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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 dup.

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.

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RED-LETTER YEARS IN UNIVERSITY OF WISCONSIN HISTORY

- 1849: University of Wisconsin established.
- 1854: First Commencement held; degrees granted to two students.
- 1866: University designated as land-grant college under federal Morrill Act, setting pattern for three contiguous colleges of Letters & Science, Agriculture, and Engineering.
- 1872: State Legislature began making regular annual appropriation for support of University.
- 1885: Farmers Institute and Agricultural Short Course established, marking new departure in vocational education and fore-shadowing development of University Extension.
- 1890: Babcock milk test announced, revealing clearly and dramatically how University research could be used to solve public problems.
- 1894: Famous Regent "sifting and winnowing" statement issued, reaffirming value of free inquiry.
- 1910: Federal Forest Products Laboratory founded on the campus, marking development of U. S.-state cooperation in conservation of natural resources.
- 1925: Wisconsin Alumni Research Foundation incorporated, provided for generous and fluid research funds.
- 1927-8: Tripp-Adams Residence Halls and Memorial Union opened, extending University concept of social education.
- 1942: University of Wisconsin designated as center for United States Armed Forces Institute, heralding widespread University aid to the war effort.
- 1949: Centennial Commencement held; degrees granted to 3,404 students.

WISCONSIN Code of Sportsmanship

We of Wisconsin, players and partisans, yearn to win, if win we can. But fairly! In victory unvaunting... in defeat, proud of a game fought to the hilt. So today in sports... so ever in life.

Sponsored by the Wisconsin Alumni Association

OUR GREAT UNIVERSITY FAMILY

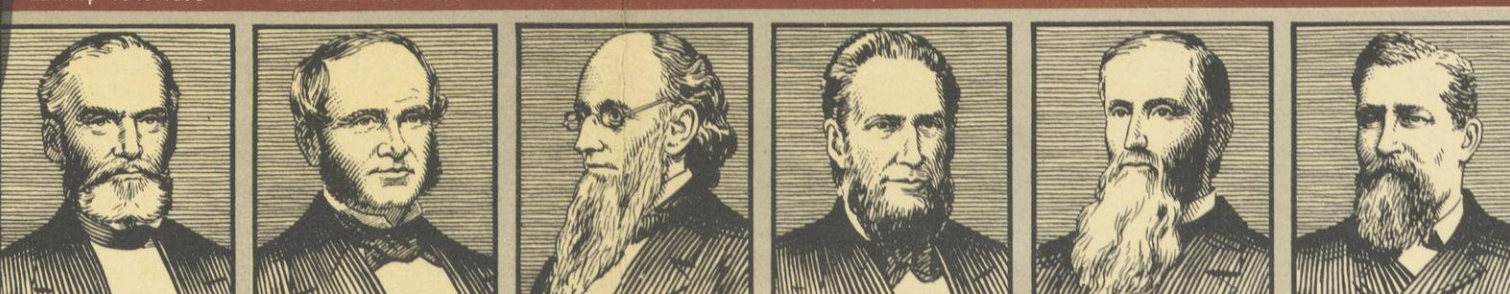
One Hundred Thousand Strong embraces all who have attended its classes and who are engaged in its program of teaching, research, and public service—all these are part of the University of Wisconsin family.

E. B. Ford
President

WISCONSIN ALUMNI LOCATED WORLD-WIDE AS OF 1950

EUROPE	375	SOUTH AMERICA	153
ASIA	511	CENTRAL AMERICA	209
AFRICA	32	CANADA	922
TOTAL LIVING	81,932		

Lathrop 1849-1858 Barnard 1859-1860 Chadbourne 1867-1870 Twombly 1871-1874 Bascomb 1874-1887 Chamberlin 1887-1892



THE UNIVERSITY OF WISCONSIN DEDICATED TO TRUTH
"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." (taken from a report of the Board of Regents in 1894) Memorial, Class of 1910—Bronze plaque on Bascom Hall.

HISTORICAL DECORATIVE MAP THE UNIVERSITY OF WISCONSIN

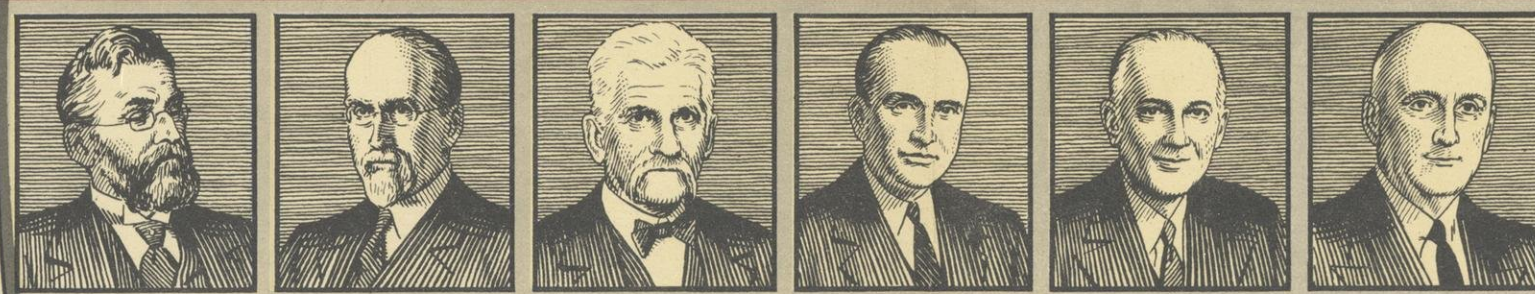
TEACHING - RESEARCH - PUBLIC SERVICE
As it was Mid-Century

Compiled and Planned by Carl Beck—Designed and Executed by Hagstrom Co. New York.
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STUDENT CAMPUS ENROLLMENT

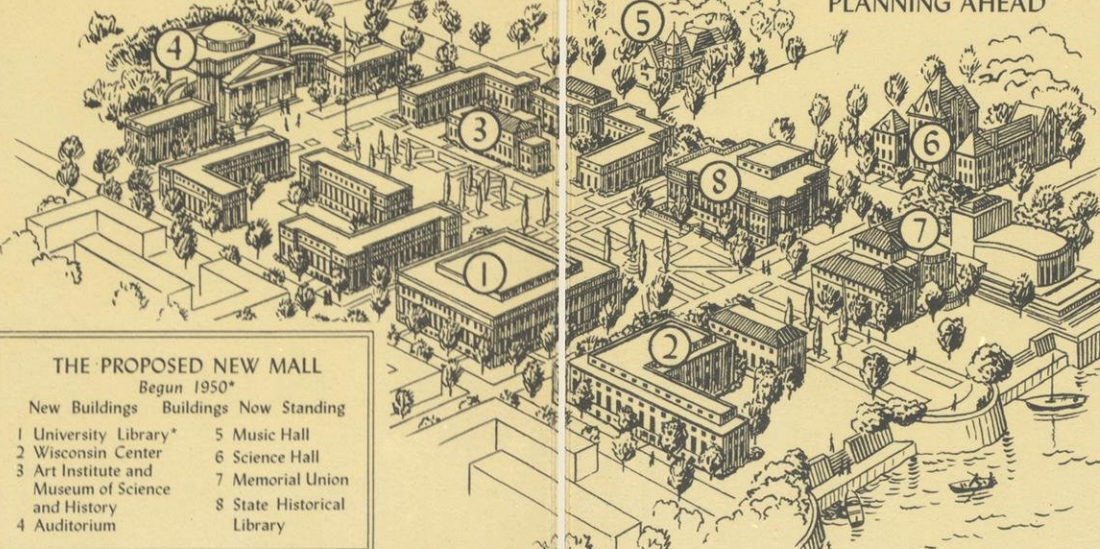
1849	27	1924	8,142
1874	409	1949	19,184
1950—Campus and including those earning credits through Extension Division			28,329

Adams 1892-1901 Van Hise 1903-1918 Birge 1918-1925 Frank 1925-1937 Dykstra 1937-1945 Fred 1945-19



THE PROPOSED NEW MALL
Begun 1950*
New Buildings Buildings Now Standing
1 University Library 5 Music Hall
2 Wisconsin Center 6 Science Hall
3 Art Institute and Museum of Science 7 Memorial Union
4 Auditorium 8 State Historical Library

LOOKING TO THE FUTURE PLANNING AHEAD



Paul Bunyan's Bass Drum

Varsity! Varsity!

On Wisconsin! On Wisconsin!

If You Want to Be a Badger

MUSIC OF THE LAKES FROM CARILLON TOWER

