



The story of the University of Wisconsin : compressed into an historical pictorial map.

Beck, Carl, 1885-1963; Hagstrom Company
Madison, Wisconsin: Wisconsin Alumni Association, 1951

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7/6 Aug.

THE STORY
OF
THE UNIVERSITY OF WISCONSIN
COMPRESSED INTO
AN HISTORICAL
PICTORIAL MAP

COMPILED AND PLANNED

by Carl Beck

DESIGNED

by Hagstrom Company

Map Makers

PUBLISHED BY
WISCONSIN ALUMNI ASSOCIATION
MADISON, WIS.

1951

THE SIGNIFICANCE OF THIS WISCONSIN EXPRESSION

We are living in a picture age — picture newspapers and magazines, motion pictures and television. We want things quick, colorful and dramatic. This way a story gets over to us. Full books, films and television can do it. But to compress the story onto one sheet of paper and command interest and ring the bell is quite another matter.

A new expressive art has crept up — historical pictorial maps. This map of The University of Wisconsin is such an expression. It is hoped that it has successfully captured enough of the complex life, purpose and activities of the great institution and so satisfactorily condensed it as to tell artistically a human interest story which each student and each alumnus will want to hang up in his home or office to do a job — both decorative and institutional — identifying him or her with one of the world's outstanding universities. It is a new kind of college document.

President Fred considered this document of enough importance to ask a selected panel of seven faculty and administration men to review the pencil layout of text and design for suggestions and corrections. It was of great help and much appreciated, even though perfection was not obtainable. Both the new Code of Sportsmanship and this Historical Decorative Map were initiated under the administration and personal encouragement of Thomas E. Brittingham, Jr., as President of the Wisconsin Alumni Association, and John Berge as Secretary. Jack Jerred of Wisconsin and C. W. Halgren and Jack Hunt of the Hagstrom Company, Map Makers in New York, gave their artistic best.

Much care was taken to try to blend with some balance such variable qualities and facets of the University as its basic nine colleges, principal campus buildings, presidents, historical progress, virile sports, joyous cultural and out-door life and its purposeful teaching, research and public service.

The termites of corruption, gambling and low sportsmanship that have of late years crept into some of the timbers of the fine structure of amateur intercollegiate sports in America called forth the new Wisconsin Code of Sportsmanship. May this standard be raised and long held high!

This pictorial map is not solely an intellectual document. It wakens memories that appeal to the heart as well as to the mind. It aims also to express some of the spirit and soul of the University. It brings out the original meaning "God Our Light" of Numen Lumen and the eye of the University seal. Only recently a letter written by President Lathrop was found, giving this lost original meaning. "God Our Light" is in direct contrast to the atheism of iron-curtain universities.

When we consider the plight of students and professors in countries where schools are only devices for spreading dictatorship ideology, we can be thankful for our democratic tradition at Wisconsin, symbolized by Lincoln on the campus, holding that only with freedom to search for truth and freedom of expression can our true democratic civilization endure.

Today the "sifting and winnowing" statement permanently cast in bronze on Bascom Hall has still more significance when titled — "The University of Wisconsin Dedicated to Truth." One of our present day enemies is the big lie of totalitarian propaganda and the debauchery of honor in human relations. Our battle for the minds of men in a war for survival of our way of life must stand on truth and honor. The value of Wisconsin's standard of "unlimited right of search and research" needs our enthusiastic support wherever we are. It is the character-stamp of the Wisconsin man and woman.

CARL BECK

July 1, 1951.

716



