



This... is your university. August, 1960

Madison, Wisconsin: University of Wisconsin, August, 1960

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1962-63

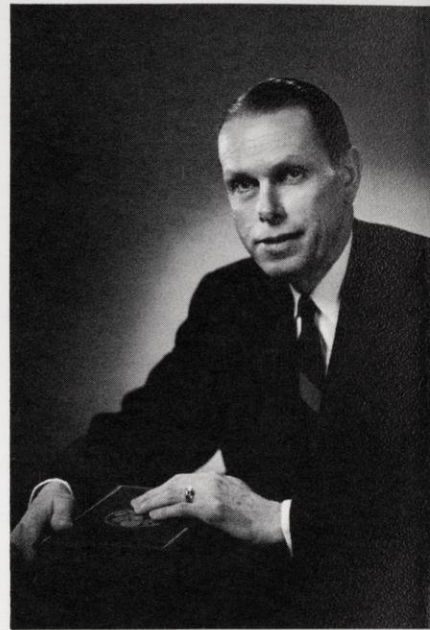


Bulletin of the University of Wisconsin



This . . .
is your
UNIVERSITY





When Professor John Sterling said a brisk "Good Morning, gentlemen" to 17 alert young men in a borrowed classroom on February 5, 1849, he launched an institution now known around the world.

Founded less than a year after the State, the University has followed the motto of Wisconsin and gone "Forward" despite wars, depressions, and sometimes slim educational budgets.

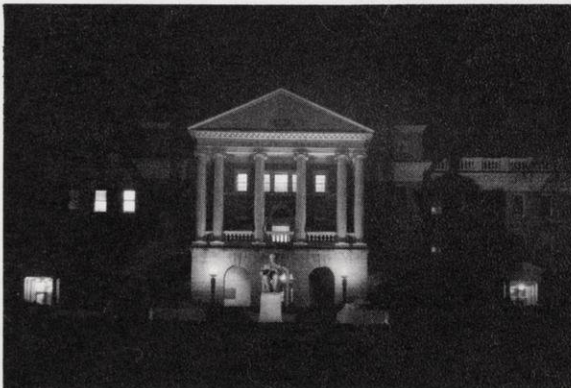
Today, under the guidance of Dr. Conrad Arnold Elvehjem, the University is coping with enrollments increased a thousandfold and preparing for the demands of the future. Adequate legislative appropriations and sage management of funds have kept tuitions and fees from rising above reasonable figures for a University of the People. An extensive building program is underway to increase classroom and laboratory space, and the administration has managed to maintain a salary scale for faculty that is respectable though not munificent.

The University, now well into its second century as one of the nation's leading state, land-grant institutions, seeks quality and balance in all of its functions. Its success in these endeavors is evident in its standing among the world's great educational institutions.

The close relationship with the people of the state—known far and wide as "The Wisconsin Idea"—embodies the ideals of academic freedom, education for all who seek and merit it, and knowledge both for its own sake and for practical application to human needs.

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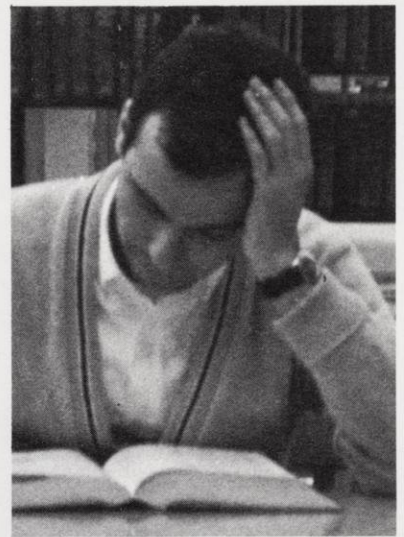


BULLETIN OF THE UNIVERSITY OF WISCONSIN

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AN INTRODUCTION TO THE UNIVERSITY OF WISCONSIN



In Search of Knowledge

The University of Wisconsin has been described as "an academic cosmos," and the description is apt.

The institution is at once a great teaching center, a great research center, and a well-spring of community service.

More than 25,000 students, mainly from Wisconsin homes but also from every state and 70 foreign countries, are enrolled on the Madison, Milwaukee, and eight Extension campuses.

At Madison, where more than 18,000 study each year, the University:

- Retains a faculty of international reputation;

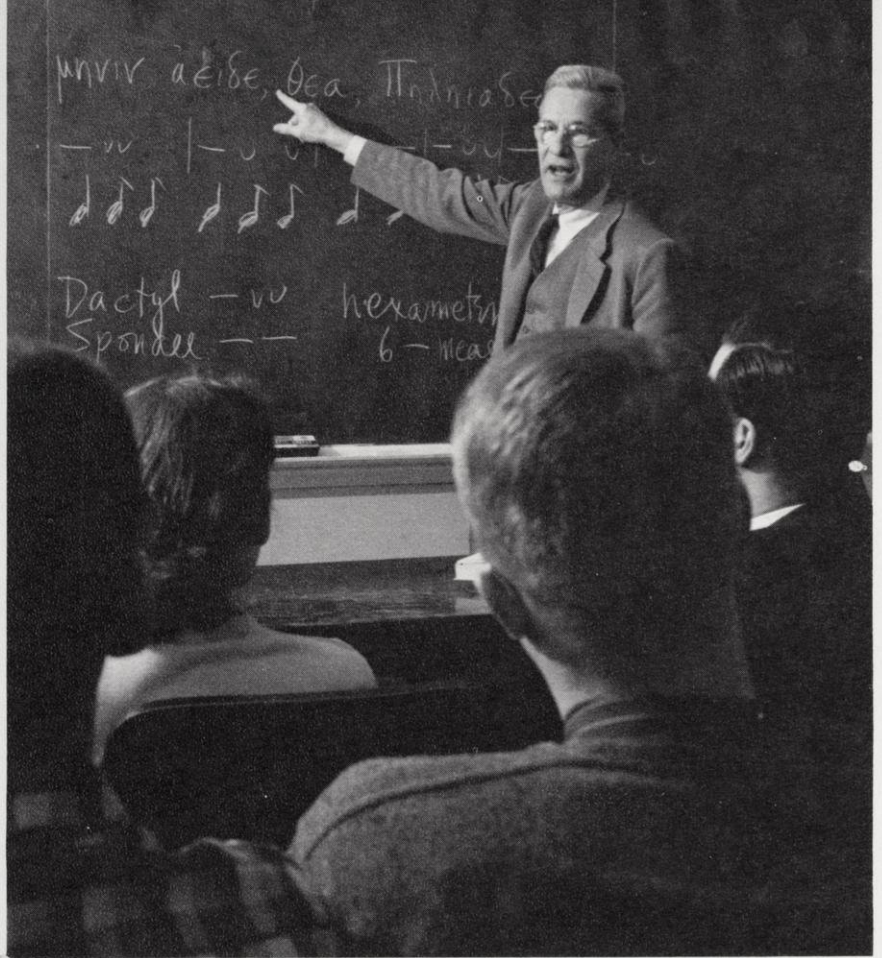
- Offers more than 1,400 academic courses in 91 departments;

- Maintains a library system of some 1,330,000 volumes, and enjoys access to 975,000 more, plus valuable newspaper files, in the library of the State Historical Society on the lower campus; and

- Confers more Ph.D. degrees than most universities.

For all its scope, this "cosmos" is dedicated to one basic purpose: guiding the young people who come to it in search of knowledge. Here they can bring their questions and find help in searching out answers. Here they can develop their own special talents and values, and through heightened understanding, learn to become aware, contributing members of the world they inherit.





A Stimulating Faculty

Facilities are important in judging a university, but the true measure of greatness is the faculty.

The excellence of the University of Wisconsin faculty has become an educational tradition. From the beginning the University has sought out men and women who are at the frontiers of knowledge in their fields, excited about their work, and gifted in transmitting that sense of excitement to their students.

The list of faculty honors and awards received each year would crowd a book of this size. It includes, along with award-winning publications, Nobel Prizes and numerous merit awards from our own and foreign governments. Most Wisconsin faculty members are active in learned societies and, at recent count, 25 had been honored by election to the National Academy of Science.

Their ability to stimulate thought and action is reflected in Wisconsin's distinguished graduates whose interest in their chosen fields was sparked by an admired Wisconsin professor.

This quality of stimulation is reflected in the community, for in the University's tradition of service to the state, faculty members play a lively role on the Wisconsin scene. Artists-in-Residence make annual tours bringing art and music to town and country just as Wisconsin scientists dig into those state needs which will yield to research. Much of the pioneering social legislation for which Wisconsin is famous was advanced under the leadership of University faculty members.

A Statewide System

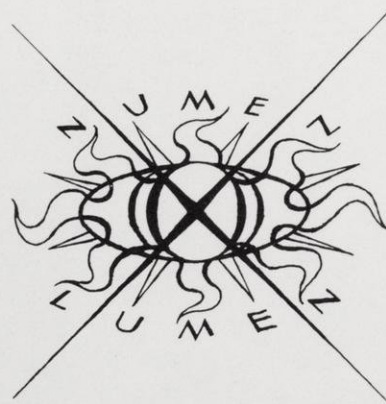
For the University of Wisconsin, Madison is the nerve center of a vast educational network which conveys to youths and adults in city, hamlet, and farm the valuable boon of higher education.

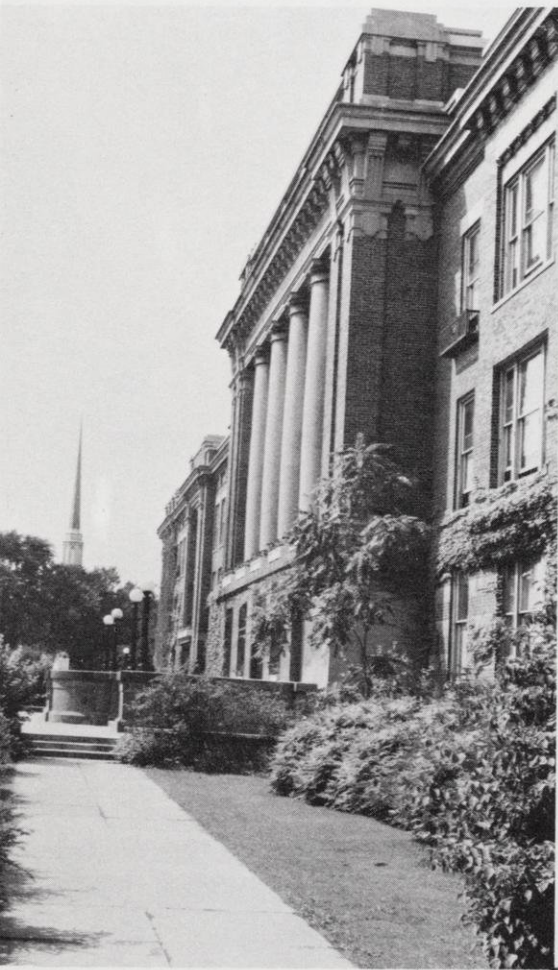
The University of Wisconsin-Milwaukee, established in 1956 and flourishing beyond all expectations, offers work toward the Bachelor of Arts, Bachelor of Science, Bachelor of Business Administration, Bachelor of Fine Arts, Master of Science, and Master of Business Administration degrees.

At freshman and sophomore Centers in Green Bay, Kenosha, Manitowoc, Marinette, Menasha, Racine, Sheboygan, and Wausau, young people may live at home while beginning University study.

Centers offer the basic liberal arts and sciences required before specialization. Courses, held to the Madison standard, carry credits that apply toward a degree at any university in the nation. All students are eligible for scholarships and election to honor societies with headquarters on the Madison campus.

Faculty members from the central campus periodically travel to the Centers to teach courses supplementing work of the resident staffs. Adult education programs, held throughout the state, thousands of courses offered by correspondence, and non-credit institutes for men and women in every walk of life, enable the University to share the riches of higher education with every Wisconsin citizen.





The Fields of Knowledge





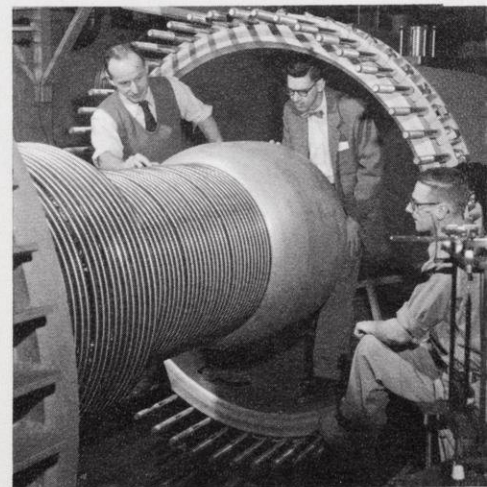
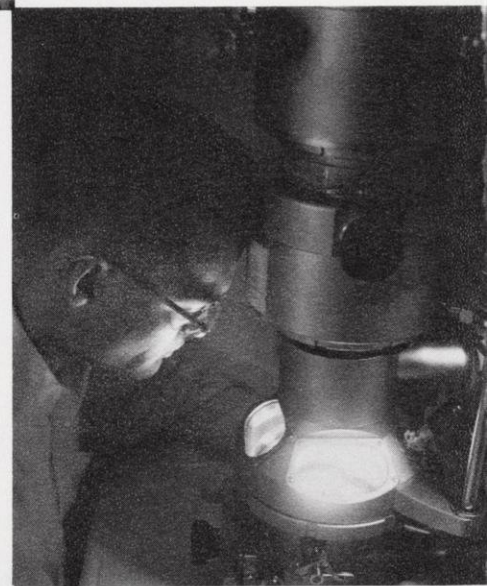
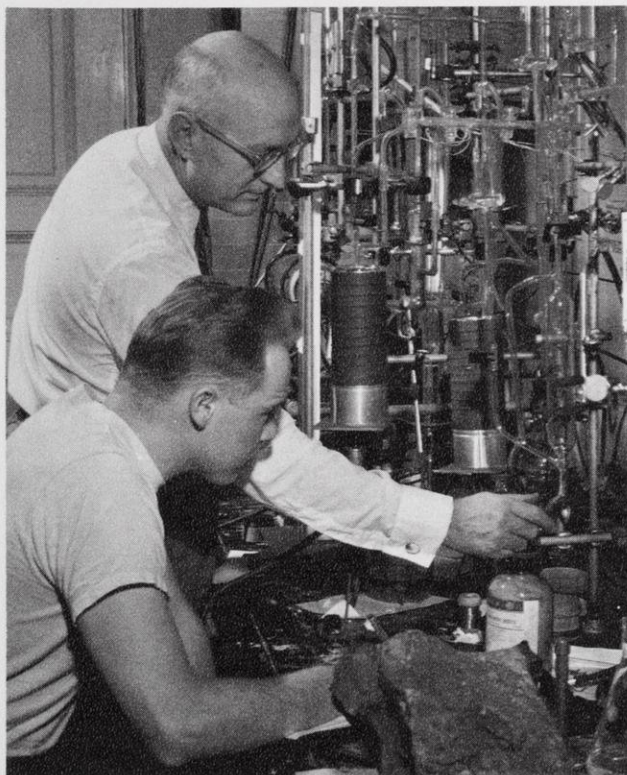
The Humanities

The Humanities occupy a central position in the University curriculum. They give a well-rounded basic education, which serves as a foundation for most specialized work. In addition, they provide valuable insights into modern and ancient culture.

By long tradition in the western world, the term *Humanities* has been applied to those studies which deal with the records of man's hopes and fears, his efforts to explain his place in the universe and to control his conduct, and his responses to beauty in various forms. Fields of study include languages, literature, philosophy, cultural history, music, and art.

A look at the courses required for a bachelor's degree shows the importance placed on the Humanities. All undergraduates begin their University careers with freshman English, often followed by other courses in literature, foreign language, or United States history. Upper-classmen with electives may choose among courses so varied that to list them would be to call the roll of man's intellectual attainments.

Constantly working to enhance the quality of its teaching, the University has established a new General Honors program in the College of Letters and Science. The program is designed to recognize work of greater depth, scope, and originality by undergraduates.



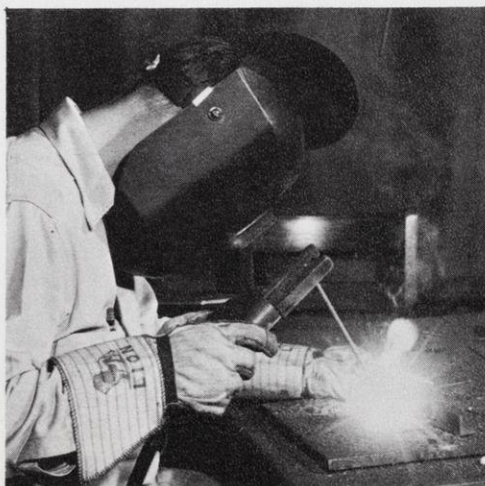


The Sciences

The Sciences have made important contributions to man's vast fund of knowledge. As a result of new techniques, it is now possible to study the chemistry of life, the physics of atomic nucleus, and the nature of space.

The field is commonly divided into the physical and biological sciences, which deal with the physical environment in which life eventually came to be and the study of life in relation to its environment. Instruction is given in departments ranging from Astronomy to Zoology.

During the past generation, Wisconsin has taken giant steps forward in the sciences. The University hopes and intends to maintain its lead in those natural science areas in which it has attained distinction—and to strengthen those areas which need additional support. "This will not be an easy task, for natural science research is increasingly complex and expensive; but we think Wisconsin can do the job," says President Elvehjem.



Because of their concern for man's relationships to his fellowman, the Social Studies contribute significantly to understanding of the critical problems in a fast-changing world.

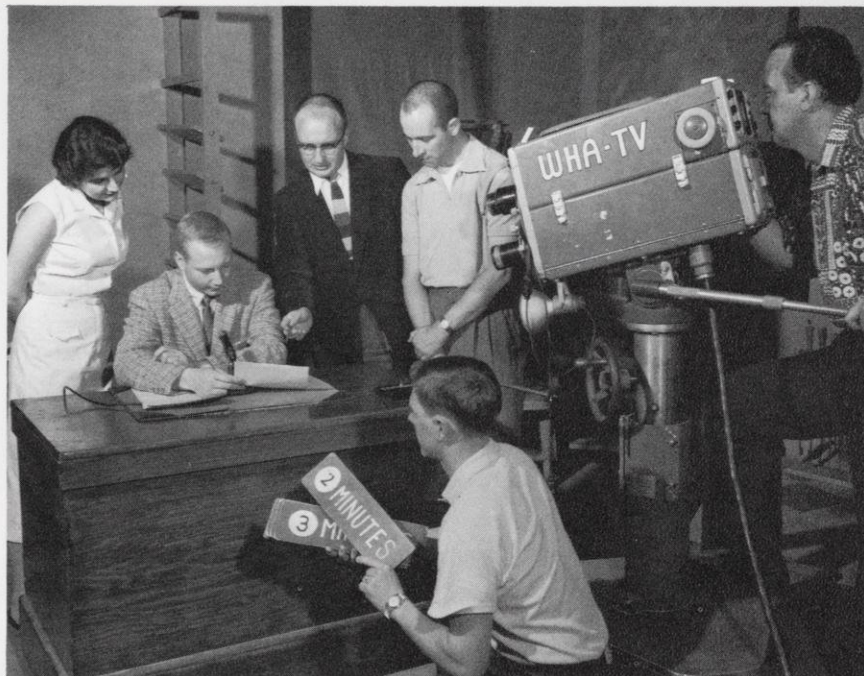
The discipline includes analysis of the development and operation of governments and economic systems, and thus prepares students for active participation in a democratic society.

Many University departments, from anthropology to speech, and the Schools of Journalism, Library Science, and Social Work, are counted among the Social Studies.

Through research the University maintains awareness of family, community, national, and world problems, and through research is able to offer help in finding solutions. A Mass Communications Center and a Survey Research Laboratory have been established to contribute to knowledge in this area of study, where Wisconsin's early strength gained world recognition and helped change some of the patterns of the American economy.



*The
Social Studies*

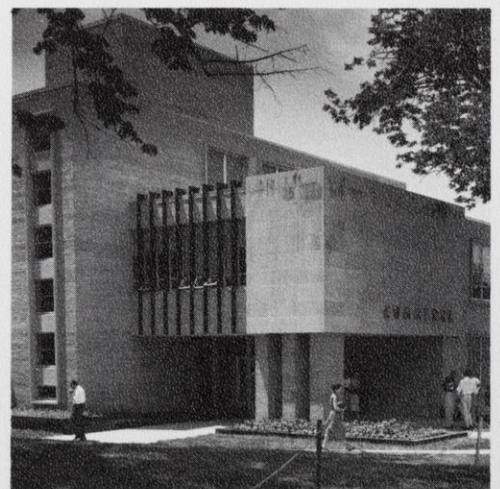
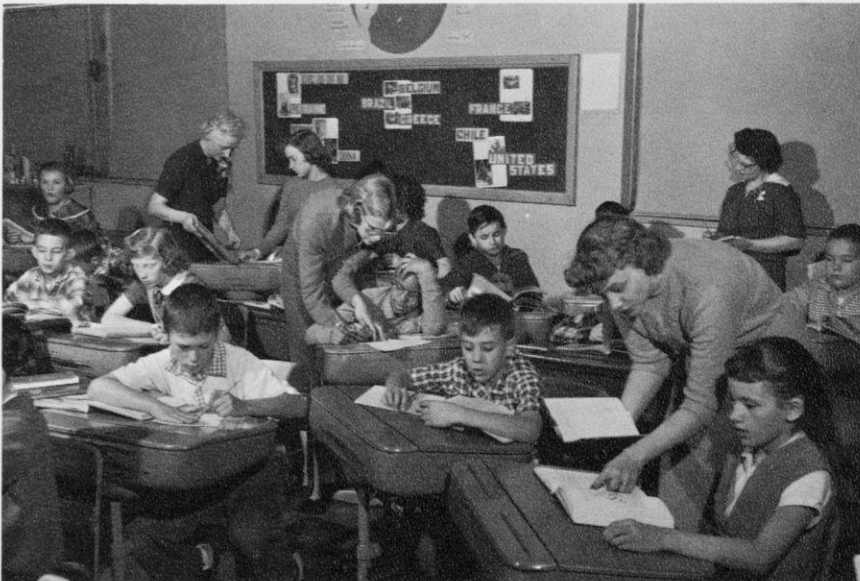
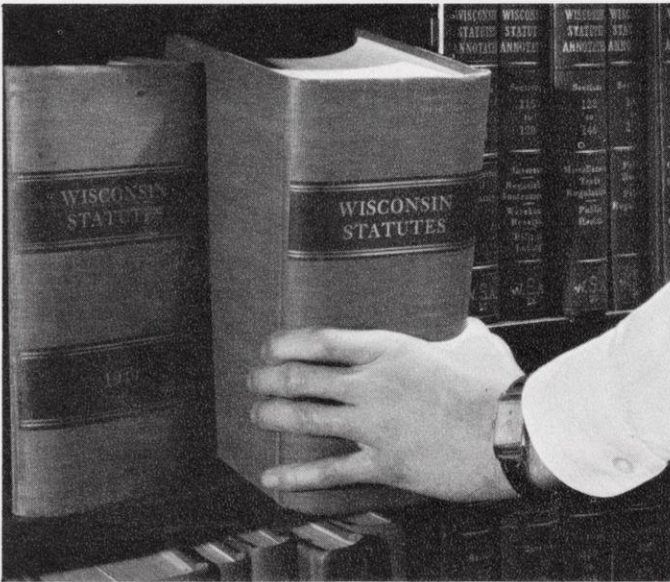
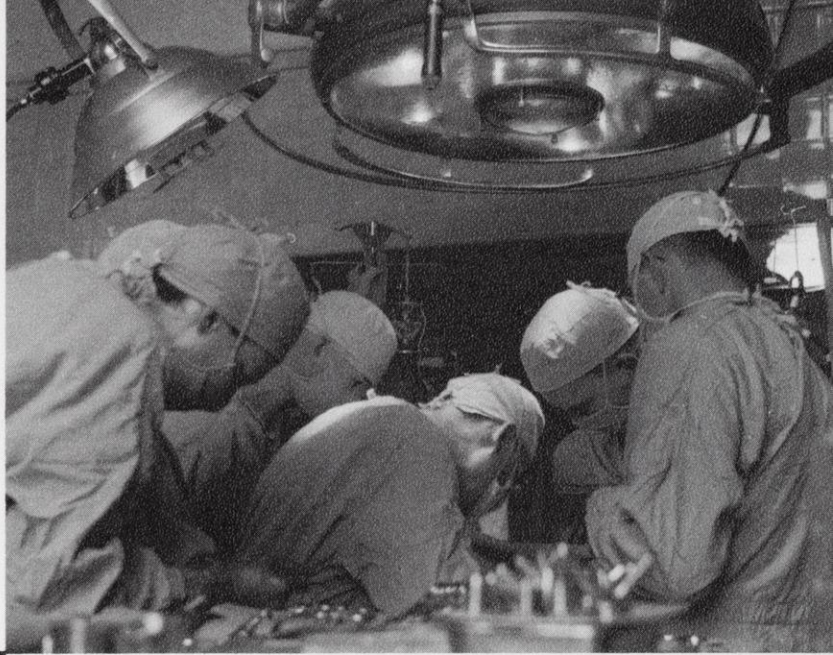
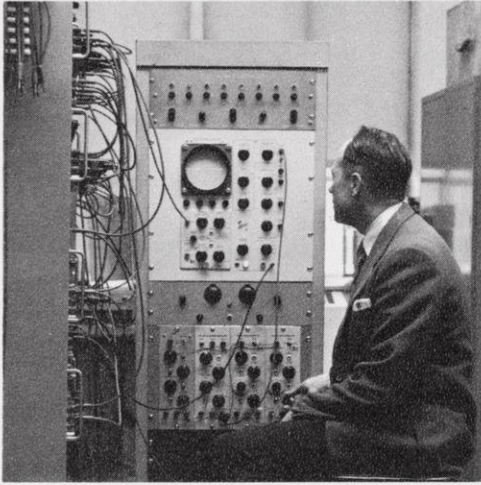


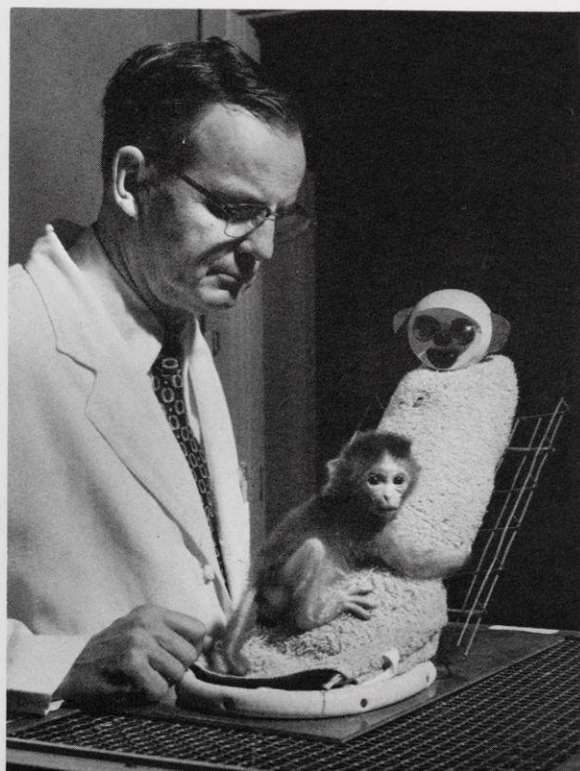
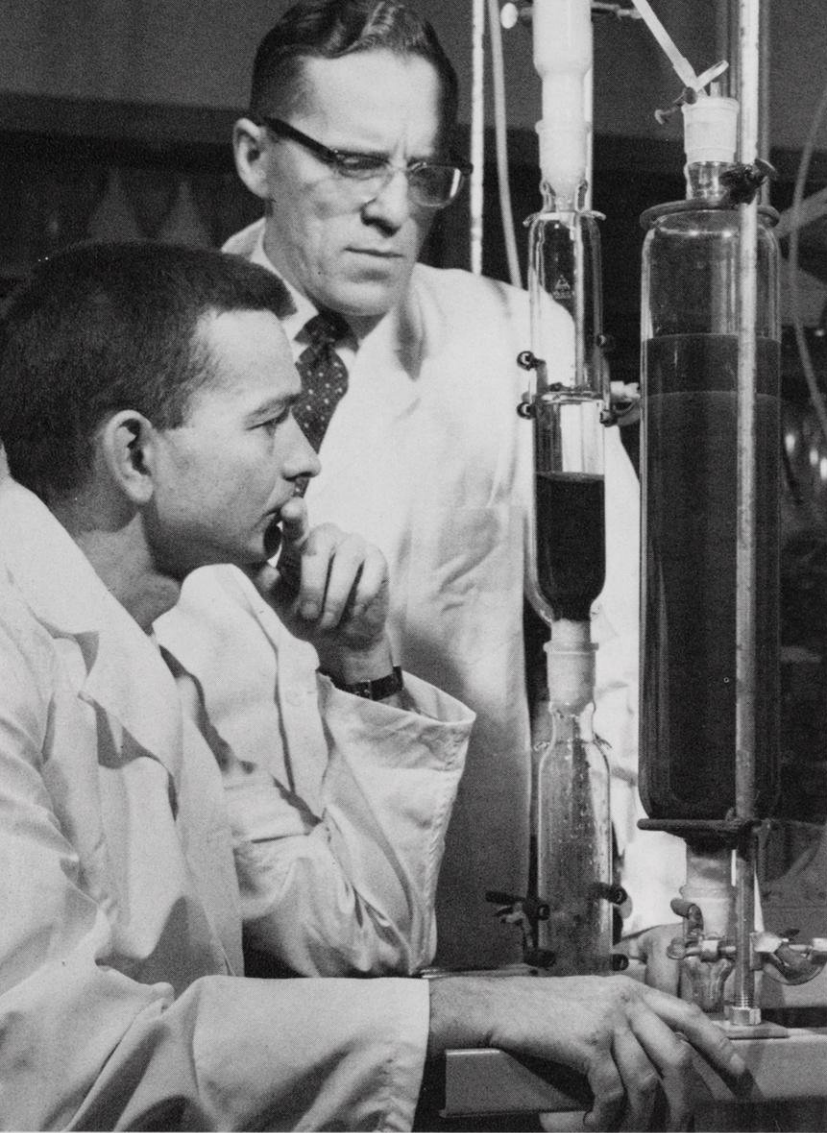
The Professions

Training for professional careers in medicine, nursing, law, education, journalism, home economics, pharmacy, and engineering, and for business and industry, takes place side by side with general education on the University of Wisconsin campus.

Teaching in the Medical and Nursing Schools is enriched by opportunities for observation available in the vast complex of University Hospitals. The Law School is located a few steps down the Hill from Bascom Hall, central hub of University activities. The School of Education, across the Mall from Law, prepares students for elementary and secondary schools as well as for college and university-level teaching. Nearby is Journalism Hall, where students prepare for all fields from newspaper and magazine work to communications research. The School of Commerce, beside Bascom Hall, awards the degree of Bachelor of Business Administration in areas from accounting to statistics. Within an easy walk from these centers is the campus of the College of Engineering, which offers training in all fields from civil to nuclear engineering. The College of Agriculture campus includes the School of Home Economics, and together they train men and women for varied careers from agronomy to interior decoration. The School of Pharmacy requires two years of study in the College of Letters and Science as prelude to the three-year professional course.







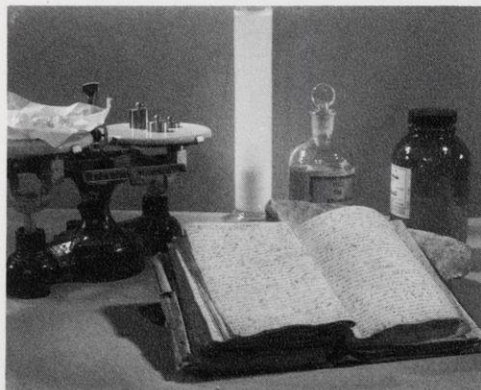
Research and Graduate Work

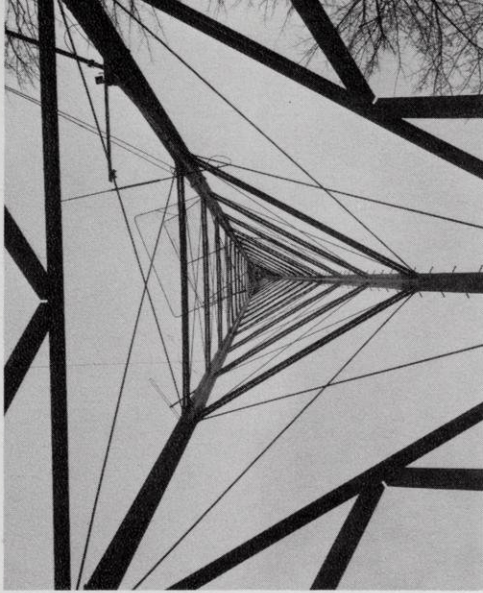
At the University of Wisconsin the search for new knowledge proceeds apace, around the clock, and side-by-side with teaching. It goes on in library and laboratory, in independent work, in research projects that engage the collective energies of professors and students.

Since 1890, when Stephen Babcock gave his butter-fat test to the world, the University has continuously expanded the search for the means to provide a better life for man. Recognition of the value of Wisconsin research has come in millions of dollars of gifts and grants awarded annually by public and private agencies, to individuals and departments, for specific goals or general aims; and in the increasing number of graduate degrees granted each year.

The Wisconsin Graduate School trains qualified scholars and scientists to lead in the advancement of human knowledge. It is open only to students with accredited Bachelor's degrees who have proved by solid scholarship their capacity for further studies. The Doctor of Philosophy degree is awarded upon evidence of the student's general proficiency, distinctive attainment, and demonstrated ability in independent research.

Over the past century Wisconsin ranked fourth among American educational institutions in the number of doctorates awarded. In recent years, Wisconsin has ranked in first place, an accepted measure of excellence in the academic world.





For All the People

The idea that a state university belongs to the people and should serve all is basic to University of Wisconsin philosophy and is expressed in Wisconsin's traditional phrase, "The Boundaries of the Campus are the Boundaries of the State."

This vision of service is present in every phase of University teaching and research. It finds fullest expression in the work of the Extension Division, Agricultural Extension, and the University Medical Center. Farmers, businessmen, craftsmen, industrialists, teachers, ministers, lawyers, doctors, editors, and bankers annually come to the campus for institutes, seminars, and special refresher courses scheduled by departments, Schools, and Colleges

When the citizen cannot come to the campus, the campus goes to the citizen. Correspondence courses carry University work to thousands more students than are enrolled at Madison, Milwaukee, or Extension Centers. Farmers eager to increase crop yields or improve their stock can call on agricultural extension workers stationed in every county. Staff members of the Bureau of Community Development work in and with communities seeking their assistance.

Radio and television play their part. University Station WHA—oldest station in the nation—offers an all-day schedule, including fine music and lectures, through a state-wide network. The School of the Air takes specialists by radio to elementary schools to supplement and enrich the local offerings. WHA-TV is programmed in the same spirit—a spirit that puts the University's talents and resources to work for all the people.



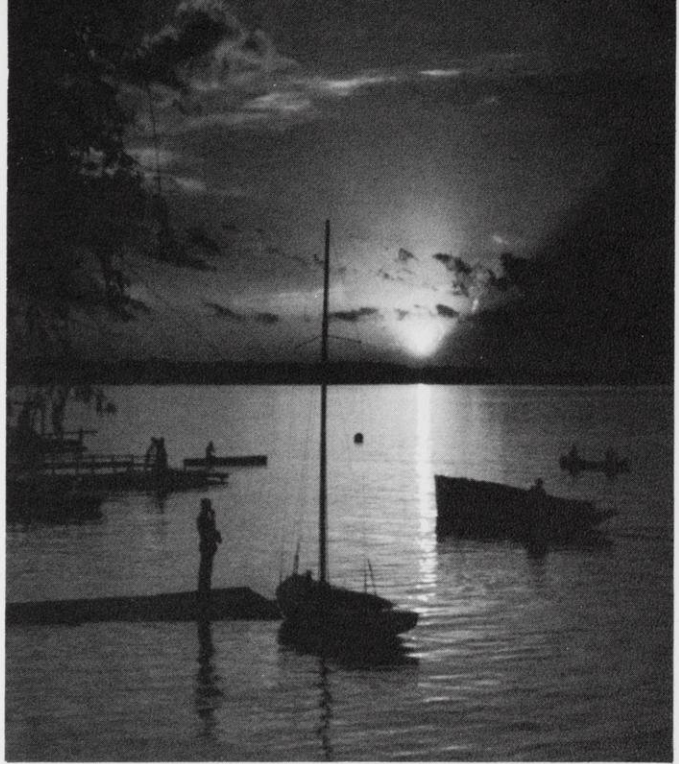


Nature has given the University of Wisconsin a lovely setting, and this fact adds a delightful dimension to University life.

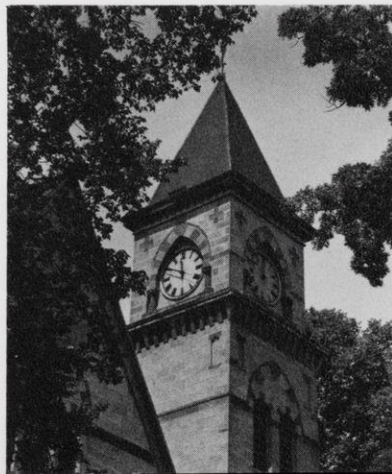
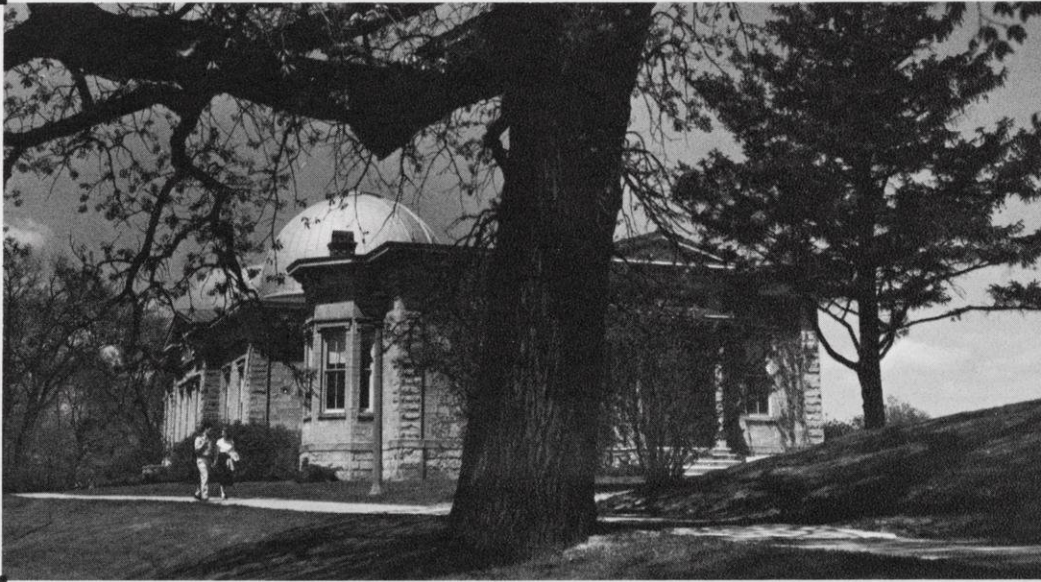
The campus, with its wooded hills and plains bordering on Lake Mendota, is rich in views that have inspired poets, drawn extravagant praise from visitors, and caused alumni to grow misty-eyed with memory.

In truth, there is an almost magical quality about such views as the Carillon Tower bold against the sky . . . the lake at dusk . . . the panorama of woods and water seen from Observatory Hill.

Campus buildings add special charm because of their very diversity of style. Each is a testament to the taste and times in which it was built, yet together they achieve, like the University itself, a harmonious blend of tradition and progress.



*The
Madison Campus*





A Personal Approach

Although the University of Wisconsin is, in population and physical plant, the size of a small city, the atmosphere of the campus is like that of a friendly small town. The focus is on the individual, and every effort is expended by faculty and staff to help each student get maximum value—academically, culturally, and socially—from his University years.

Each student is assigned a faculty adviser, even before registration, to assist him in his choice of subjects, the interpretation of course requirements, and the election of a well-balanced program. The Dean of Students and the Deans of Men and Women are always available to discuss problems, whether they be academic, vocational, emotional, religious, or financial, and to refer the student, if necessary, to specialized centers for aid.

These centers include the Student Health Service for prevention and cure of physical or mental illness or injury; the Student Counseling Service for testing of aptitudes and career advice; the Religious Centers for spiritual sustenance; the Student Employment Service for part-time jobs; and the Loans and Undergraduate Scholarships Committee for financial help.

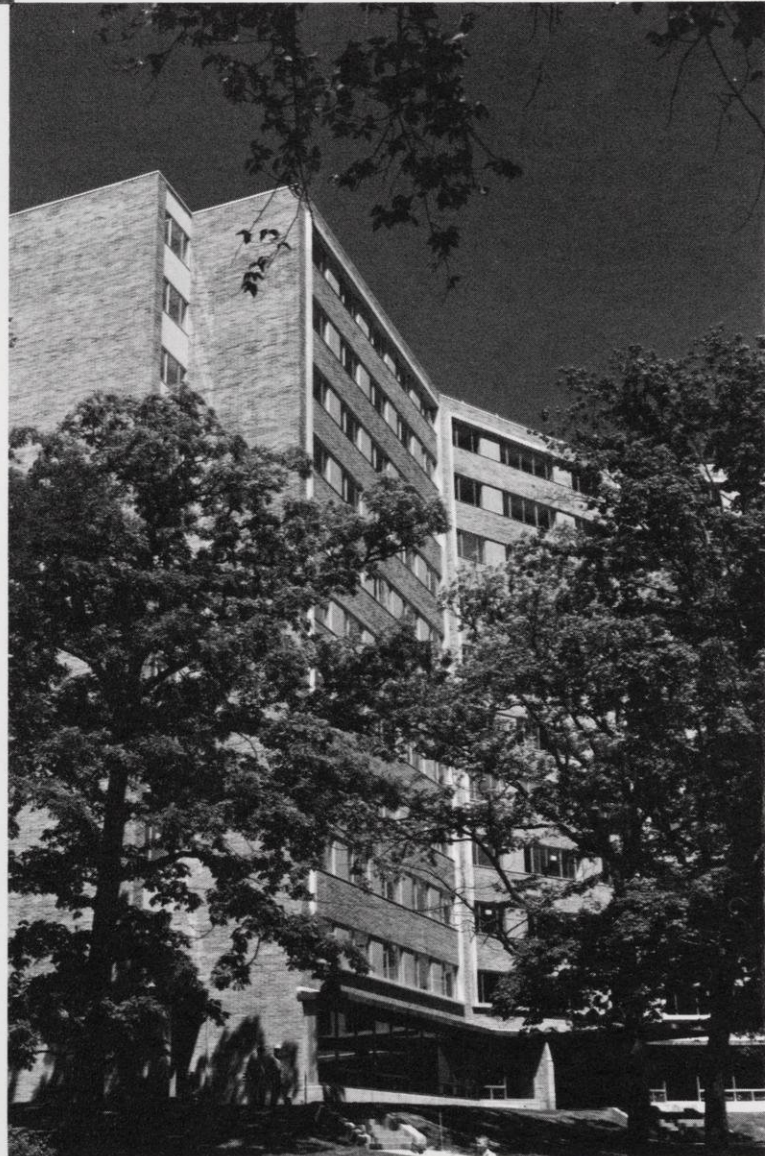
If students live in University Halls, Residents and Housefellows provide a listening ear. Housemothers in fraternities and sororities and in privately owned halls perform the same function.

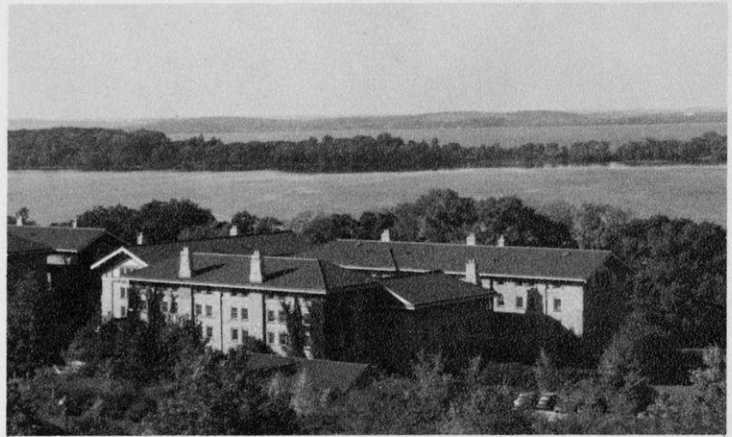
All these facilities are maintained to help Wisconsin students reach their full potential and to smooth the road to graduation.





Housing





University Residence Halls, privately-owned halls and rooming houses, and fraternities and sororities, give the single Wisconsin student a wide choice of accommodations to suit his taste and purse.

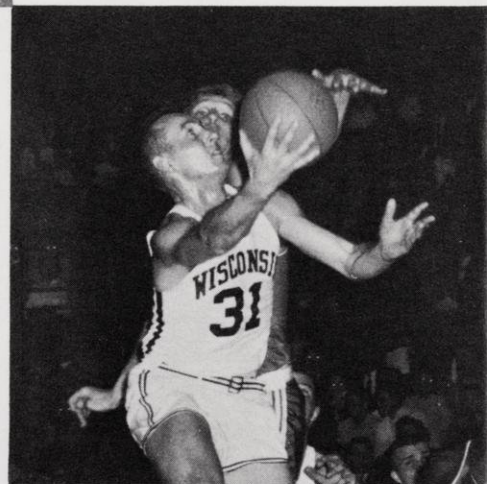
For married students, 600 units are available in the Eagle Heights apartments, where campus planners have provided everything from sand-boxes for the tots to clothes dryers for their mothers and shuttle-busses for their fathers. The University is also a benevolent landlord to 48 student families in the Harvey Street apartments and to 150 faculty families in University Houses.

Chadbourne Hall, which rises to eleven stories of brick and glass at Park Street and University Avenue, is one of the newest Women's Halls, housing 678 co-eds. The lakeshore Halls extend westward along the Mendota shoreline from Observatory Hill, and give occupants the dividend of water sports in the front yard in addition to comfortable quarters, nourishing meals, and congenial companionship.

Cooperative houses for both men and women keep costs down for students willing to take a turn at household chores.

In all Residence Halls, self-government provides experience in democratic living; Residents and House-Fellows give leadership and wise counsel; and well-planned cultural and recreational programs enrich the hours spent out of class.

The University maintains a Housing Bureau to furnish information to students and landlords and to guard standards of safety and cleanliness in privately owned housing.



After Hours

Leisure-time activities at Wisconsin are a rich mosaic applied to the solid base of classes and study.

Students who sing, or play an instrument, or act, or dance, may try out for choruses, band, orchestra, Wisconsin Players, or Haresfoot.

Badgers may choose to take part in the full program of intramural and intercollegiate sports, student government, or forensics; write for campus publications; or make a career of Clubdom, for in this area, with a UW Flying Club and the Badger Sky Divers, the sky is literally the limit.

Lectures, concerts, plays, and dance recitals follow each other across campus platforms the year around. Much of this activity takes place in the Memorial Union, operated in large measure by students for the social, recreational, and cultural benefit of students.





Support





The University of Wisconsin draws most of its spiritual and financial support from the people of the state it serves, but it relies heavily upon alumni and upon business, industry, and the professions to provide both venture capital and encouragement of experimentation.

Prompted by a pervading faith in the power of higher education to improve the lives and livings of its people, the State of Wisconsin by legislative appropriation builds most of the buildings and supports a large share of University operations.

The support of alumni and friends of the University is channeled through such independent agencies as the Wisconsin Alumni Association, the University of Wisconsin Foundation, the Wisconsin Alumni Research Foundation and the Memorial Union Building Association.

The Wisconsin Alumni Research Foundation, for example, provides more than a million dollars annually to support University research. The Annual Alumni Fund, organized by the UW Foundation in cooperation with the Alumni Association, provides a continually growing source of funds useful for the kinds of projects which help make a good University a great one.

The beautiful Wisconsin Center building, dedicated on April 11, 1958, was built by the UW Foundation with contributions from alumni and friends of the University. Since it was opened, more than 100,000 man-days of adult education have been scheduled there each year.

This publication, a gift from the U.W. Foundation, is typical of the "extras" that private support can provide.

What Lies Ahead

As the University of Wisconsin looks to the future, President C. A. Elvehjem declared in his most recent report to the state, it looks with optimism and eagerness. The future means change, it means growth, it means many more opportunities to serve.

"Confidence in the power of education, freedom and willingness to experiment, a strong core of scholars and scientists, and a graduate program that promises continued replenishment of its faculty—these things and many more are elements in the University's optimism about the future," he said. Among the challenges ahead are these:

Enrollments

Two factors promise a continued rise in University enrollments as far into the future as figures can be projected: the long-time trend toward increasing proportions of college-age youngsters actually going on to college, and the birth rate increase in the state and nation, which provides a continually expanding group in the college ages. In the decade between 1960 and 1970 an enrollment increase of at least 85 per cent seems inevitable throughout the University system.

Expanding Knowledge

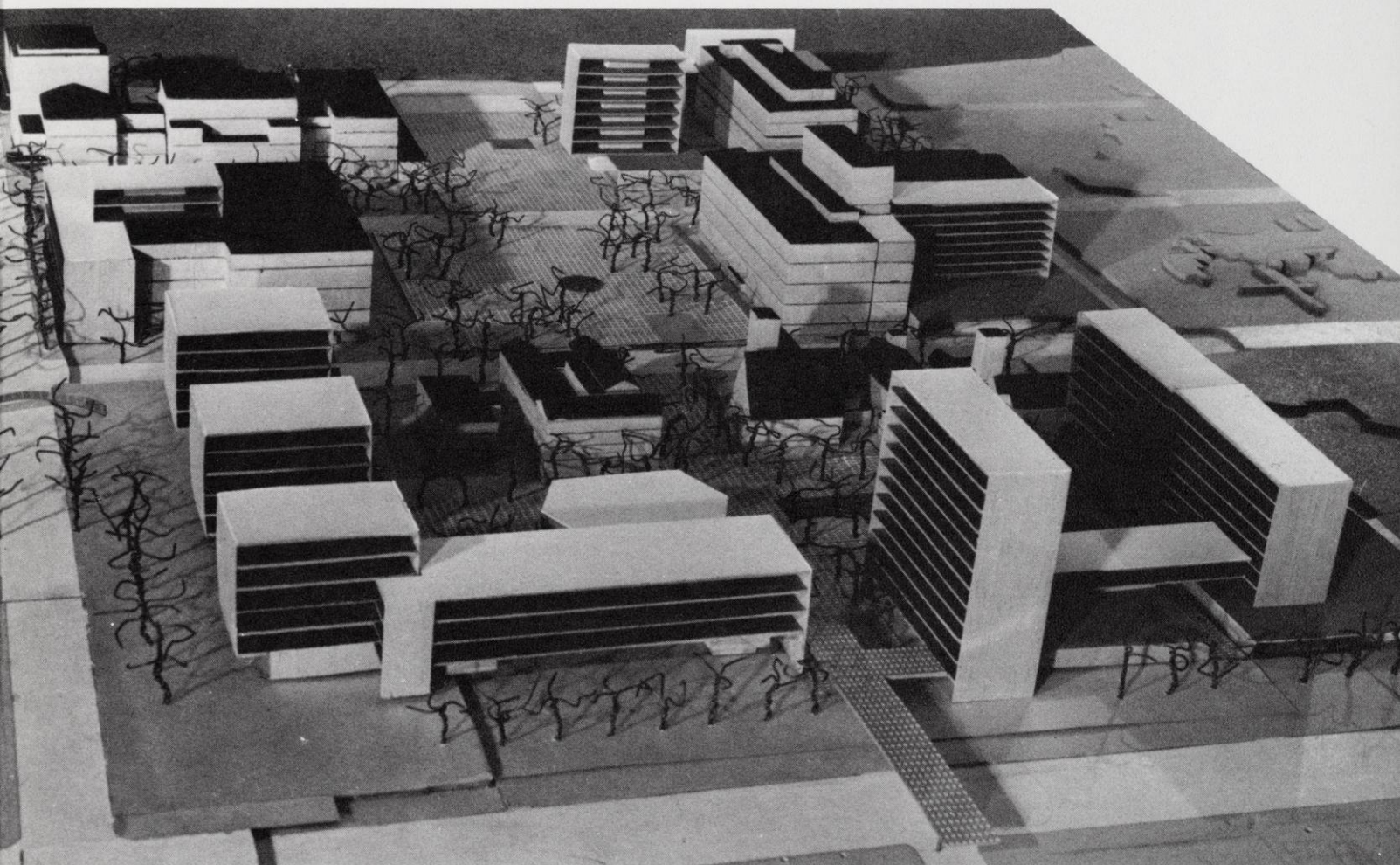
The continually accelerating rate at which knowledge is expanding will affect all functions of the University in the years ahead. New fields of study must be developed for future students. Research must be kept at the broadening perimeter of knowledge. Public Services—particularly refresher courses to keep Wisconsin business, industry, and the professions abreast of new developments in their field—will become increasingly needed.

The Physical Plant

Long-range plans are drawn to prepare the University to meet its primary goal: to provide education of the highest quality for all young people of Wisconsin who can profit by it. Several communities where University Centers are located already have doubled their capacity in anticipation of enrollment increases, others are planning to do so, for a considerable portion of the increases in freshman and sophomore year enrollments are expected to be handled at the Centers. Building programs at Madison and Milwaukee have lagged behind plans, but major construction is under way to meet the most critical needs.

The Need for Help

To maintain the University's standing among the top ten universities in the nation, increasing support from individuals, groups, and organizations will be required, in addition to larger state appropriations. Wisconsin's salaries must be increased at least 10 per cent a year to meet the competition in the period of faculty shortages ahead. Specialized structures which cannot be fitted into the state-supported building priorities are needed to maintain the quality of the University. Scholarships and loan funds, now utilized to the fullest extent, need implementation for increased future enrollments, and all efforts must be made to hold down both fees and room-and-board costs, since student aid to meet these costs already is inadequate. Research support is in great demand. Expanding opportunities for faculty study are required to maintain the standing of the Wisconsin faculty and to attract scholars and scientists of great promise. Gifts, grants, and bequests to the University pay dividends to society far beyond normally expected earnings.



Projected Lower Campus Development



A Statistician's-Eye View of the University of Wisconsin

STUDENTS 1962-63

(first semester)

Madison 21,733

Freshman	4,616
Sophomore	4,372
Junior	3,635
Senior	3,162
Special	281
Law	459
Medicine	346
Graduate	4,862

Milwaukee 9,354

Freshman	2,547
Sophomore	1,866
Junior	1,020
Senior	862
Special	250
Graduate	1,008
Evening Division	1,801

Centers 2,924

Fox Valley	475
Green Bay	590
Kenosha	549
Manitowoc	232
Marathon	390
Marinette	66
Racine	458
Sheboygan	164

Total University 34,011

ACADEMIC STAFF 1962-63

(includes Madison, Milwaukee, Centers)

Professors	727
Associate Professors	460
Assistant Professors	794
Instructors	900
Lecturers	168
Administrators	179
Associates and Project Supv.	241
Teaching, Research, Project Assts.	3,049
Fellows	833
Clin. Instructors and Professors ..	200
Residents	147
Teachers	45
Miscellaneous	198

Total 7,941

(Full-time equivalent—budgeted 3,917)

STATEWIDE SERVICES

(A representative sampling)

Conferences, Institutes, Meetings at Wisconsin Center
—1961-62 enrollment, 51,995 in 1,113 events;
97,556 conferee-days

Correspondence Study—1961-62 active enrollment,
12,276

Special Class Students (non-credit)—1961-62 enroll-
ment, 21,512, in 632 classes

University Hospitals—1961-62 admissions, 15,278

Educational Films Distributed—1961-62, 137,823 reels

Wisconsin School of the Air—1962-63, radio course
enrollments, 661,322, individual pupils, 264,529;
television course enrollments, Madison area,
13,136, Milwaukee area, 5,472, Chicago suburban
schools, 15,398

Four-H Clubs—1962 membership, 52,957

Farm and Home Week—1962 attendance, 10,965

OPERATING BUDGET 1962-63

Where the Money Comes From

State Appropriations	\$31,199,590
Federal Land Grant Appropriations ...	2,558,855
Operational Receipts and Balances ...	15,012,606
Gifts, Grants, and Contracts	21,750,000
Auxiliaries (Dorms, Union)	10,452,492
Total University Receipts	80,973,543
University Hospitals Receipts	7,214,038

Where the Money Goes

Instruction, Student Services	\$25,998,365
Organized Research	28,028,375
Adult Education and Public Service ..	8,174,767
Libraries	1,594,307
Administration, Plant Operation	7,090,604
Auxiliaries	10,687,125
(Estimated Savings	—600,000)
Total University Expenditures	80,973,543
University Hospitals Expenditures	7,214,038

ENDOWMENT June 30, 1962

Cash	\$ 656,910
Investments (Cost)	13,112,490
Held by Others (Cost)	4,718,757
Total	18,488,157

BULLETINS

Bulletins published by the University of Wisconsin include: College of Agriculture, School of Commerce, School of Education, College of Engineering, General Information for Prospective Students, Graduate School, School of Home Economics, Integrated Liberal Studies, Law School, College of Letters and Science, Library School, School of Medicine, School of Nursing, Occupational and Physical Therapy, School of Pharmacy, and School of Social Work. Copies are available from:

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