idea, the President's Council has been traced back as far as 1905, when University Pres. Charles Van Hise organized and acted as chairman of a student government conference, according to Tom Engelhardt and Gordon Klopff, student activities counselor, who are writing a history of student government at the University.

However, they point out, there has never been a group with equal and complete representation of all organizations who have specific interests on the campus.

In the council, said Klopff, "students from all areas of the campus and the administrative staff are working together for a greater University and stronger democratic unity in the University community."

The purpose of the President's Council is "based on the belief that all members of the community -- students, faculty, and administrative personnel -- can work together in mature cooperation with democratic principles for the common good."

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ad two--President's council

Faculty members of the council are E. B. Fred, University president; LeRoy Luberg, assistant vice president; Kenneth Little, registrar and director of student personnel services; Paul Trump, dean of men; Louise Troxell, dean of women; Porter Butts, director of the Wisconsin Memorial Union; and Gordon Klopff, student activities counselor.

Student members include: Tom Engelhardt, Wauwatosa, president of student board; Morton Levine, New York, editor, Daily Cardinal; Marilyn McCrory, Wauwatosa, president of the Women's Self Governing association; George Wheeler, Nyack, N.Y., president of Wisconsin Men's association; Dick Lewis, Eau Claire, student president of the Memorial Union; Lois Hertensteiner, Sheboygan, president, Independent Women's association; Holland Maughan, Madison, president, Religious council; Burt Hiller, Milwaukee, president, Interfraternity board; Lowell Tooley, Sauk City, president, Independent Men's association, Robert Gilbert, Madison, president, Men's Halls association; Marvin Uecker, Lena, Ill., president, University Truax project; and David Dunwiddie, Whitewater, president, Agricultural council.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

3/4/49

Thursday, March 10

Van Ruse

Madison, Wis.--With academic freedom under debate in colleges and universities throughout the nation, the University of Wisconsin today took the opportunity to re-state its declaration of academic freedom:

"Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

The statement, taken from a report of the University's Board of Regents in 1894, is cast in bronze and bolted to the entrance of Bascom hall, the central building on the Wisconsin campus.

The University today highlighted the statement by issuing a booklet entitled "Sifting and Winnowing...A Chapter in the History of Academic Freedom at the University of Wisconsin."

The author of the pamphlet, Theodore Herfurth, entered the University with the class of 1894, is now the chief executive of a Madison insurance firm which bears his name, and through the years has provided awards for "initiative and efficiency" to high school and University students.

(more)

ad one--Sifting and Winnowing

His booklet is a conscientious history of the University's academic freedom plaque.

Herfurth traces the authorship of Wisconsin's academic freedom statement to Charles K. Adams, the seventh president of the University, who served from 1892 until 1901.

It was issued, Herfurth relates, at the conclusion of the trial of a University economist, Richard T. Ely. It was Ely, in a letter written for Herfurth shortly before Ely's death, who definitely established the authorship of the declaration.

"The words were undoubtedly written by C. K. Adams. Adams told me so himself, and the internal evidence bears this out. It was a style natural to Adams," Ely wrote.

The story behind the declaration and its display is one of "embattled youth and political turmoil," Herfurth says.

He recalls how Professor Ely "had come to Wisconsin as one of America's most distinguished political economists," how he "had freed himself from orthodox free-trade economics and had pioneered with a realistic, inductive approach to the subject," and how a Madison businessman had published in The Nation, "a scathing, excoriating and denunciatory letter," accusing Ely of fomenting strikes in Madison.

Herfurth tells of a committee, set up by the Board of Regents to investigate the charges, and how, on Sept. 18, 1894, the committee submitted its report to the board, which not only exonerated Ely but also "heralded the board's devotion to academic freedom," with the following statement:

(more)

ad two--Sifting and Winnowing

"As Regents of a university with over a hundred instructors supported by nearly two millions of people who hold a vast diversity of views regarding the great questions which at present agitate the human mind, we could not for a moment think of recommending the dismissal or even the criticism of a teacher even if some of his opinions should, in some quarters, be regarded as visionary. Such a course would be equivalent to saying that no professor should teach anything which is not accepted by everybody as true. This would cut our curriculum down to very small proportions. We cannot for a moment believe that knowledge has reached its final goal, or that the present condition of society is perfect. We must therefore welcome from our teachers such discussions as shall suggest the means and prepare the way by which knowledge may be extended, present evils be removed and others prevented. We feel that we would be unworthy of the position we hold if we did not believe in progress in all departments of knowledge. In all lines of academic investigation it is of the utmost importance that the investigator should be absolutely free to follow the indications of truth wherever they may lead. Whatever may be the limitations which trammel inquiry elsewhere we believe the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

Herfurth reveals that the casting of the declaration into bronze and its erection at the University generated almost as much heat as the charges which brought the declaration.

(more)

ad three--Sifting and Winnowing

Although the University class of 1910 had the tablet cast, the memorial was not affixed to Bascom hall until 1915 because of friction between the class and the Board of Regents.

Wisconsin was divided into two camps of Republicans then, the Progressives, led by "Old Bob" LaFollette, and the conservatives. The class of 1910 had strong LaFollette sympathies, while all the regents had been appointed or reappointed by the conservative governor.

In 1909 Lincoln Steffens had brought the matter to a head by publishing a magazine article on the University, commending President Van Hise and reproving "tory regents" who, he intimated, would not let faculty members teach the truth as they saw it.

Herfurth believes that the idea of the plaque originated with Lincoln Steffens, and that it was given the class officers through Fred MacKenzie, managing editor of LaFollette's magazine.

The memorial was offered at commencement in 1910 and accepted unofficially by Prof. William A. Scott of the School of Commerce. The regents, who considered it a hostile gesture, rejected it the following day.

Members of the class were incredulous, Herfurth points out. Ten days after the rejection, class president F. Ryan Duffy, now federal judge, wrote of the regents:

"This incident should serve to make the people of this state think over the proposition of how the University can retain its place as 'the leading state university' if the regents will not allow members of the faculty to express their honest convictions on problems that are of interest to all the people..."

(more)

ad four--Sifting and Winnowing

The Progressives, surging to power gradually, wrote into their platform a pledge of academic freedom. In 1912 the regents reversed themselves and voted to accept the tablet. No provision was made for its erection, however, so it gathered dust for three more years.

The class of 1910 arranged for a reunion in 1915, and William J. Meuer, a Madison photographer who was general chairman of the affair, negotiated with the regents for the final step. The regents insisted that class representatives write a letter absolving them of any charges of interference with academic freedom. A "peace treaty" statement signed by Duffy and Meuer was finally accepted.

On June 15, 1915, the tablet was erected and dedicated. President Van Hise spoke at the ceremony:

"The principles of academic freedom have never found expression in language so beautiful, words so impressive, phrases so inspiring. It was 21 years ago that these words were incorporated in a report of the board of regents exonerating a professor from the charge of 'Socialism' that was brought against him....And from that day to this, no responsible party or no responsible authority has ever succeeded in restricting freedom of research and teaching within these walls."

Herfurth concludes:

"In its innermost significance, the memorial tablet stands as a sentinel, guarding, interpreting, and proclaiming the ever-buoyant and progressive spirit of the University of Wisconsin in its unceasing struggle upward for more light and its untrammelled search for truth wherever found."

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/22/49

RELEASE: Sunday, June 26

Madison, Wis.--Four "conservation giants" in the history of Wisconsin will be honored Thursday night, June 30, at a memorial dinner in connection with a special Conference on the Conservation of Wisconsin's Natural Resources on the University of Wisconsin campus.

They are:

Increase A. Lapham, who was a frontier archeologist, geologist, and biologist.

Charles R. Van Hise, who was president of the University of Wisconsin and author of the monumental "Conservation of Natural Resources."

George S. Wehrwein, who was a University of Wisconsin land economist.

Aldo Leopold, who was a University of Wisconsin professor of wildlife management.

The memorial address will be given by A. W. Schorger, Madison, former president of the Wisconsin Academy of Sciences, Arts, and Letters. Memorial programs will be distributed at the banquet, which will be open to the public upon advance reservation.

(more)

ad one--conservation

The conservation conference is one of 16 being sponsored during the year by the University of Wisconsin Centennial committee. It opens in the Memorial Union at 9 a. m., June 30, and continues through Friday afternoon, July 1.

Thirty-one campus, state, and national experts will discuss many aspects of conservation under the session titles "The Sciences and Conservation" and "The Public and Conservation."

Visiting specialists include Durward Allen, U. S. Fish and Wildlife service, Laurel, Md.; John E. Doerr, National Park service, Washington, D. C.; William Vogt, conservation section, Pan American Union, Washington, D. C., author of "Road to Survival;" Harold Titus, Traverse City, Mich., conservation editor, Field and Stream; Harry W. Gehm, National Council for Stream Improvement, New York; Robert O. Beatty, Izaak Walton league, Chicago; and Tom Wallace, editor emeritus, Louisville (Ky.) Times.

Wisconsin personnel on the program are Ernest Bean, state geologist, Madison; George F. Kilp, Nekoosa-Edwards Paper Co., Port Edwards; A. W. Schorger, Madison ornithologist; Ernest Swift, director, Wisconsin Conservation department; Gov. Oscar Rennebohm; F. J. Schmeeckle, Central State Teachers college, Stevens Point; Dorris Sander, school superintendent, Whitehall; and Gordon MacQuarrie, Milwaukee Journal.

Participating professors are Noble Clark, Robert Muckenhirn, Gerard Rohlich, Arthur Hasler, C. K. Leith, Norman Fassett, John T. Curtis, Walter Rohlands, J. H. Beuscher, Walter Wittich, John L. Miller, and Wakelin McNeel.

Pres. E. B. Fred of the University will preside at the opening session.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/27/49

RELEASE: 9:30 p. m. Thursday, June 30

Madison, Wis.--Men of foresight who have left an indelible mark on Wisconsin in the field of conservation were honored Thursday night at a memorial dinner during the University of Wisconsin Centennial conference on conservation of Wisconsin's natural resources.

These men, who live now only in memory, were among the founding fathers of conservation principles who vigorously fought undue exploitation of the state's resources.

Those honored were:

Increase A. Lapham, famed naturalist who arrived in the Wisconsin Territory in 1836; Charles R. Van Hise, former president of the University of Wisconsin; George S. Wehrwein, an ardent soil conservationist; and Aldo Leopold, eminent naturalist.

Tribute was paid these early conservation advocates by A. W. Schorger, former president of the Wisconsin Academy of Sciences, Arts, and Letters.

Schorger briefly sketched the contributions of these men in the conservation field. Of Lapham he said:

(more)

ad one--Schorger

"Possessed of boundless energy, insatiable scientific curiosity, and an uncanny insight into the future, he laid the foundation of the conservation on which we continue to build. He was indefatigable in publicizing the advantages of the state."

Schorger pointed out that Lapham was one of the first to recognize the danger of rapid felling of forests, a practice which in turn created other conservation problems.

Van Hise was in the vanguard of the conservation movement initiated by Theodore Roosevelt in 1908. Conservation for him became the most important problem facing the American people.

Schorger noted that Van Hise adhered staunchly to the principle of "the greatest good to the greatest number as the controlling factor in the utilization of natural resources."

Land was the prime consideration of Wehrwein, Schorger declared. He pointed out that Wehrwein continually was concerned with the loss of top soil and deplored the reclamation of so-called waste land. Wehrwein contended that land has more than agricultural value and was opposed to draining marshes and other similar projects.

"Wehrwein's survey of the lands of northern Wisconsin showed that the best economy lay in a judicious mixture of farming, forestry, and recreation," Schorger said.

Of Leopold, Schorger noted that "nature to him was a charming goddess whose worship lifted man above himself...no leader realized better than Leopold that success in conservation would not come until a genuine love and appreciation of nature was developed in the hearts of the people."

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/6/49

RELEASE: Thursday, June 9

C. R. Van Duse

Madison, Wis.--Farmers, teachers, sportsmen, scientists, editors--everybody interested in the outdoors--are being invited to the University of Wisconsin campus for a public conference on the Conservation of Wisconsin's Natural Resources Thursday and Friday, June 30 and July 1.

The conference, a part of the University's Centennial celebration, will be held in the Memorial Union.

Twenty-eight conservation experts from the state and nation will face up to both technical and public relations problems in the field of Wisconsin conservation.

Visiting authorities will include Durward Allen of the U. S. Fish and Wildlife service, Laurel, Md.; John E. Doerr, National Park service, Washington, D. C.; William Vogt, Pan American Union, Washington, D. C., and author of "Road to Survival;" Harold Titus, conservation editor of "Field and Stream;" Harry W. Gehm, National Council for Stream Improvement; and Tom Wallace, editor emeritus, Louisville (Ky.) Times.

(more)

ad one--conservation conference

Wisconsin men and women on the program are Pres. E. B. Fred and Profs. Robert Muckenhirn, Gerard Rholich, Arthur Hasler, C. K. Leith, Norman Fassett, John Curtiss, Walter Rowlands, Noble Clark, J. H. Beuscher, Walter Wittich, John L. Miller, and Wakelin McNeel of the University; Frank Foley of the U. S. Geological survey, Madison; Ernest Bean, Wisconsin state geologist, Madison; A. W. Schorger, Madison ornithologist; Ernest Swift, director of the Wisconsin Conservation department, Madison; Gov. Oscar Rennebohm; F. J. Schmeeckle, Central State Teachers college, Stevens Point; and Dorris Sander, school superintendent, Whitehall.

The conservation subjects they will discuss include soils, ground water, surface water, fish, minerals, vegetation, wildlife, scenic resources, government, education, industry and business, the church, clubs and institutes, radio, and the press.

A memorial banquet Thursday night, June 30, will pay tribute to Wisconsin conservation leaders Increase Lapham, Charles R. Van Hise, George S. Wehrwein, and Aldo Leopold.

"The Centennial anniversary of the founding of a state and its University is a fitting occasion for reviewing a century's utilization of natural resources. It is time to take stock, to evaluate contemporary resource-use practices, and to plan for the needs of the generations that are to come." So reads the conference announcement.

"Where do we stand today? Where will we be tomorrow?" the announcement asks.

(more)

ad two--conservation conference

"How can conservation be made to spring from an impelling conviction on the part of private property owners? How can the economic, sociological, and political aspects of conservation be reconciled with the technological? How can industry, labor, government, education, the press, and all other phases of public activity be brought to bear cooperatively in an effective conservation program?

"In its Centennial year the University of Wisconsin seeks the answers to these questions. It hopes that this symposium will be a critical examination of conservation, and that it will point out ways in which our program of wise resource-use is failing now, and how it can be made more effective in the future, not only in terms of technology but also in terms of public relations," the University announcement says.

The University Centennial office will arrange housing for persons attending the conference. For the memorial dinner, advance registrations are necessary.

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Doctor of Laws: Charles Richard Van Hise, pre-Cambrian and metamorphic geologist, professor successively of metallurgy, mineralogy and geology, president of the leading state university, The University of Wisconsin.

Commencement, Harvard University, President Eliot, June 24, 1908

F-6

THE RELATIONS OF THE UNIVERSITY TO THE PRESS.

by

C. R. VAN HISE and W. G. BLEYER.

(Read before the Wisconsin Press Association).

Feb. 1905

The relations of the University to the press may be considered from two points of view: First,- What the University has done and what it is doing in training men for journalism; Second,- How can the state press assist the University to become a more effective servant of the people. Both of these points of view will be briefly considered.

Until within the last few years the University has made no special attempt to prepare its students for journalism, other than to give them an education of a kind which will adapt men to various walks of life. But recently, as a result of the development of very strong departments in history, political economy, political science, and commerce, the University is giving to many of its students a training which fits them for many of the more important fields of journalism. In past years also a number of students, while carrying on their University work, have edited the college daily paper, have served as reporters on the Madison papers, and have acted as local and university correspondents for Chicago, Milwaukee, and State newspapers. Thus without any special attempt on the part of the University it has produced a considerable number of newspaper men. So far as we have

ascertained the total number of journalists that are graduates of the University to the year 1901 is about seventy-five; but to this number doubtless should be added many others who have obtained their higher education at the University but who did not take a degree. The following is a nearly complete list of University graduates who have been connected with the newspapers of Wisconsin.

Alexander C. Botkin, '59, formerly editor in chief of Milwaukee Sentinel.

Isaac N. Stewart, '62, Milwaukee Daily Journal.

George Raymer, '71, Madison Democrat.

George D. Cline, '72, Hudson Republican.

Frederick W. Coon, &'73, Edgerton Tobacco Reporter.

Frank E. Noyes, '78, Marinette Eagle-Star.

Lynn B. Squier, '81, Tomah Journal,

A. W. Shelton, '83, Rhinelander Herald.

Melvin A. Hoyt, '83, Milwaukee Daily News.

Charles O. Marsh, '83, Antigo Republican

Sumner M. Curtis '89, Milwaukee Sentinel.

Wardon A. Curtis '89, Journalist, Madison.

William C. Brumder, '90, Germania, Milwaukee.

E. Kirby Thomas, '91, Superior Evening Telegram.

Marilla Andrews, '92, Evansville Badter.

Malcolm C. Douglas, '93, Milwaukee Sentinel.

Albert O. Barton '96, Wisconsin State Journal.

John H. Bacon, '97, Milwaukee Sentinel.

Mary B. Huff-Moody, '98, Richland Center Rustic.

Zona Gale, '95, Evening Wisconsin.

Ernest H. Kronshage, '98, Milwaukee Free Press.
Martin Odland, '98, Wisconsin State Journal.
Herbert H. Ryan, '98, Milwaukee Daily News.
Norman A. Wigdale, '98, Evening Wisconsin, Milwaukee.
Allen S. Nielson, '01, Agricultural Journalist, Milwaukee
Jeannette B. Storms-Goodwin, '01 American Thresherman.
Orrin B. Moon, '83 (Law), Editor, Eagle River.
John W. McCauley '94 (Law), Menomonie Times.
Alexis P. Davis, '94 (Law), Menomonie Times.
Willis V. Silverthorn '94 (Law), formerly Editor of Tomahawk.
Rodney A. Elward '95 (Law), Milwaukee Sentinel.
A.W. Brayton, '96 (Law) La Crosse Tribune.
John W. Everett, '96 (Law), Milwaukee Daily News.
Gilbert E. Vandercook '96 (Law) Milwaukee Sentinel.
Ira B. Kirkland, '98 (Law) Jefferson Banner.
R. E. Smith '00 (Law), Park Falls Herald.

This list shows that the number of students going into journalism is increasing each year and doubtless among the graduates of 1902, 1903, and 1904 are a considerable number of men who are connected with newspaper work, although the most of them, because of their youth, are as yet in subordinate positions.

The University has had other associations with journalism than that of a producer of reporters, editors, and proprietors of the press. The famous journalist, Carl Schurz was a Regent for a short time; George Koeppen, of Milwaukee, editor of Germania, was a Regent from 1878 to 1890; Haydn K. Smith, LL.D.,

editorial writer on the Chicago Chronicle was Regent from 1870 to 1872, and ex. Gov. Geo. W. Peck was Regent from 1900 to 1902. Of the members of the faculty, J. B. Parkinson, vice-president, and professor of political science, was for many years editor of the Madison Democrat; and W. B. Cairns, professor of English, was for some years managing editor of the same paper.

PREPARATION FOR JOURNALISM.

The development along the lines already mentioned, combined with its location and peculiar facilities, has led the University during the past few years to consider what it can do further in the way of preparing men for newspaper and magazine work, so far as such preparation can be done at a university. Several years ago was established what is called a course preparatory to journalism. Among the studies suggested are thorough courses in American history, nineteenth century history, the history of political thought, contemporary politics, diplomacy, state and federal administration, public finance, modern sociological thought, distribution of wealth, municipal government, agricultural industries, as well as surveys of English and American literature, and advanced courses in English composition. In this way the departments of history, political science, political economy, and English undertake to give the student who is preparing to take up newspaper work a broad view of the history not only of his own country, but of Europe as well, and to teach him to interpret present conditions in the light of past history; for if "history

is but past politics", a comprehensive knowledge of history is necessary for a proper understanding and treatment of present conditions. So also in providing for courses in contemporary politics, municipal government, state and federal administration, and public finance, it is the purpose of the departments of political science and political economy to give the student a fair unbiassed view of the great subject of government and administration, in order that he may understand the conditions as they exist in our city, state, and national governments today. To give him a knowledge and understanding of the large question of the world politics, there are the courses in international law, diplomacy, colonial government, and similar subjects. The courses in literature are designed to cultivate an appreciation of the "best that has been thought and said in the world", while those in English composition are designed to train him to express his thoughts clearly and accurately, and to give him command of as good an English style as possible. That this training is considered good preparation by editors, is shown by the fact that during the past month one of the largest Milwaukee daily papers applied to the university for two graduate students in political economy and political science, to fill positions as editorial writers on the paper, and that one of the ~~positions~~ men chosen by the editor of the paper was holding the University fellowship in political science, while the other had a University scholarship in political economy.

While the course outlined is designed to cover that por-

tion of the field of knowledge for which there is the most frequent demand, it is possible under our system of electives to prepare for more special fields of journalism. Aside from the training mentioned, students who wish to become associated with the journals devoted to applied knowledge, also have an opportunity to gain a training for their work. Agricultural and engineering periodicals have already become of very great importance and are in the future to be even more influential. Students who are planning to work on agricultural journals, can take advantage of the work offered by the College of Agriculture, so that they may be in a position to appreciate the bearing of the scientific discoveries made in agriculture, and to put them in the form adapted to the reading public. In a similar way men trained in engineering, have most promising and profitable careers before them among the rapidly increasing number of highly paid technical editors of engineering and mining papers. It is unnecessary to say that those seeking positions upon the staffs of technical journals must not only be well informed in ^{their} ~~this~~ particular field of work, but must be able to express themselves clearly and forcefully.

BROAD TRAINING ESSENTIAL.

While we lay stress on the studies mentioned for the various lines of editorial work, it seems to us that the most essential training which the University can give to a student thinking of journalism is to equip him broadly with the knowledge of the ages and give him such intellectual power that he will be continually fertile in applying that

knowledge to present conditions. The fundamental qualification for a journalist is to possess wealth of ideas from the best that the world has thought and said not only in literature, but in all fields of human knowledge.

With this intellectual equipment the journalist should combine that high sense of responsibility to the public which is essential in a teacher. We would not think of retaining in our schools or our university a man whose influence we knew upon the whole to be tending toward lower rather than towards higher levels. So it seems to us that no paper can defend the proposition that its reportorial or editorial staff should furnish what the people demand, if it is meant thereby to defend catering to the debased taste of some of its readers. It may not be advisable for every paper to advocate the ethics and ideas of the religious periodical, but it is necessary that the sum total of the effect of every newspaper, magazine, and periodical, should tend to raise the level of material, intellectual, and spiritual living, rather than to depress it. Any journal that tends to depress rather than to raise this level is a detriment to the state rather than a benefit.

NEW COURSE IN NEWSPAPER WRITING.

While we hold the training which the University can give along broad intellectual lines is fundamental for journalism, we appreciate that in this profession, as in other lines of work, some technical training is advisable, and even this we have undertaken to furnish to some extent. Next year the

department of English will train those students who are interested in newspaper work in some of the particular features of writing for the papers which require not a little practice. A course is to be given in newspaper writing which will include practice in reporting, correspondence, the preparation of special articles, and similar details of newspaper work. In this connection students will be assigned to cover actual events in university life, and will turn in their "stories" to the junior author of this paper, who will edit them as a newspaper man might do. These reports will then be published in the college daily or other papers, in order that the student may have the advantage not only of correction, but also of seeing his writing in print. In this way it is hoped that the students will be taught the elementary principles of seeing the essential things in the events of the day, and will acquire the ability to present those things in a readable and attractive form that will make them interesting to the newspaper reading public. Thus, while the university in no sense undertakes to provide the student with that invaluable experience which actual work in a newspaper office gives, it will offer him opportunity for some training in the elementary principles of newspaper writing, which will make easier his initiation into the mysteries of the editor's blue pencil.

PUBLICITY TO UNIVERSITY WORK.

So much for what the University is doing for the press. The question now arises, how can the press assist the University. The press can assist the University by giving to the people full

information concerning the University so that the youth of the state for whom the University exists, may know the opportunities offered by the institution in the various lines of training and to what these opportunities are likely to lead in after life.

It is not sufficient to tell once of the opportunities offered by the departments of the several colleges. From time to time we need repetitions by the press of statements as to facilities afforded by the university, for only by repetition can this information get to the people. Thus, the excellent facilities afforded by the University in many departments can be exploited by the papers from time to time with interesting additions and modifications so as to bring the material up to date and give it freshness and news value.

This is not advertising in the ordinary sense; for the University does not exist for itself, but for your constituents. By carrying to the people the full information as to the university, the press has an opportunity to do very great service to the state. To illustrate, if a weekly newspaper in one of our smaller towns by a series of articles giving information in respect to the University induces two or three of its abler and brighter young men to go there and get its training, these men, three or four years hence, will bring back to that community such part of the intellectual wealth of the world as their capacities permitted them to absorb. Thus through the students and graduates of the university the best thoughts, the newest methods in teaching, and the latest discoveries in the arts and sciences, reach every corner of the state.

TO DISSEMINATE NEW DISCOVERIES.

Another great form of service of the university to the state, is the discoveries in applied knowledge and the transmission of this applied knowledge to the people. Work of this kind is done in each of its colleges. To attempt to tell of all of these lines of work at the university would unduly extend this paper, and therefore for the illustrative purposes we shall confine our statements to a few departments.

Dean Henry in his last biennial report just submitted to the Regents of the University brings out clearly how great have been the results of the research that has been carried on in agriculture. He shows, for example, that as a result of the direct application of the Babcock milk test the dairy products of the state have been increased in value more than \$1,000,000 per annum without taking into account the very important indirect effects of the discovery, such as the improvement of the quality of the herds of the state. The discovery of the Wisconsin curd test, he points out, has increased the wealth of the state by more than \$100,000 per annum. The introduction of the Swedish oats has added to the income of the farmers more than \$1,000,000 each year. As a result of the application made by the professors of the College of Agriculture, of the formaldehyde disinfection of and oats, the resulting destruction of the oat smut, the income of the farmers of Wisconsin during the past few years has been increased about \$5,000,000 per annum.

In the college of engineering the recent discovery of an electrolytic process of making pure iron, from which definite

alloys may be produced, will prove of great practical value in the utilization of iron. Many other similar lines of investigation that are being carried on in this college have yielded important practical and scientific results.

All of these discoveries in applied science, which give direct material return to the state, are easier to make clear than others, but besides these there are many equally important lines of work, such as those which are being carried on in the pre-medical department of the College of Letters and Science. Investigations are being made in the department of bacteriology upon the causes and control of pneumonia, diphtheria, typhoid fever, and tuberculosis. And we have dreams that in this University, work will be done which will help to control and finally eliminate these and other much dreaded diseases. Who shall estimate in dollars the value of the human lives thus lengthened or made more happy?

Finally, the University insists that it is equally important to the people to convey to them the higher thoughts and ideas of the world of knowledge irrespective of their present material value.

NEWSPAPERS THE ONLY EFFECTIVE MEDIUM.

After important discoveries and investigations have been made, the question that naturally presents itself is, how shall they be conveyed to the people; for upon their wide dissemination depends their value to the citizens of the whole state. Recognizing the importance of this wide distribution of knowledge, the Experiment Station of the College of Agriculture

has provided a series of bulletins, and the Board of Regents has authorized a series of general university bulletins, in both of which are published the results of university investigation and research. Although several thousand of each of these bulletins are issued and in many cases they are re-printed until the edition reaches from 5,000 to 10,000, nevertheless this number is very small when compared to the population of the whole state. The most serious problem which confronts the University is how to reach the people of the state who are most interested in these vital matters. As we look about for the most effective medium, the medium that will give the widest dissemination to this important information, we see only the public press. It is to the newspapers of the state, therefore, that the University feels it must look for its support in the effort which it is making to reach all the people. When we consider that the smallest weekly paper during the year often has a circulation larger than the entire edition of many of the University bulletins, and that the total number of newspapers in the state is between 700 and 800, it becomes plain that the public press is the ideal medium for giving to the citizens of the state the results of the investigations for which their money has made provision. And what better service can the newspapers render to the state than to give to the millions of readers the results of investigations which will be of direct benefit to these many readers? This may be said to be the true form of university extension.

TRUE UNIVERSITY EXTENSION.

Ten years ago, as a result of the feeling that not only state universities but privately endowed colleges ought to give the privileges and results of higher education to those who cannot directly obtain their advantages, a movement was begun in England and America called University extension, the idea being to provide for instruction of the masses by means of lectures. Although widely heralded as a promising movement and undertaken with great energy and seriousness by the universities of both countries, university extension failed to produce the results which were hoped for it, because it failed by lectures to reach the great majority of the people. Lectures necessarily had to be given in the large centers, and the smaller communities ~~xxxxxxxxxx~~ and the farmers which together constitute much the larger portion of the people could not enjoy their advantages. It is only through the medium of the newspapers which go into the home of practically every citizen of the state that true university extension is possible .

If the newspapers realize the important part which they have to play in this extension of the advantages of education, they will not be slow, we believe, to assist willingly in the great work of disseminating knowledge, and its important practical results to the millions of readers. We, therefore, desire to ask you, as editors of the newspapers of the state of Wisconsin, to cooperate with the university in this true movement of university extension.

UNIVERSITY PRESS BULLETINS.

The University has this year taken the first step in this direction by establishing a system of giving to the newspapers, of the state, in the form of news, the information which it considers will be of interest to the general public. It is trying the plan of issuing from time to time press bulletins in mimeographed form, containing items of interest and articles of some length in which are presented the results of the investigations and studies which are being carried on by the members of the university faculty, and the advanced students. The bulletins are edited by the junior author of this paper who collects the items of news from the several colleges and departments of the university and puts them in a form adapted for the newspaper reading public. They have been sent to all the daily papers of the state, and to as many of the weekly papers as the university could afford with the limited funds provided. The editors of these newspapers have not been formally asked to print the matter, but many have used the material furnished. The plan, from the university point of view, is meeting with success, for the editors generally ~~have~~ have been generously giving space and prominence to the matter sent to them. The University, therefore, has only to ask that the editors of the state continue to cooperate with us, not only by publishing such material as is furnished them, but by indicating to those in charge of the University press bulletins what matter they desire for their papers, and in what form it will be most acceptable. We ask your

advice and criticism as one of the most valuable forms of cooperation, for unless we can furnish what we have to present in a form which will be readable, we are failing at the very beginning of the undertaking. But if with your aid and criticism, and with your cooperation in giving wide distribution to information concerning the work of the university, we are able to bring before the people the latest results of investigations in the pure sciences and in the applied sciences of agriculture, engineering, hygiene, as well as the results of investigations in other fields of knowledge that vitally concern the welfare of the people, we feel that the university and the newspapers together will be accomplishing a work for the citizens of the whole commonwealth, the value of which cannot be estimated.

Address to.
Wisconsin Press Assn, Janesville
Feb, 1905

File Van Hise by

It is a great pleasure upon behalf of the University to welcome the representatives of its owners, the members of the legislature, and the press. The University of Wisconsin is a state, not a local institution. In many states the funds which are devoted to higher education are distributed among two or more foundations. In such states the various divisions of the university, such as the College of Liberal Arts, the College of Agriculture, the College of Law, the College of Mines, and the College of Medicine, are local institutions, at least in part. But the builders of the state of Wisconsin at a time when subdivision in higher education was rife so clearly recognized the importance of its university, so clearly saw that this university must be a state institution, that they placed in the framework of the state, the constitution, a provision for the founding of the university at the capital city; thus forever providing against subdivision and localization of the state's higher education. The only other state which has ~~no clearly defined~~ ^{seen determined} that the university work should be done at a unified state institution, located at the capital, is Nebraska. All other states, even those who had the wisdom to concentrate their higher educational efforts, have to some extent recognized local interests by locating the university at some other point than the capital city.

It seems as if the framers of the constitution besides ~~recognizing~~ ^{appreciating} the advantages of concentration in university education must have recognized how mutually helpful may be the university and the government of the state. The university is an institution devoted to the advancement and dissemination of knowledge. The government of the state is devoted to for all things into written law and putting into practice

use this knowledge.

In Germany the relations of the university and the government are most intimate. Each great scholar has some recognized official duty as adviser of the state upon the subject in which he is an expert. The advantageous relation between the university and government may be illustrated by the departments of history, political economy, political science, and sociology. *College of Law and Political Science*
College of Law and Political Science
The old unsolved economic problems and the new problems arising because of changing conditions are investigated by these departments, without partisanship, without bias, with no other aim, but with the sole idea of finding the truth, the path which leads to peace and prosperity for the people. Thus these departments are in the service of the state. In a similar way it can be demonstrated that every other department is working effectively for the people. This is true of the College of Agriculture, which by its discoveries has returned to the state many-fold in wealth the entire cost of the university. In all other departments the relation of service is as certain, although not so easy to explain in a sentence. So profoundly does the faculty believe in the university as an institution in the service of the state that it had placed upon the medal struck for the Jubilee the words, "The University of Wisconsin commemorates fifty years of service to the commonwealth."

Knowing the frequent tendency of many men to enlarge the importance of their own occupations I have sometimes wondered if the professors of the university unduly magnify their calling, - that of investigators and disseminators of knowledge.

Each person that comes into the world is born wholly lacking in knowledge save of a few simple instinctive actions necessary to maintain life. The knowledge and wisdom of mankind are the slow accumulations

acquired through the ages by the expenditure of uncounted sums, incalculable labor, and infinite pain. He who hopes to do any large thing in the world must spend from one-fourth to one-third of his life in hard labor, acquiring the knowledge of the past. And for many a large fraction of this time is spent in the university. It is therefore imperative that the university be of the highest grade in order that the time there spent shall be most fruitful. The greater the efficiency of the university the more thorough will be the preparation for life work. Failure on the part of the university to afford opportunities the equal of the best handicaps each individual. Hence a state which fails to keep pace in its university development with surrounding states places its sons and daughters at a disadvantage.

When at the time of the Napoleonic Wars Germany found herself overrun by France the statesmen of the nation saw that the future of Germany depended upon the development of higher grade training than that of her enemy. This was the foundation of the German state university and the German believes that institution to have been a powerful instrument in the rise of the empire.

Perhaps the true position of the university may be brought home by the recent history of Japan. A half century since the accumulated wealth of knowledge of the western civilization was unknown to that country. Hearn says that her civilization was that of twenty-seven hundred years ago. In 1854 Commodore Perry appeared in the eastern waters and Japan found herself at the mercy of his guns. As soon as the marvelous statesmen of the nation appreciated that they were helpless before the applied science of the west they determined to acquire this knowledge in order to protect themselves. Like Germany they decided the remedy consisted in education. The great universities of

Tokio and Kioto were founded, and professors were asked to come to Japan from America, from England, from Germany, and from other countries. Also the young men of Japan were sent to the western nations to study in their universities. A number of them have been here. During the past thirty years, less than a generation, Japan has established manufactures, built railroads, constructed modern armies and navies, and most marvelous of all, she has not only acquired the arts and sciences of the west, but she has become a leader in them. Many of the foreign professors have been found unnecessary, they have been discarded and the universities manned by the sons of Japan. Were it not for these universities Japan would be as impotent before Russia as is China.

From one point of view the acquiring of the accumulated knowledge of more than two thousand years in one generation ~~is~~ is amazing, but from another point of view ^{is} not so strange. For each generation that lives must do the same thing. The children of Wisconsin born to-day must before they begin their life work go through exactly the same training as have the people of Japan during the past thirty years.

For Wisconsin to have a university less efficient than those of Japan and Germany will as certainly handicap her sons as were the sons of Japan when their system of education was inferior to that of the west. It is plain therefore that if the state of Wisconsin is to take and hold a leading position among the states its university must not be inferior to those of its competitors.

If at the out set it was not clear, I hope it is now plain that the university is a state institution not supported in the interest of or for the professors. They are merely tools in the service of

the state. It is not even ^{mainly} supported for the direct benefit of the students who take advantage of its opportunities. It is supported that they may become better fitted to serve the state and the nation. It is supported that the knowledge and wisdom of the generations ^{and as well as the achievement} may reach all parts of the state, thus securing larger returns from the soil, the scientific development of mineral resources, the expansion of manufactures, the improvement of the social and economic conditions of the masses, and the enjoyment by the people of the great intellectual and spiritual experiences of the race.

I shall never be content until the beneficent influence of the University reaches every family of the state. This is my ideal of a state university. If our beloved institution reaches this ideal it will be the first perfect state university.

June 1909

President Van Hise's address

File Van Hise
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The first decade of this twentieth century has been a time of unrest, such as has not been witnessed since the days of the civil war. In legislation this unrest has expressed itself by a large number of remedial laws,- primary election, the initiative and referendum, the recall, commission form of government for cities, public utilities laws, both state and national.

The question naturally arises as to the underlying conditions which have led the people to a deep feeling of dissatisfaction expressed by this outburst of remedial legislation. During the Eighteenth and Nineteenth centuries the continent was being conquered and occupied. The forest was an enemy. Our resources seemed illimitable. If a man failed at one place he moved to the west and began again. Opportunity was open to all. Under these circumstances

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it was natural that the resources of the nation should be given freely to any individual or corporation that would exploit them. Why not? The resources were exhaustless, and he who had the energy to take and develop should have the opportunity. That this opportunity was taken advantage of by men of large ability, many of whom in consequence have accumulated gigantic fortunes, was entirely natural. Many of us had we the ability and the opportunity would have done likewise.

But in the beginning of this twentieth century we have for the first time taken stock of our resources and find that they are not inexhaustible. On the contrary they are extremely limited as compared with the probable future needs of the nation. Our forests are half gone and wood is being consumed several times as fast as it is being grown. Even the most sanguine computations do not hold out the hope

that our high grade iron and coal deposits can be expected to last, for iron, more than a century, and for coal, more than two or three centuries. Already a large part of our available lands have been depleted in their richness by erosion, and by loss of essential elements. This is especially menacing to the future of the nation; for food and clothing we must have in enormous and increasing quantity as the people multiply.

Not only are our resources limited, but they have mainly passed from the ownership of the government to individuals and corporations. No longer can a man have for the asking a forest, or a mine. He who has not may no longer move west and begin the exploitation of any choice parcel of the public domain which he may select. It has been a number of years since I have heard the song once widely sung: "Uncle Sam is rich enough to give us all a farm." If a man has

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not, he must seek employment from others or else starve. He is surprised and angry at the new conditions which are contrary to all traditions of this country, which were not the conditions of his father, or even of his youth.

Moreover, the change from an apparent plethora of natural resources, free to anyone, to paucity, has come upon so suddenly that the people find themselves in a position similar to ~~that~~ youth, who, bequeathed a fortune, believes it far beyond his needs and draws heavily upon it as his fancy dictates, until one day the bank refuses to cash his check. He is dazed and indignant at the new conditions.

The unconscious pressure of these facts, because only recently have they been formulated, has been the controlling factor in leading the people to change their views with reference to unrestrained freedom in the control of natural resources. And only second to this factor has been the concentration in colossal corporations of a large part of the resources of

5- the nation. Thus the era of remedial legislation mentioned is a direct outgrowth of the limitation and the private possession of the natural resources of the country.

The Eighteenth and Nineteenth centuries during which the resources of the continent were being taken possession of were naturally times of intense individualism. Each man took freely of the resources, did with them as he pleased, and regarded interference from any source as unwarranted. But the private possession of our resources has placed a new situation before us and demands of the people of the Twentieth century different ideals from those that have obtained in the past.

Once before I have asked the question: How long shall this nation endure? How long shall the people occupy this land? There is no reason from a geological point of view why the answer should not

6- be, hundreds of thousands or even millions of years. It is therefore necessary, if our descendants are to have conditions favorable for intellectual and spiritual development, that our exhaustible material resources shall be used economically. How can this new idea of frugality be substituted for that of prodigality which has obtained for more than a century? Only by developing a strong sense of responsibility to the race in nation, state, corporation, and individual.

So far as possible each should hold the resources of the country in trust for the generations that are to follow. This obligation rests upon each in proportion to the responsibility involved. It should be recognized by the man who owns a farm as certainly as by the corporation that controls a large part of one of the fundamental resources of the nation. Each should desire only what is right, and right must be defined to be that which is best for the future of the race. In short, the period in which individualism was patriotism

in this country has passed by, and the time has now come when individualism must become subordinate to responsibility to the many.

In the days of '61 to '65, a million men laid aside their personal desires, and surrendered their individualism for the good of the nation. Now it is demanded that every citizen shall surrender his individualism not for four years, but for life,- that he shall think not only of himself and his family, but of his neighbors, and especially of the unnumbered generations that are to follow. It is by the criterion of what is best for posterity that we should judge of the social, political, and economic questions which confront us. Upon this principle should legislation and social habits and conditions be based. If we recognize this, we shall have made the great progressive fundamental step. When the criterion as to right, the good of posterity, is clearly accepted by the people, no individual

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or group of individuals can permanently retard progress.

It is fully realized that a mighty campaign of education far greater than that ever undertaken with reference to any other idea, even greater than that with reference to slavery, will be necessary to change the point of view of the people from individualism to collectivism. This campaign will doubtless occupy many years if not generations, and in the mean time we shall suffer farther very serious loss by the continuance of selfish and therefore recklessly wasteful methods. However, it would be cowardice, simply because of its enormous difficulties, to regard this campaign of education as hopeless, for it is as clearly demanded by the new conditions, by the stress of circumstances, as was the campaign against slavery. And the profound spirit of unrest occasioned by the lack of free resources to all will mightily forward the movement.

But the demand for transformation of the ideals of the individual who has felt himself free to do with what he has as he pleases, to social responsibility, will be as great a change of heart as has ever been demanded by seer or by prophet. Already we have angry protestations from many who largely possess, when any restraint is proposed. Often those who make such proposals are denounced as dangerous to the welfare of the country. But still the demand will be pressed in upon each man that he shall surrender his individualism so far as necessary for the good of the race. He who thinks not of himself primarily, but of his race, and of its future, is the new patriot. Only under conditions which permit of education to each and education as far as his capacities will permit him to go, only under conditions which will give each an opportunity to rise, will this new era of remedial legislation be safely guided.

Without the widest and wisest system of education the poor will be led by impulse and not by reason. Without the widest and wis-
 10- est system of education those who possess largely will continue to be controlled by individualism, as are the small group of men who own the anthracite coal of the country, a resource which it took millions of years of labor of sun and earth to manufacture, as if this privilege were granted from on high instead of by their fellow men.

By some men largely possessing I have been asked the question, if the new movement of restrictive legislation is merely a temporary flood which will soon subside. To such I have said: The tide is just beginning to run, the part of wisdom is to cooperate, to be fair to this generation and considerate of the generations to come, or you will be overwhelmed by a mighty tidal wave of mingled just indignation, passion, and prejudice.

The new movement can no more be stilled than can the tides which depend upon the movements of the planets, because it rests upon as

fundamental a cause,- severe limitation of the natural resources of the nation. The part of wisdom is to work with the movement, and not against it. It may be guided. It cannot be stayed. ⁷⁴

(Members of the Graduating Class:

It will be immeasurably more difficult to transform one's ideals for life than it was to take a musket and go to the front in '61. As in '61, we looked first to the enthusiastic young men for self sacrifice, we must now look to the educated young men and women of the country, those who understand the new conditions, for leadership in the new army of the nation. This call of duty is especially strong upon those who have been educated by the state for its service.

I look to you to join the ranks of the new patriots. Already the leaders are largely college men, and you have but to join their

numbers. Not all of you will be able to rise above traditional influences and become leaders of your race. But I do expect a large proportion to take part in this great movement to change the ideals of the nation from individualism to responsibility to posterity. If you meet this expectation succeeding generations will feel that this university has justified itself because it was one of the great influences which led the people from the old ideals to the new, which has measured right not by what may be pleasant for one's self, but by what is best for the many hundreds of millions of people who thru each of the centuries to come shall live upon this continent, under sufficiently favorable conditions, so that they may ever continue to develop to a higher plane.

If you, to-day, who receive the diploma of this university, play your part in this great revolution in ideals, the most funda-

mental and the most necessary that has ever confronted the nation,
you will ^{richly} deserve the blessing of posterity.