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Wisconsin Alumnus *PR*

Volume 75, Number 6
September, 1974

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Gifts That Make the Campus Great

On Wisconsin



Arlie M. Mucks, Jr.
Executive Director

During 1974 the campus has been a more stimulating place than ever as the University observes its 125th birthday. There have been all kinds of special events, everything from scholarly seminars by top names in their fields, to the big Summerscope weekend fair and campuswide open house, to art exhibits and the forthcoming publication of a campus history. It's been a great place to be.

But many of you who read *Wisconsin Alumnus* are not able to get back here during the year, at least not with any frequency. This left us with the question of how to bring the celebration to you. In our talks about it, more than once the observation was heard, regarding our association members, that "it's *their* campus." And so it is: although the Wisconsin taxpayer is the number one source of campus support, it's safe to say that you alumni and friends have always come in a strong second! You're there financially, but you're also there with loyalty and friendship, with your considered opinions, your time and your energy. *You personify the spirit of giving that has made this campus the singular place it is.*

So we're using this issue to take you on a tour of the campus—from east of Wisconsin Avenue through the Arboretum—to point out to you again how you and our other friends have enriched the lives of all who ever have or ever will walk to classes on The Hill. The history of giving begins with the history of the University. It goes on down through the years to this very day, and the nature of gifts, large and small, is such that the giving will be felt and benefited from for as long as the campus endures. Maybe this campus isn't the only one with friends but it has always had some of the best. Through all these years, whether someone is giving a stately old mansion or a microscope, or a scholarship or giving a tough bunch of game kids the support they need on a Saturday afternoon, the giving is the kind that builds traditions, knowledge and a sense of belonging, and you can't ever expect more of a gift than that! So once again it's fitting and proper and a real pleasure for all of us here to salute all of you out there for the great job you've done and continue to do. On Wisconsin!



Hazel

Letter From the Editor

Every spring out in Boston they have their marathon, wherein several hundred people attempt to stumble over twenty-six miles of pavement in the course of an afternoon, as thousands cheer. But that event is as nothing compared to the distance Hazel Ferris McGrath covered on campus last spring, a trip she reports on in this issue, taking you with her, as it were, while you never get out of your Barcalounger. That takes some explaining. The miles logged by Hazel and her hardy companions were only something like five; the timespan two days. (They fudged a little by driving over the quieter stretches.) But to give you the tour as you'll read it here, Hazel spent a full nine weeks ducking into libraries (there are twenty-five on campus), or squinting at plaques and burrowing around in dusty ledgers. Then came the final lap, the selection of as much material as we could handle in this expanded issue, to re-introduce you to the fact that if we never had it so good as in our days on The Hill we can thank the generous people whose names we knew only as a sign over a dorm gate, if that.

Hazel was able to put together all this information so readably because
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"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.

The Bounty of the Years

By Hazel F. McGrath

If all alumni and friends of the University could tour the Madison campus during the 125th anniversary year, they might be moved to say—if not struck dumb with amazement—"Right on, Wisconsin!"

They would see evidence on every side that millions of gift dollars given by thousands of men and women, past and present, change the face of the campus, enrich the lives of all citizens, and sustain an institution unique in the nation, if not in the world.

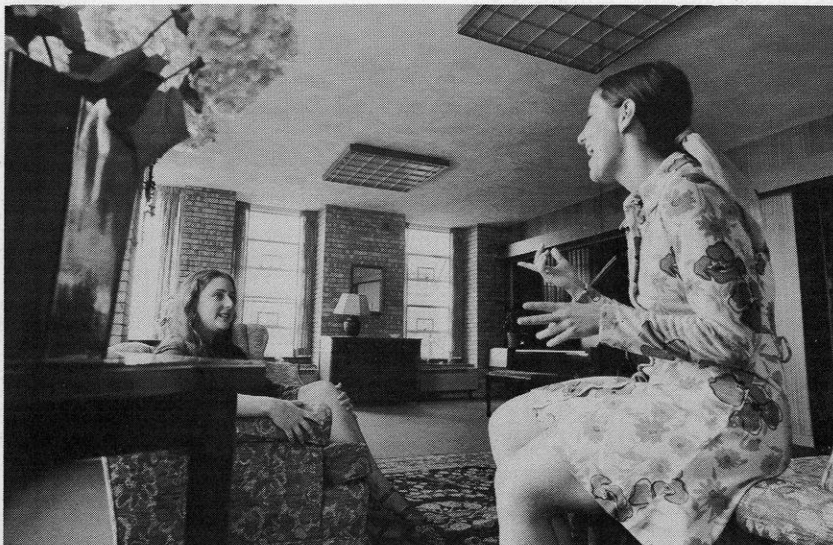
Not that contributions have come in dollars only. Books and buildings, fertile fields and miles of forest, films and statues, pianos and paintings, all have been freely given.

What other university can boast so choice a gift as "Adoration of the Shepherds," the enormous 16th century painting on wood by Giorgio Vasari, presented to the art collection in 1923 and now hanging in a beautiful gallery entirely built by gift funds?

Or the 1,240 acres of Arboretum, the outdoor laboratory acquired by a band of dedicated men named Gallistel, Gardner, Jackson, Leopold, Longenecker, McKay and Olbrich, all without a penny of cost to the state?

Or a tennis stadium the size of three football fields, the gift of a devoted alumnus?

A lucky few did tour the campus late last spring. The journey started one bright May morning at the Knapp Memorial Graduate Center at 130 East Gilman Street, on the north-eastern edge of the campus. It ended late the



At the French House the language gets constant, animated practice although house rules require it only at meals. Eclectic furnishings include gifts of antiques such as the 18th-century chest and mirror in background.

We are particularly pleased that the *Wisconsin Alumnus* is publishing this special issue as part of our 125th anniversary celebration. The chronicle of personal commitment to the University that runs throughout these pages is amazing. The examples listed here are a concrete indication of the specific ways in which concerned alumni and friends have participated in the growth of the campus. It has been their contributions, coupled with the continuing generosity of the people of Wisconsin, which have given this University its special dimension.

There is another aspect to this story which is important. This section points up the amazing diversity that can be found on the campus. This diversity has been enhanced by the broad scope of personal interests found among our alumni and friends. They have taken pride in the development of the University and contributed immeasurably to its intellectual and physical growth. We are grateful for the legacies given us by the people whose names appear on these pages. We are also grateful to those unnamed generations of citizens who have assisted in promoting the welfare of the University of Wisconsin-Madison throughout its 125 years.

The stories told here reinforce the fact that the life and vitality of the UW-Madison is closely intertwined with the lives of the people it serves.

Edwin Young
Chancellor
University of Wisconsin-Madison

next day in the Arboretum, five miles west, in the fragrant grove of lilacs visited by thousands annually.

Both center and lilacs were gifts to the University. So were many other things, both large and small, on view along the way. Yet these were but a fraction of the whole gift story, which would need volumes to record.

A portrait of Kemper K. Knapp hangs in the lounge at the center, a handsome room befitting a mansion used by Wisconsin's governors from 1885 to 1948.

Since 1951, when Knapp funds made it possible to purchase the house for \$60,000, a dozen carefully-selected young scholars have lived there each year while they completed their dissertations. For the first time this year, two young women are in residence.

One of them explained:

"We have scholars this year in about nine different majors, from economics and meteorology to law. We've had guest speakers in to discuss the gap between humanities and science, because, unfortunately, we have no scholars in the humanities right now. Other speakers have explored such topics as the work of environmental geologists, the life of rural China, and the problems of the Madison police department."

A male scholar from India told us that his dissertation topic is planning in underdeveloped countries, and that he hopes to use his knowledge in his homeland.

"We've all passed our prelims and will stay an average of two years," he added. How are they selected? "Well, our major departments recommend us, and then it's up to a special committee. We're expected to contribute to the learning of the other scholars, so the breadth of our interests is a factor.

"We don't pay for our rooms but we buy and cook our own food. A maid comes in three times a week to clean. It's a beautiful old house to live in."

Knapp earned his Wisconsin bachelor's degree in 1879 and his law degree in 1882, then went to Chicago to become an attorney for several railroads and eventually for U.S. Steel. He returned to the campus often in his prosperous later years, walking alone up and down the hills and observing with envy and admiration the vigorous young life on all sides.

When he died in 1944 he had willed the University more than \$2 million, some earmarked for such specific uses as scholarships, some to be devoted to enrichment of campus life.

Knapp funds purchased the \$300,000 Thordarson Library, now on the fourth floor of the

Memorial Library; financed the borrowing of Old Masters from the Metropolitan Museum during the UW's Centennial celebration for an exhibit that drew 64,000 people from every corner of the state; and aided in development of the Hilldale project, the inspiration of another UW alumnus and benefactor, Oscar Rennebohm, and of A. W. Peterson, late UW vice president, which has brought in thousands of additional dollars to finance campus projects.

Northwest to Langdon Street, past the insurance building which stands on the site of the spacious old College Club, originally the William Freeman Vilas home where town and gown were warmly welcomed.

Then north to the French House at 633 Frances Street, a brick-and-glass monument to the Slaughters—Moses Stephen, professor of classics from 1896 to 1923, and his wife Gertrude. They left the old place to the University, along with funds that made possible the building of the present three-level structure. (It replaced the original French House established in 1918 at the corner of University Avenue and North Mills Street as the first residence for language majors on any college campus.)

A Hawaiian boy playing Schubert on the grand piano in the long living room stopped to talk about the house.

"It's a fine place to live, right here on Lake Mendota, though it's hard to heat in winter," he said. "There's room in the house for thirty-three students—eleven men on the ground floor, twenty-two women upstairs. Men have been invited to live here only for the past two years. The French Club meets here; we have guest lecturers. Any students who want to practice their French can pay board and join us for meals."

A widow for forty years after her husband died in 1923, Mrs. Slaughter lived in the old house to the age of ninety-three. According to those who remember her, "She never gave up, she was always dressed in the afternoons to receive guests." Her Wednesday "at homes" were well-attended, for the tea was always hot and the conversation always lively.

We thanked the tall young man, a doctoral candidate in French language and literature, and walked down Langdon to Lake Street and the Wisconsin Center for Continuing Education.

More than 12,000 men and women contributed a total of \$2.5 million during the ten years the University of Wisconsin Foundation collected money for this building. Herbert V. Kohler had been chairman

of the building fund for the foundation and had contributed generously to it.

Edith Heggland, assistant director of the center, has been on the staff almost since the beginning.

"In 1961 we registered 5,013 men and women in eighty programs; ten years later we registered 19,138 people in 348 programs."

During the current week, Mrs. Heggland explained, there was the usual variety of meetings: a consortium on business education;

WISCONSIN CENTER	
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ETHNIC SCIENCE INST	BLUE LOUNGE

The twenty-eight meeting rooms in Wisconsin Center are booked heavily and almost constantly as the University's adult education facility.

a French-American energy workshop; an institute for library educators; a School for Workers' time study; and many more.

General Mills was preparing a luncheon of "simulated foods" to demonstrate protein utilization for 200 people attending an agricultural engineering seminar. The menu included sliced "chicken," "ham," and "beef," and a salad with "bacon" bits, all fabricated but nutritious and tasting like the real thing, according to Mrs. Heggland, who had been invited to sample.

"We have people here from the fifty states and Canada for conferences lasting from part of a day to a whole week. Sometimes a conference room is used by two or three groups in the course of a single day. For the past five years we've had evening classes meeting here, from international seminars to beginning

Greek, all sponsored by University Extension, which runs the center."

Center files are stuffed with letters from such satisfied clients as the Bureau of Outdoor Recreation of the U.S. Department of Interior:

"Excellent accommodations and service. The attention given to every detail . . . was unexcelled in our experience"; and

The Conference Center director at UW-Oshkosh:

"I thoroughly enjoyed my visit and the opportunity to view your marvelous facilities. I was very much impressed with your operation and I have already begun to institute many changes in my program and planning schedules"; and

The American Physical Society:

"The conference appeared to be an unusually successful one. The success is, to a very large measure, due to the excellent work of your staff."

On the third floor of the center are the offices of the University of Wisconsin Foundation.

"The foundation was started in 1945 as a permanent, non-profit organization to solicit gifts and bequests for the benefit of the University," executive director Robert Rennebohm explained. "We try to provide cultural, educational and public services not normally financed with state money.

"We have collected more than \$29 million since 1945. Last year broke all previous records for giving, and we are elated that giving has held up so well. We would now like to broaden our base, get more people involved. It is a matter of pride with us that Wisconsin is second among the states in total private giving to public higher education, behind only California.

"It's mostly alumni who give, more than 17,000 of them. Last year 65 percent of our gift dollars came from alumni. Other gifts come from Madison townspeople, faculty members, and Wisconsin corporations."

In the 1950s a famed UW professor was being lured away with offers of salary and research facilities the University couldn't possibly afford, Rennebohm reminisced. To meet the offer the foundation established a chair, the professor was named to it, and he stayed until his retirement.

"Several years ago we provided funds, amounting to more than \$60,000, for a much-needed drug information center on the campus. State and federal funds supported it later.

"For the Elvehjem Art Center we raised \$3.5 million in three years. Of course, \$1 million from Brittingham funds got us off to a good

start. An old man out at the Dane County home read about our campaign and sent in twenty-five cents. He probably gave up tobacco for a week to do it. Several donors gave amounts from \$25,000 to \$100,000."

The foundation launched three projects for the 125th anniversary year: a chair in Wisconsin economic development in the Graduate School of Business; a \$2.5 million endowment fund for the Elvehjem Art Center; and collection of up to \$150,000 for the William Kiekhofer Teaching Award.

"This award is among the most sought-after among young faculty members," Rennebohm remarked. "It honors them, as well as 'Wild Bill' Kiekhofer," for more than forty years a favorite professor in the economics department.

The campus annually indicates to the foundation a list of priority needs for support. From the list the foundation board selects projects that are feasible and practical.

"We sometimes step in quietly when the president or chancellor is in great need and has nowhere to turn for money. And we help with such items as new uniforms for the marching band by appealing to alumni.

"One of the first contributions we took in was from Mr. and Mrs. Herbert Schreiner of Lancaster, who set up an athletic scholarship in memory of their son Dave," Rennebohm said.

Schreiner was a member of the UW football team in the early '40s and the first Wisconsin student named to the National Football Hall of Fame. He earned his bachelor of arts degree in pre-medicine in 1943, was a U.S. Marine lieutenant when he was killed leading an assault on Okinawa. Four Schreiner scholarships were awarded in football last year.

A sampling of other memorial scholarships in athletics includes the one named for Guy Sundt, former UW athletic director; the Allen J. Shafer Memorial Scholarship named for the Madison athlete who died as the result of football injuries many years ago; the Jimmy Demetral Scholarship award, named for the Madison wrestler and philanthropist; and the Goodman Brothers Minor Sports Scholarship, which went to tennis last year.

The foundation accepts funds for a long list of scholarships, fellowships, and awards; for special help needed by disadvantaged students; for loan funds; for professorships and lectureships; for research projects; and for college, school, and department use, Rennebohm said.

The organization gathered \$1 million to build the Alumni House on the Lake Street shore of Lake Mendota. Opened in 1967, it is connected to the Wisconsin Center by a



glassed-in ramp, which makes possible the easy use of both buildings for large conferences.

We walked over to find that members of a conference on forest products had gathered in Alumni House Lounge for their morning coffee break before returning to their classrooms in the center. Upstairs, in the Alumni House Lakeshore Room, men and women were deep in sessions on hypertension. This handsome building, with its panoramic view of Lake Mendota's expanse, was presented to the University moments after its dedication on May 13, 1967. It was built with contributions from thousands of members of the Wisconsin Alumni Association and from friends of the University, including eighty-five members of a special Thousand Dollar Club—each of whom gave at least that amount. The Alumni House contains—in addition to the Lakeshore meeting room and the big glass-walled Alumni Lounge—the service offices of the association. Wisconsin Alumni Association must be one of the oldest such organizations among land-grant institutions. Indeed, the minutes of its first meeting—dated Commencement Day, June 26, 1861—show that its first president was Charles T. Wakely, one of the two who made up the University's first graduating class in 1854. And the big ledger, in which were hand-written the minutes of association meetings for decades, rings with names known to campus and city alike—Knapp, Frankfurter, Winslow, Dudgeon, Kellogg, Lloyd Jones, Tenney, Olin, Swenson, Gregory, Siebecker. Thus, for 113 years the Wisconsin Alumni Association has been the connective force between the campus and former students. Today it is the only alumni association in the Big Ten to remain totally independent of financial support from its school administration. Its members now number nearly 30,000, over half of whom hold lifetime memberships, comprising a "family" which keeps attuned to the University and its needs. Proof of that awareness of need is the fact that

90 percent of UW alumni who helped achieve last year's record-breaking contribution total for the UW Foundation were WAA members.

Across Langdon street, dodging bicycles propelled by students hurrying to classes, and into the Memorial Library to learn about the important books acquired by outright gift or purchased with gift funds.

Outstanding among these, we learned, is the 10,000-volume Thordarson Library, the big one that didn't get away. Thordarson often expressed the wish to see his library at the University of Wisconsin, but he died before he got around to willing it so. However, Knapp gift funds were available at the crucial time, and the unique collection was made available for purchase by the University at a very low cost. It included so many uncommon books that officials created a Rare Book Department around them.

Among the gems of the collection are a perfect copy of the Coverdale Bible of 1535; Thomas Elyott's "The Castell of Health," the great medical work published in 1541; Thomas Walton's "The Art of Rhetorique" of 1585; and the 1640 edition of Shakespeare's "Poems."

We found especially interesting the four-volume "elephant folio"—each volume a whopping twenty-six-by-forty inches in size—of Audubon's "Birds of America." The huge books are bound in black goatskin and decorated with embossed designs in gold. The original etchings are hand-colored, and each bird, including the wild turkey, is life-size.

These, and many others too valuable to be exposed to ordinary air, are kept in two vaults equipped with special lights as well as temperature and humidity controls.

According to librarian Felix Pollak, who retired this summer after presiding over the entire rare book collection of 60,000 volumes for years, all the books may be

Alumni House, the campus home for returning Badgers, has a spectacular view of Lake Mendota from the Alumni Lounge. The Alumni Association presented the building to the University immediately after its dedication in 1967.

examined by any citizen who cares to see them, and many of them have proved useful for research scholars.

Chester H. Thordarson was a native of Iceland who came with his family to live in Wisconsin in 1873. At eighteen he set out for Chicago to look for work. Several menial jobs were followed by employment at Commonwealth Edison, where he saved enough money to open his own shop to sell electrical equipment to universities.

A tireless inventor, he took out more than 100 patents with the U.S. and foreign governments. He designed the first one-million-volt twenty-five-cycle transformer, the highlight of

the St. Louis World's Fair of 1904. Among the honors given him were the U.S. Gold Medal award, the UW honorary master of arts degree, and the honorary Ph.D. of the University of Iceland.

As his wealth increased he bought Rock Island, off the tip of the Door County peninsula, and there he built a replica of an old Icelandic community, including a feudal hall where he housed his growing collection of volumes on every aspect of man's life and thought.

Just before he died he asked to see one of his favorites among his beloved books: the "Victoria Regina," about a single flower, drawn and colored by Walter Fitch and published in London in 1851.

One day in 1946, UW vice president Arthur W. Peterson was conveyed by motor launch over choppy waters to Rock Island to examine the collection. Favorably impressed by the books and the bargain price, he recommended that it be purchased by the University. The Knapp Fund was tapped for the \$300,000, a figure considered by experts to be a third of its value.

Among other gifts to the library are the 1,800 volumes on art and travel, science, and modern American and English literature presented by Madison attorney E.J.B. Schubring and his wife; the many "little" magazines given by Dr. Marvin Sukov of Minneapolis, who is currently collecting pictures of famous libraries around the world to be hung in the new wing; the set of children's books by Thornton W. Burgess, given by Roy W. Oppegard of Eau Claire in 1958; and "Wisconsin's Own Library" of almost 2,000 books by men and

women born or living in the state. The collection was begun by Mrs. Oscar Rennebohm in 1950, when she was Wisconsin's First Lady. She enlisted the help of the 22,000 members of the Wisconsin Federation of Women's Clubs in ferreting out the books, and soon the shelves of the Governor's Mansion overflowed. Some of the books were moved to the Knapp Graduate Center; later all were moved to the Humanities section of the Memorial Library.

When the volumes were added to Memorial Library shelves, Louis Kaplan, then the director of libraries, called them "a useful adjunct for the study of the intellectual and cultural life of the state."

In the collection are books by Berton Braley, August Derleth, Joseph E. Davies, Edna Ferber, Zona Gale, Hamlin Garland, Ben Hecht, Craig Rice, Thorstein Veblen, Thornton Wilder, Frank Lloyd Wright, and many others. The University is represented by such as Profs. Walter Agard, John Bascom, Warren Beck, John R. Commons, Merle Curti, Herbert Kubly, William Ellery Leonard, Max Otto.

This collection is now housed in the Historical Library.

We left the library and entered the mall, detouring around the building materials waiting as workmen complete the new library wing along State Street.

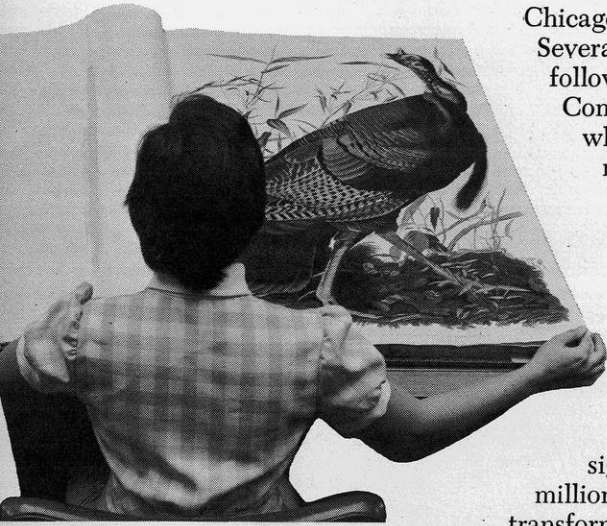
We read the inscription lettered around the inner rim of the fountain at the center of the mall: "Teachers and books are the spring from which flow the waters of knowledge." Dedicated in 1958, the fountain was the gift of William J. Hagenah, a 1905 law graduate who became a corporation executive.

Because he had learned the value of debate as an undergraduate, Hagenah also established an annual championship debate in 1954. In the early years, each of the four debaters chosen to compete was awarded \$75; first place winner received an additional \$100 and second place \$50. Today, the rewards are somewhat higher, for first place winner gets \$260, second gets \$235, and third and fourth get \$125 each.

We skirted the fountain warily, for the wind from the lake sprayed a stream far out from the basin, and headed for the entrance of the State Historical Society building.

Our destination was the vast collection of the UW Center for Theater Research stored in the building, the largest assortment of theater memorabilia held by any university.

Since 1960, men and women in entertainment—actors, musicians, producers, directors,



The Rare Books Department's "elephant folios" are four 62-pound volumes, life-sized versions of Audubon's "Birds of America", each plate hand-colored.

playwrights, and heads of film studios—have given the center, for safe-keeping and for research, their scripts, scores, films, still photographs, and business records.

From David Merrick have come scripts and records of his successful stage productions of "Fanny," "The Matchmaker," and "The Entertainer." Jean and Walter Kerr have contributed manuscripts, reviews, and scrapbooks. On file are papers of the Playwrights Company founded by Maxwell Anderson, S. N. Behrmann, Sidney Howard, Elmer Rice, and Robert Sherwood.

Since 1971 the enormous collection of films and documents from United Artists, the largest single gift of film materials ever given a research institution, has been available to UW students and faculty and researchers from other campuses. The collection, which contains the film libraries of Warner Brothers, RKO, and Monogram, includes 1,750 feature films, newsreels, and cartoons. The films document the work of such directors as John Ford, Orson Welles, and Howard Hawkes, and actors the like of Bette Davis, James Cagney, and Humphrey Bogart.



Prints of such film classics as "Casablanca," "Citizen Kane," "The Hunchback of Notre Dame," "The Jazz Singer," and "King Kong" are among the riches included.

Prof. Tino Balio, director of the center, consulted his files for facts and figures. "During the past three years, we have had students travel here from Northwestern, Iowa, Harvard, North Carolina, Ohio State, Nevada, Maine, and Colorado Universities to do research.

"Over the past four years, 450 individual researchers have used the film archives; we have shown our films to more than 225 classes; and we have loaned our RKO films to 'Marquee Theater' on WHA-TV."

Among recent acquisitions are Hal Holbrook's personal memorabilia and scrapbooks, plus all of the scripts and production information of TV's "Bonanza," and color prints of the best programs of that long-running series, he said. Research projects by UW students currently underway are "The Coming of Sound to the Motion Picture Industry"; "The U.S. Film Industry in Latin America"; and "The Films of John Ford."

We crossed Langdon street to the Memorial Union and entered the new lobby of the Commons area, recently completed with \$165,000 given by graduating seniors over the years as well as members of the "Union family" of former student committee chairmen.

An average of 15,000 people use the Memorial Union every day. In a typical year, there are more than 6,500 group functions with a total attendance of more than 600,000. Since 1928 about seventy million meals have been served in the Commons area. And between 350 and 500 students earn part of their expenses working in the Union each year.

Porter Butts, Union director for forty years, was working in his fourth floor office, although he officially retired in 1973. He talked about the past and about his current project, the raising of \$1 million for "A More Perfect Union" before the golden anniversary of the Union opening in 1978.

"President Van Hise first appealed for a Union in his 1904 inaugural address," he said. "It was not until 1919, when Walter Kohler, Sr. was president of the regents, that the idea got off the ground. He arranged for an alumni-faculty-student committee to solicit funds."

This campaign was the first general fund-

Rogers and Astaire in "The Gay Divorcee," 1934, one of more than 700 RKO films donated to the University's collection by United Artists.

raising by alumni and friends of the University. Only the land for the Union was given by the legislature. Every stone, brick, tile, and window-pane in the building was purchased with gift dollars.

"The money came in slowly," Butts explained. "The difficulty was, no one knew who and where the alumni were. We soon found it took more than the spare time of dedicated volunteers who held full-time jobs.

"It was recommended that an alumni records office be set up to locate the alumni, and I was asked to organize it. Edward Gardner of the Commerce School was given leave to work full-time on the campaign, and he did some hard scrounging across the country from Boston to San Diego. The financial response was so-so at first.

"Then the committee brought the campaign to the campus, and great things were done: between 1919 and 1928 one of every two students gave \$50 or more. The Kohler family gave a total of \$15,000.

"We raised \$900,000 for the building, borrowed \$400,000 for equipment and furnishings, and opened in 1928. It was a wing-ding major achievement for that time."

Up to now, about 43,000 people have given to the Union fund, many to pay for life memberships. The Union Theater, built with gift funds and Union earnings, was opened in 1939 with the Lunts playing "The Taming of the Shrew." And Union South, opened on Randall Avenue in 1971 to serve the southwest end of the campus, was completely self-financed, using borrowed money, student fees, and earnings.

The class of 1924, enjoying its half-century reunion in May, raised a total of more than \$500,000 through the UW Foundation—including one donation of \$350,000, ear-marked by the anonymous donor for cancer research and communications research. The class voted that \$60,000 of their gift total be used for a

large new reception-dining room opening into Great Hall.

Class gifts to the Union included a concert grand piano, class of 1925; a silver coffee service, class of 1934; and a theater curtain designed by art history Prof. James Watrous and given by the class of 1954.

Among special gifts from individuals are a large steel safe from Regent Michael Olbrich, in 1927; the lighting control board for the Play Circle from Fredric March, in 1938; and the oil portrait of Conrad Elvehjem, the University's 13th president, donated by the artist, Aaron Bohrod, in 1963.

We looked in at Tripp Commons, the large beamed-and-paneled hall on the second floor of the commons area which has been the handsome setting for campus joviality over the years—from the "770 Club," the first of all college nightclubs, to candlelight dinners and formal parties.

Tripp Commons was named for J. Stephens Tripp, once village president of Sauk City and Prairie du Sac and member of the Wisconsin Assembly.

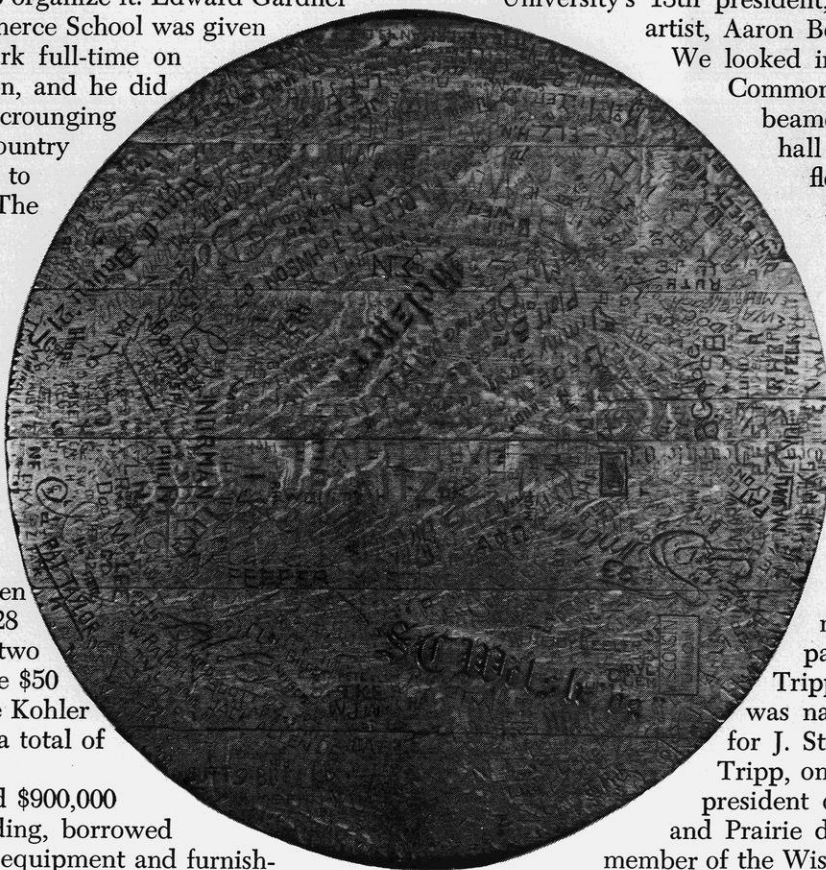
He left most of his estate, amounting to \$600,000, to the University.

Like Knapp, he had walked quietly about the campus, admiring what he saw, seeing room for improvement. Then he read about another Wisconsin man, Colonel Vilas, who had made a large bequest, and that decided him.

With \$200,000 of his money, Tripp Commons was built. Another \$300,000 constructed Tripp Hall in the lakeshore dormitory area; \$85,000 purchased lands for the Arboretum; and \$10,000 provided Tripp Fellowships.

After lunch on the Union Terrace we strolled up Observatory Drive past the undergraduate library, Helen C. White Hall, remembering the gracious and gifted English professor for whom it is named. On the left, the stern outlines of Science Hall, so strongly built that it seems destined to stand forever.

A gift to the Union Stiftskeller was this carved tabletop from Dad Morgan's billiard parlor on State Street, an all-male hangout for three decades after the turn of the century.



Up the wooden stairs past Radio Hall to North Hall, the first University building, erected in 1851 as a dormitory "with public rooms for lectures, recitations, library, etc." It has been added to the National Register of Historic Places, and will be joined on the register by Bascom, South, Science, and Music Halls, plus the State Historical Society building, to form a "Bascom Historical District."

One of the rooms in North Hall is now the office of Clara Penniman of the political science department, recently named the first Rennebohm Professor of Public Administration.

The Rennebohm Foundation will provide her salary and research support for five years and renew the professorship for five more years.

The late Oscar Rennebohm was Wisconsin governor from 1947 to 1951 and a University regent from 1952 to 1961. While on the board he worked with Vice President Peterson to develop University-owned Hill Farms into a bonanza for the University. Profits from sale of residential plots and from Hilldale, Inc., the shopping area, are dedicated to a variety of uses, including scholarships.

During the 125th anniversary year, Hilldale Lectures were established to bring to the campus "a distinguished thinker" in each of the four academic divisions: biological sciences, humanities, social studies, and physical sciences. Funds came from the Hilldale Shopping Center income, which amounts to more than \$100,000 to date.

The Rennebohm Foundation was established in 1949, and for some years thereafter concentrated on giving support to pharmacy and medicine, for Rennebohm had amassed a comfortable fortune through his chain of Madison-area drug stores. Hence a chair in the Medical School and such projects as research in lung capillaries and support of pharmacy conferences.

Since 1962 Rennebohm Foundation support has been forthcoming for the humanities and social sciences as well. It has allotted \$75,000 to purchase original prints and drawings and support special exhibitions at the Elvehjem Art Center. One of these, "125 Years Through the Camera's Eye," which ran this summer, was a fascinating photographic history of Madison campus life and activity. (See p. 34.)

We crossed Observatory Drive to John Muir Woods and Muir Knoll, named for the great naturalist who was a UW student from 1860 to 1863. We noted the four round stone benches, the gift of the class of 1961, where students sit in summer and gaze out over Lake Mendota.

Also on the knoll is the Rune Stone from Sweden, shipped from Europe by the Scandinavian students brought to the campus by Thomas E. Brittingham, Jr., one of the most generous of University donors, who gave both time and money to leave his imprint on every corner of the campus.

The message inscribed on the stone by the students is terse but heartfelt: "To the memory of Thomas E. Brittingham. To a good friend the way is not long, though he be far away."

Brittingham died in 1960, having spent his life building up the funds left the University and the city of Madison by his father and mother. The list of Brittingham gifts fills two pages of tightly set small type, and in amazing variety ranges from support for artist-in-residence John Steuart Curry and his widow; to \$14,250 for a spectrometer; \$20,000 for lakewater research; \$100,000 for an urban research program; and \$1 million for the Art Center.

The Senior Thomas Evans Brittingham was born in Hannibal, Missouri, in 1860. He started a lumber business in McFarland in 1885, later acquired timberlands and a chain of twenty-four lumber yards around the state as the senior member of the firm of Brittingham and Hixon.

He attended the now defunct Hannibal College in Missouri. His wife, Mary Lucy Clark, was a member of the UW class of 1889 and vice president of the Wisconsin Alumni Association in 1899. The couple settled in Madison and built their home, Dunmuven, in the Highlands area of the city in 1916.

(This large house with more than ten acres of grounds was given by their son to the University in 1956. Later he contributed various sums to remodel and furnish it as the residence of the Madison chancellor.)

(The house at 130 North Prospect Avenue now occupied by the UW president is also the gift of a devoted alumnus, John M. Olin, UW law graduate of 1879, Madison attorney, and member of the Law School faculty. He willed to the University, in memory of his wife, Helen Remington Olin, their large home, now worth much more than the \$70,000 it cost them.)

The senior Brittingham served as UW visitor and regent. He also turned his attention and applied his funds to help create such Madison landmarks as Brittingham Park, Neighborhood House, and Madison General Hospital. He was, in addition, a curator of the State Historical Society and chairman of the state park board.

When he died at sea enroute home from South America in 1924, at age sixty-four, an editorial in the Wisconsin State Journal char-



After traditional Viking ceremonies at Wik Castle, Stockholm, forty-one alumni shipped the Rune Stone for installation on Muir Knoll.



acterized him as "One of those rare men in whom a large and active business career had not stifled the finer instincts of Humanity. He was a successful business man in a big way. He was a successful man in a bigger way than business, because he made his success count for the betterment and happiness of his fellowmen."

Brittingham's will bequeathed \$250,000 to the University and \$50,000 to the city of Madison, funds which his son Tom increased enormously through his understanding of investment policy. Today the family carries on a tradition of service to the University.

Further up the hill we noted the collection of granite and marble markers, like small grave-stones, left by early UW classes. All are inscribed with the class year. (One inscription is baffling: "In memoriam senior vacation—1892"; and no one alive can explain it.)

In 1913 the class of 1888 placed the granite boulder near the Carillon Tower to mark the path of Sauk Chief Black Hawk's retreat in 1832 as he fled with his bedraggled band across the upper campus pursued by militia and U.S. army regulars.

We crossed Observatory Drive again to visit Lincoln on his high seat in front of Bascom Hall, where he has silently endured the pranks of generations of students. This is the only copy of the statue created by Adolph Weinman for Lincoln's birthplace at Hodgenville, Kentucky. Through the efforts of alumnus Richard Lloyd Jones and with \$6500 donated by the elder Brittingham, it was erected on its plinth and dedicated in 1909.

Over there, affixed to the front entry wall of Bascom, is the gift of the class of 1910, the "Sifting and Winnowing" plaque that is the University's declaration of academic freedom. The words—from the resolution adopted by the regents in 1894—are attributed to President Charles Kendall Adams:

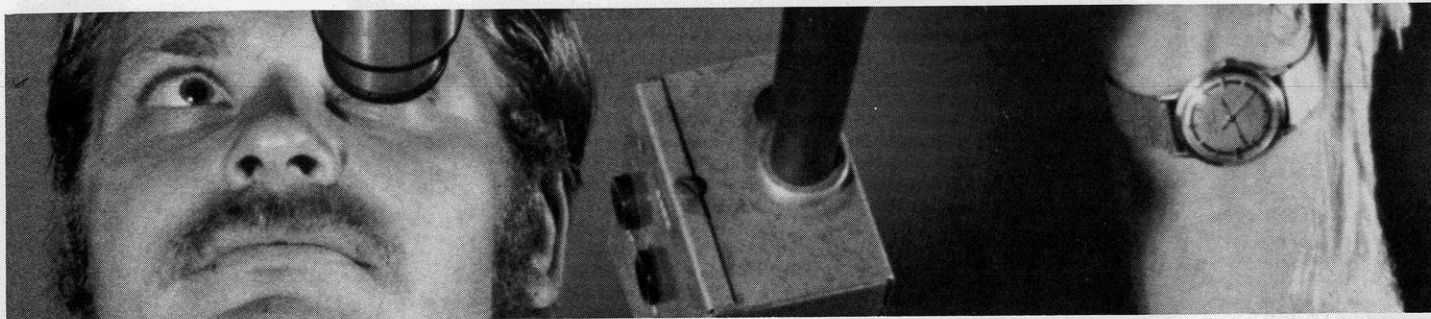
"Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."

The plaque was stolen once, in 1958; and just as the regents were about to appoint a fund-raising committee to replace it, an anonymous phone call revealed its hiding place in Bascom Woods. The bronze was cleaned and burnished and the plaque was rebolted to its place. On the other side of the entrance is the copy in bronze of the Gettysburg address, given in 1937 by the Sons of Union Veterans of the Civil War.

On to the Carillon Tower, the gift of classes from 1917 through 1926. The first twenty-five bells were installed in the tower in 1935; over the years the Carillon Expansion Committee has raised money to add additional ones. In the spring of 1973 five enormous bells were installed, the gift of Jim Vaughan '38, Milwaukee; Robert Sutton MD '19, Peoria; Emeritus Law Prof. Wm. Gorham Rice, Jr.; and the class of 1919. The carillon is now a near-perfect instrument.

new observatory at Pine Bluff. When the institute was opened in 1959 it could offer a chair to a distinguished outside scholar through the endowment of the H. F. Johnson visiting professorship, established by the Johnson Foundation, Racine, to honor the chairman of the board of the Johnson Wax Company.

Rafael Lapesa of the University of Madrid, a specialist in the Spanish Renaissance, was the first to occupy the chair. In the years since, such noted European scholars as Lloyd



We climbed the next hill to Washburn Observatory, the first large gift to the University. Built and furnished by former Governor Cadwallader C. Washburn at a cost of \$43,000, it was completed in 1878 on the hill just west of what was the president's house, then occupied by John Bascom.

We read the marble tablet over the door to the rotunda: "Erected and finished, A.D. 1878, by the munificence of Cadwallader C. Washburn, and by him presented to the University of Wisconsin—a tribute to general science."

As a thank-you gesture, the State Legislature in 1879 named Washburn an honorary member of the Board of Regents for life, "for and during his good pleasure."

Thwaites' history of the early University reveals that Dr. James C. Watson of Michigan was named first professor of astronomy and first director of the observatory. With his own funds he started to build a small frame observatory for use by students, plus a substantial stone building designed as a solar observatory. He died before these were completed, and, once again, Washburn supplied funds to complete the plans.

In 1883, Cyrus Woodman, a pioneer of the Wisconsin lead region, a UW regent from 1848 to 1850, and a lifelong friend of Washburn, endowed with \$5000 the Woodman Astronomical Library "in memory of the virtue and beneficence of Washburn." This library is now housed in the department of astronomy in Sterling Hall.

The observatory building has been the home of the Institute for Research in the Humanities since the University dedicated a

Austin of Cambridge University, Elisabeth Labrousse of the Sorbonne, and Hubert Jedin of Bonn University, as well as noted U.S. anthropologist Loren Eiseley of the University of Pennsylvania and historian Edmund Morgan of Yale have spent a semester or two on campus, doing their research and sharing their knowledge with the public through the institute's annual lecture series.

The Pine Bluff Observatory, built with \$200,000 provided by the Wisconsin Alumni Research Foundation, was dedicated June 30, 1958, during the 100th meeting of the American Astronomical Society, held in Madison. Every spring the public is invited to an open house at Pine Bluff—with UW faculty and students serving as hosts—to view the moon and planets.

We strolled over to Van Hise Hall, where regents' offices on the 18th floor hold board records going back to the beginning. These show that the first man to provide loans for Wisconsin students was John A. Johnson, founder and owner of the Gisholt Machine Company, who came to Madison from Norway in 1844. In 1876 he wrote the regents offering \$5000, the income to be used to help worthy and needy students.

Until 1900, Johnson stipulated, students given loans were required to read or speak one of the Scandinavian languages. In awarding the loans, he wrote, "good conduct and studious application" were to be considered, as well as "better talent for learning." The first ten Johnson scholarships, for \$35 each, were awarded in 1878. The original \$5000 has grown to

Once the third largest telescope in the country, the ninety-six-year-old, fifteen-inch instrument in Washburn Observatory is still used for elementary classes in astronomy.

The WARF building and a sampling of disciplines involved in the more than eight thousand research projects on the campus supported over the years by WARF funds.

more than \$150,000, and can be tapped for more than \$8300 in loans each year.

Today, through the office of Student Financial Aids, more than \$10 million is available annually to undergraduate students in loans, grants, and scholarships.

"Our office also coordinates an additional \$2.5 million in loans granted through banks, and several millions in work-study and other programs," said director Wallace Douma.

Another governor, James T. Lewis, gave the University \$200 in 1866 to establish the Lewis Prize for the best written essay. Belle Case—who was to be the first woman to graduate from the Law School and who would marry Robert M. LaFollette—won it in 1879. It went to the great historian, Frederick Jackson Turner, in 1884. And in 1885, Elizabeth Waters, who was to teach in Fond du Lac, serve as UW regent, and give her name to a women's residence hall, won the prize.

Other bequests on file in regents' records include that of the University's seventh president, Charles Kendall Adams, who was inaugurated in January, 1893, but was forced by illness to resign in 1901. He and his wife sought health in California, but he died in July of 1902, and his wife a few months later. The childless couple left the bulk of their estate to the University: about \$40,000 for support of graduate scholarships in history, English, and Greek, plus their library. Mrs. Adams' "trophies of European travel" went to the State Historical Society.

Except for the Washburn Observatory, the Adams estate was the largest early bequest to the University.

Walking west along Linden Drive we came upon the sunken rock garden surrounding the trunk of the huge tree known as the "Euthenics Oak" on the lawn of the Home Economics building.

Campus history recorded that on a spring day in 1925, stately Miss Abby Marlatt stood over a group of her women students to direct them in the proper placement of stones and plants in the deep hollow around the tree. Known ever since as the "Abby Marlatt Rock Garden," it is a memorial to the woman who lifted home economics out of the sewing-and-cooking category during twenty-five years as director of home economics.

Her girls that day added their labor to the thousands of man-hours students have contributed to the beautification of the campus.

We climbed into a car to ride north on Charter Street, then west on Observatory Drive, to enjoy the superb view of Lake Mendota, alive with white sails; past old Adams and Tripp Halls and the newer

dormitories; past the Gymnasium-Natatorium; the playing fields where the band practices in good weather; the Biotron; and then, straight ahead, the fourteen-floor stone-and-glass building that is the home of the Wisconsin Alumni Research Foundation, from which great gifts continually flow.



The WARF was founded in 1925 as the result of the discovery by Prof. Harry Steenbock, after sixteen years of research, of the process for creating Vitamin D in foods with ultraviolet light. These irradiated foods, when fed to humans or livestock, are effective in the prevention and control of rickets.

Emeritus President Edwin B. Fred wrote the comprehensive report, "The Role of the Wisconsin Alumni Research Foundation in the Support of Research at the University of Wisconsin." (The report is available on request from the foundation.)

"Dr. Steenbock had not been interested in financial returns for himself," Dr. Fred pointed out. "He had wanted, above all else, to develop a plan for making use of patentable ideas of various members of the faculty that would protect the individual taking out the patent, insure its proper use, and at the same time bring financial help to the institution and in this way further the University's research program."

To this end, the WARF charter was filed with the Wisconsin Secretary of State on Nov. 14, 1925.

Nine UW alumni put up \$100 each to launch the foundation. They were Thomas E. Brittingham, Jr., Lucien M. Hanks, and Timothy Brown, who filed the articles of organization; George I. Haight, Evan A. Evans, Charles L. Byron, James F. Case, Gerhard M. Dahl, and William S. Kies.

Foundations connected to educational institutions are now found in all parts of the country and at all types of institutions large and small, Pres. Fred wrote.

"But WARF was the first to be formed as an agency independent of faculty or regent control and without any endowment other than the Steenbock invention. It is, however, operated in connection with and for the sole benefit of the University of Wisconsin."

Funds came later from other patents,

WARF fellowship," Prof. Link remembered.

Moore wrote his dissertation on carbohydrate characterization, was awarded his Ph.D. in 1938, stayed on an additional year with Link to do post-doctoral research.

"I then sent him to a friend of mine at Rockefeller Institute—now Rockefeller Uni-



especially those of Karl Paul Link for the anti-coagulants dicumarol and warfarin. Although there have been a variety of additional patents assigned to WARF, none has yielded royalty income equal to that obtained from the Steenbock and Link patents.

"There have been thirty-eight income-producing inventions assigned to WARF since 1925. Of these, according to WARF sources, fourteen have earned more than \$10,000; nine have earned \$100,000 to \$1 million; three have produced more than \$1 million in net royalties.

"It should be said, however, that the major portion of the WARF assets has been obtained from the growth of investments in common stocks of young growing companies, rather than from patent royalties. Because of excellent management and an expanding economy, the WARF investments have shown remarkable gains in market value," Dr. Fred wrote.

"One should not underestimate the impact of WARF funds in developing individuals with great potential as research workers," he continued. "Support of students as research assistants and fellows, provisions of laboratory facilities, supplies and equipment, and support of research time for faculty helped shape the future careers of many individuals who carried out research of far-reaching importance."

A matchless example is the case of Stanford Moore, who came to Wisconsin in 1935 upon graduation from Vanderbilt University to spend four years doing research with Karl Paul Link.

"Shortly after he came as my graduate assistant, his support was transferred to a

versity—and that's where he blossomed out and did his great work."

This great work earned for Moore and his colleague at Rockefeller, Dr. William H. Stein, the Nobel prize in 1972 for their research on the structure of proteins, particularly enzymes.

Last May, Dr. Moore returned to the Madison campus to be awarded the honorary Doctor of Science degree and to be entertained by his former colleagues.

The first WARF grant, for \$1200, was turned over to the University in 1928. Last September, UW regents accepted \$4 million from the foundation, bringing the total to \$70 million over the past forty-five years.

WARF funds have supported more than 8,000 research projects in all colleges and schools and most departments; have financed, in whole or in part, many buildings, including Chemistry, Zoology, and the Steenbock Memorial Library; and have endowed professorships and financed fellowships and scholarships.

Special grants have helped to establish or operate the Enzyme, Food Research, Environmental Studies, and Humanities Research Institutes, the Sea Grant program, and many others.

The WARF built University Houses for young faculty families when such housing was difficult to find. Long since turned over to the University, the houses now bring in approximately \$70,000 in net income annually for professorships.

Originally, all WARF funds were assigned for research in the natural sciences. Today

the funds support social studies and the humanities as well. As always, they are dispensed by the faculty's research committee, one of the unique strengths of Wisconsin's research leadership.

University Bay Marsh



with yellow blooming plants. He investigated the lake, came back with seeds of the American lotus—called either “Yellow Nelumbo” or “Water Chinquapin”—and planted them in University Bay with the help of Albert Gallistel.

We drove north along Walnut Street past the enormous parking lot for staff and students, to explore the University Bay Marsh project which has transformed a campus eye-sore into a valuable asset.

Near the lagoon are comfortable wooden benches to rest on while reading the legend in bronze attached to a large boulder:

“Dedicated to the class of 1918, whose golden jubilee reunion gift of May 19, 1968, helped make possible the preservation of this beautiful nature area.”

The class raised \$50,000 to develop the ten-acre lagoon as part of the recreational area at the west end of the campus to bring man and nature together. Families of ducks swim along the shore, the mother duck snapping up the bread crumbs tossed by small children. Muskrats have built their houses in the shallows. Marsh plants have been encouraged to grow.

There are thirty-two markers along the gravel trail around the lagoon, and they explain that the area was rejuvenated “to foster an appreciation of marshes and demonstrate how wildlife and people can co-exist.”

And further, that “with proper understanding and public cooperation, the similar needs of man and of wildlife can be met side by side: living space, food, protection from hazards and disturbances, and a clean environment.”

Along the shore near the Willows swimming beach are the yellow lotus beds, a living, blooming memorial to Harry L. Russell, once UW bacteriologist and dean of the College of Agriculture. Almost fifty years ago he read about a little lake in Wisconsin that was covered

The natural memorial to Russell is in addition to the \$4.66 million laboratory building on the agricultural campus which bears his name and houses the departments of wildlife management, forestry, entomology, and plant pathology.

We drove over to investigate the large and distinctive brick building with the pitched white roof on Marsh Lane, called by some the “Astrodome of Tennis.”

Visible for miles from any height in the city, it is the Nielsen Tennis Stadium, the largest building of its type in the world, opened in 1968 at a cost of \$2.4 million. The stadium was the gift of Arthur C. Nielsen, UW class of 1918, and his wife, Gertrude Smith Nielsen, '20. They gave it to Wisconsin “in grateful appreciation of the privilege of good education.”

Barbara Cook was on duty at the counter in the lobby. A senior in English and secondary education from Lake Geneva, she has worked in the stadium office and played on the courts for three years.

“I’ve played tennis lots of places, but this is the tennis paradise,” she said. “It’s fantastic. We’re so busy during the school year you wouldn’t believe it. We’re open from eight in the morning to midnight; we close only on Thanksgiving, Christmas, New Year’s, and Easter.”

“Students get priority, but anyone is welcome to play on the courts,” she continued. “Students pay a nominal fee, about sixty cents for an hour-and-a-quarter; faculty members pay more; and the general public pays most. We have lots of student tournaments and inter-collegiate tournaments, and last year schools

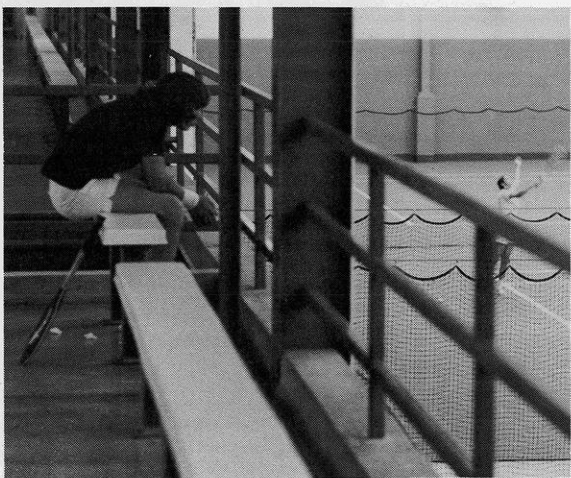
from the East and West coasts came here for a tremendous contest.”

The stadium was designed by architects Walton and Walton of Evanston, Illinois, to house twelve tennis courts and six squash courts, a players' lounge, showers, dressing rooms, and galleries for 1,500 spectators to attend exhibition matches. More than 6,000 players can use the courts each week.

Nielsen earned his bachelor's degree in electrical engineering in 1918 with one of the highest scholastic averages ever attained in the College of Engineering up to that time. He was captain of the varsity tennis team for three years.

In 1923 he founded the A. C. Nielsen Company to do marketing research with a total of six employes. Today, the company is the largest in the world, with 12,000 employes serving 2,700 corporate clients in twenty-two countries on six continents.

A tennis buff most of his life, Nielsen teamed with his eldest son to win two National U.S.



titles in the Father-Son doubles, and with his eldest daughter to win the National U.S. Hard Court title in the Father-Daughter doubles.

Twenty-five years after he captained the UW tennis team, his son, Arthur, Jr., served in the same post. When the building was dedicated on May 25, 1968, father and son, with Arthur III, took part in an exhibition match.

Returning southwest along Walnut Street, we passed the greenhouses abloom with plants and flowers. A bronze plaque distinguishes the Walker Greenhouse, presented to the University in 1961 by the National Kraut Packers Association. It honors “the unusual scientific achievements in developing disease resistance in cabbage” of John C. Walker, emeritus professor of plant pathology.

On past the handsome Steenbock Library

at the corner of Babcock and Observatory drives, completed in 1969 at a cost of \$2,610,000, with \$1,207,900 of that total provided by WARF.

The library seats 820 students and provides them with more than 300,000 books—general reference volumes as well as works on agriculture and life science.

Across the street is Babcock Hall, named for Stephen Moulton Babcock, professor of agricultural chemistry who joined the Wisconsin faculty in 1888. Two years later he invented the Babcock milk test, a new method of determining the amount of fat in milk, which made his name known around the world.

In the semi-circular garden at the southeast corner of the building is the Babcock Bench, the granite seat dedicated to him in 1921. In the garden are the flowers and shrubs the great scientist loved: tulips, bachelor's buttons, peonies, lilacs, and hollyhocks grown from seed brought from his birthplace in Bridgewater, New York.

Back along Linden Drive and a pause at the top of the mall before Agriculture Hall. The statue facing down the mall, flanked by stone bas-reliefs of cows, is the work of Gutzon Borglum of Mt. Rushmore fame. It is a memorial to William Dempster Hoard, built with \$32,000 contributed by several thousand dairymen of the United States and foreign lands. Hoard founded Hoard's Dairyman, crusaded for better dairy farming methods, and governed Wisconsin from 1889 to 1891. His pioneering work helped build up the Wisconsin dairy industry to a record billion-dollar year in 1973.

Down the mall toward University Avenue, and on the left at 425 is the old Wisconsin High School building where the Faye McBeath Institute on Aging and Adult Life is housed. This institute was set up recently with a four-year grant of \$275,000 from the Faye McBeath Foundation, Milwaukee, to put to work faculty talents from more than thirty departments on the problems of aging.

Miss McBeath, a UW graduate of 1913, was a niece and heir of Lucius W. Nieman, founder of the Milwaukee Journal. She willed her estate to the foundation “to improve the quality of life for the aged and aging.”

Next morning we resumed our tour at University Hospitals and the Center for Health Sciences, an area that has attracted a great variety of gifts to improve the quality of life for all ages.

One such was Bradley Memorial Hospital, built in 1918 by the Harold Bradley family in memory of their only daughter, Mary Cornelia. Dr. Bradley, a specialist in physiologi-

A watcher and a doer at the Nielsen

cal chemistry, joined the UW faculty in 1906 as one of the first three members of the new medical staff. He and his wife, Josephine Crane Bradley, who raised seven sons, were devastated when their only daughter died in childhood of a lingering painful disease.

For many years Bradley Memorial was the campus hospital for children. Replaced by a larger facility, the building is now used by various departments including radiology, nuclear medicine, radiopharmacy, and otolaryngology.

At Bradley the University Women's Service Club years ago began contributing toys and gifts to child patients as an annual Christmas project. The club continues the service at the Children's Hospital.

A gift for cancer research in 1935 that grew and grew was that of Michael W. McArdle, whose name has been given to the multi-million dollar Memorial Laboratory for Cancer Research. McArdle was a UW law graduate of 1901 who later became president of the Flexible Shaft Company of Chicago and owner of a Door County resort hotel.

When he died in 1935 his will left the University \$10,000 in cash, plus one-fifth of the residue of his estate in Flexible Shaft stock, for cancer research. The University held on to the stock, eventually sold it for \$136,582. Along with a Public Works Administration grant, the money was used to build the first \$240,000 McArdle Memorial building.

In the years since, the laboratories have received millions of dollars from the National Institutes of Health and the National Cancer Institute. The latter recently gave \$6.1 million to construct the Wisconsin Clinical Cancer Center, to serve Wisconsin, Upper Michigan, and eastern Iowa, as one of fifteen such federally funded centers. It will be part of the Health Sciences Center now under construction north of the Veterans Administration Hospital.

Capt. John Darwin Manchester retired in 1939 after thirty-six years of service in the Medical Corps of the U.S. Navy. A UW student in the 1890s, he visited the University for the first time in more than fifty years *after* he decided to leave it all his money.

On Nov. 24, 1953, Capt. Manchester wrote to Pres. E. B. Fred, recalling that he had attended the University, which did not yet have a medical school, before acquiring his medical degree at Rush Medical College in 1899.

"I am very proud of the University of Wisconsin and have always admired the high standard which it has maintained. I decided that assisting worthy and outstanding young men who needed financial assistance, in the study of medicine, will do more good generally than any other bequest I could make." He estimated his net worth at \$250,000.

Dr. Fred wrote back:

"We are grateful for the support of loyal alumni like yourself, and it is our fervent desire that the University of Wisconsin will continue through the ages to merit the confidence of its alumni and friends. The opportunities of the University to serve mankind are without limit."

He inquired whether the captain wished to lay down any rules for the use of his money.

The captain replied: "I think it desirable to leave the details and mechanics of the use of this income to the University and believe it inadvisable to hamper the administration by any details which in the future might be unworkable."

Capt. Manchester visited Madison in the mid-fifties, stayed at the Memorial Union, and was driven around the campus by University officials. They learned he was a native of Waupaca, where his father, Dr. Darwin L. Manchester, had practiced medicine for many years. His father, who had served as Orderly Sergeant of Co. G of the 21st Wisconsin Volunteer Infantry, had been wounded in the shoulder at the Battle of Perryville. After his discharge he studied medicine at Dartmouth and the Chicago Medical College.

The captain wrote Dr. Fred, thanking him for his hospitality, adding: "I was much impressed with the expansion of the University and the beauty of the recent construction. The Medical School and University Hospitals impressed me particularly favorably."

Capt. Manchester died at Garden Grove, California, on Dec. 15, 1961.

Shortly thereafter, the University was notified by the First National Trust and Savings Bank of San Diego that the Manchester Trust for the University now amounted to \$1.3 million, was to be continued "in perpetuity."

Dr. C. A. Elvehjem was president by that time, and he responded:

"This is a marvelous gift to the University and one which will be of great significance to our medical students."

Today the Medical School receives more than \$70,000 annually from the trust, which now has a value of more than \$1.5 million. It is loaned out at a very small rate of interest to worthy and needy students in deference to Manchester's oft-expressed opinion that "loans are better than scholarships in instilling a sense of responsibility in the recipients."

In 1956, Joseph S. Daniels, a founder of the Rhinelander Paper Company, set up a trust fund of \$1,170,000 to equip a laboratory and endow a chair of medicine in the pediatrics department. The chair is in memory of his father, the late Dr. A. D. Daniels, and is held by the chairman of the department.

Another facility funded by a prominent American family is the Joseph P. Kennedy, Jr. Memorial Laboratories for research in mental retardation, located in the Children's Hospital. In 1961 the Kennedy family contributed \$225,000 toward the total cost of constructing the laboratory in memory of their eldest son, killed in World War II. Completed in the spring of 1963, it was dedicated by Senator Edward Kennedy on November 20 of that year.

Many other gifts from individuals have established chairs in surgery, neurology, and medicine. Typical are those founded in 1972 by the late Evan and Marion Helfaer, who gave a half-million dollars through the UW Foundation to endow chairs in medicine and chemistry.

Helfaer, who died last spring, was a retired Milwaukee industrialist, founder of the Lakeshore Laboratories. A 1920 Wisconsin graduate in chemistry, he earlier had given the foundation more than \$300,000 to establish professorships at Madison and Milwaukee as well as scholarships at Madison.

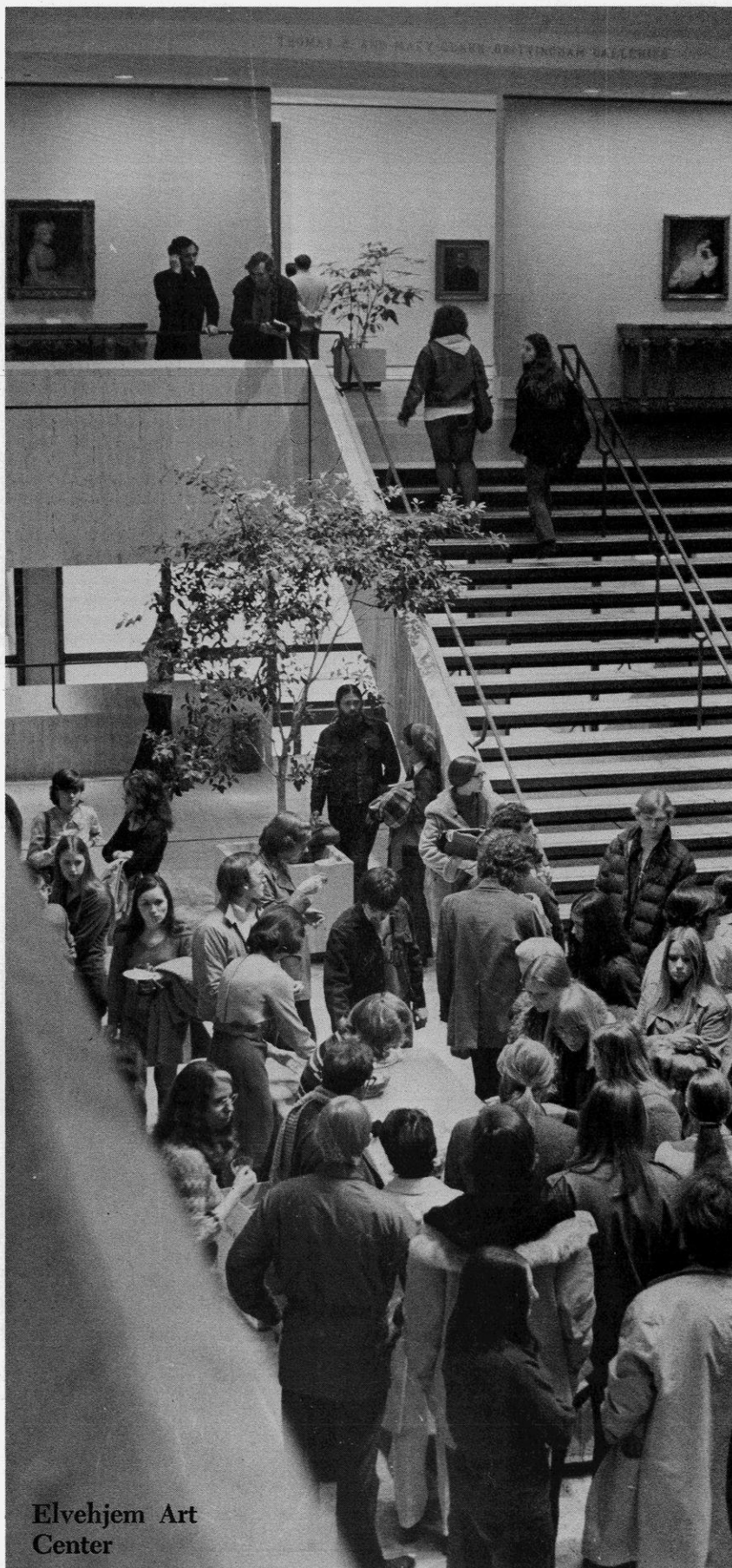
Another recent gift is from a Glenview, Illinois, pediatrician, Dr. Eleanor K. Leslie, who began her medical education at Wisconsin. She bequeathed \$250,000 to the Medical School in memory of four early basic science chairmen: Drs. Charles H. Bunting, Walter J. Meek, Harold C. Bradley, and Arthur Loevenhart; and specified the money be used "for general purposes."

Before leaving the area we visited the Middleton Medical Library on Linden Drive. Thousands of medical alumni contributed their money—to a total of \$800,000—to erect the building named for Dr. William S. Middleton, second dean of the school. During his two decades of service, expansion of medical library resources was one of his main goals.

Dedicated on May 26, 1967, the library houses more than 100,000 volumes, including important collections donated by former faculty members.

We headed east on University Avenue to the handsome Elvehjem Art Center next to the Humanities building at Park and University. Built of stone and marble entirely with gift dollars, it houses a collection of art works now valued at more than \$4 million. A great many are outright gifts, others are on "permanent" loan.

We entered the south door, noting the Syrian 5th-century mosaics set into the floor at either side. At the right is "Leopard Chasing a Gazelle" and at left "Dog Chasing a Rabbit." Both are dated 452-460 A.D. and both are the gifts of Stephen Morse.



We talked to Millard F. Rogers, Jr., director of the center since 1966 who, this month, becomes director of the Cincinnati Art Museum.

"Before the Elvehjem was opened, the University art collection was scattered all over the campus, in basements, closets, classrooms, and halls," he said.

**Frank Gallo's
Knee Bend
Figure in the
Elvehjem's
collection.**



"One of the paintings, exhibited in the Blue Room of the Wisconsin Center, was stolen a long time ago. When the Art Center had been open about four months, we had an anonymous phone call telling us it was stashed in a locker at the Badger Bus Station. We figured the thief was so pleased with our building that he wanted to give us back the stolen painting to hang with the rest of our collection.

"Fully half of our visitors are made up of the general public. The other half is comprised of students, staff, and faculty. So we feel we're as public as we are University.

"We run an extensive educational program of guided tours, lectures, and conferences. In the past eighteen months we toured 7,000 children through the galleries, free. We must charge adults for tours, for we use all our funds to support educational programs.

"I remember the comment of a fourth grade boy who thanked us for his group's tour, then said 'I used to think art museums were boring; now I know how fun they can be.'"

In order to have as large a group of supporters for the center as possible, Rogers formed the "Friends of the Elvehjem," now numbering more than 800, whose yearly dues help pay for bulletins and the annual report. In return they're offered previews of all exhibits and are entertained annually in beauti-

ful Paige Court at a buffet supper or musical program.

The most recent of these occasions took place in June, when a preview of rare porcelain was combined with dancing, sangria and hors d'oeuvres.

"What is unusual about the 'friends' is that fully half of them live as far away as California and never get any of the prerogatives we offer them," Rogers observed.

He said that among the many outstanding gifts to the center are the Indian miniature paintings given by the Earnest Watsons; the collection of Indian sculptures presented by Mr. and Mrs. Earl Morse; the group of Italian Renaissance paintings and sculptures from the Kress Foundation; and the Old Master paintings given by Mr. and Mrs. Marc Rojzman.

Large sums of money have been turned over to the center by Max W. Zabel, Dr. C. V. Kierzkowski, Mr. and Mrs. Gordon Walker, Mr. and Mrs. Firman Hass, and the Brittingham Trust, for acquisition of art works, he added.

One of the most recent acquisitions is the gift of the class of 1948. The first piece of Egyptian art to enter the permanent collection, it is a large fragment from an Old Kingdom stele, or grave relief, dating back to the fifth dynasty, between 2350 and 2310 B.C. Rogers rates it "one of the best Egyptian pieces to come on the market in recent years."

Funds for the purchase of art come also from the Humanistic Foundation, established in 1955 by will of Prof. Howard L. Smith, a member of the UW law faculty from 1900 to 1926. According to his wishes, income from the principal—now amounting to \$170,000—is devoted to "the promotion of liberal culture or humanism in the University of Wisconsin, especially in the fields of poetical and imaginative literature, art, and philosophy."

Thus the Humanistic Foundation has financed the purchase of prints by Ben Shahn and Leonard Baskin, a Rembrandt etching, and a Durer engraving; funded the mosaic mural by Prof. Watrous in the Social Science building; the month-long visit of British writer Elizabeth Bowen; and the public lecture by U.S. poet Marianne Moore on "Inspiration and Artifice."

We examined a copy of the current weekly calendar posted in the lobby. In addition to a faculty exhibition, public lectures were scheduled by curators from other universities on such topics as "The Message of Ceramics," and "Roman Imperial Town Planning in the Near East: Baalbek, Jerash, and Palmyra." "Friends of the Elvehjem" were offered a behind-the-scenes tour of the carpenter shop

and conservation room. Recitals were scheduled in Paige Court by students and faculty of the School of Music.

We toured the ground floor rooms, all named for donors. The Kohler Art Library, considered one of the best in the nation, was the gift of the late Herbert V. Kohler, Sr., who thus honored the memory of his brother, the late Gov. Walter J. Kohler, Sr., and his sisters, the Misses Evangeline, Marie, and Lillie Kohler.

Off the main entrance is the Malcolm K. Whyte Lounge. A member of the class of 1912, Whyte served as general chairman of the campaign to raise funds for the center. He died in 1967 before he could see his dream completed. For his "untiring efforts and generous support" his fellow officers and directors of the UW Foundation dedicated it to him.

The two lecture rooms off the ground floor lobby at the south end of the building are named for the two men responsible for the success of the Milwaukee Journal: Lucius W. Nieman, editor, and Harry J. Grant, publisher. The Nieman Room was endowed by the late Faye McBeath—also responsible for the McBeath Institute on Aging and Adult Life—in honor of her uncle. The Grant Room was sponsored by the Harry J. Grant Foundation and the Donald B. Alberts, his daughter and son-in-law.

On the lower level are rooms for classes and seminars, all memorials: the George W. Mead Room, financed by his son and daughter; the Sarah Colossimo Peterson Room, by her husband, Arthur F. Peterson; the Louis Royal Anderson Room by his daughter and son-in-law, the LeRoy A. Petersens; and the Charles Sumner Slichter and Mary Byrne Slichter Room by their sons, Allen M. and Donald C. (*A. M. Slichter '18, Milwaukee died on August 30 of this year.—Ed.*)

The Ed Phillips Auditorium is the gift of Mr. and Mrs. Lewis E. Phillips, Eau Claire, who chose thus to honor the memory of his father; and the main conference room in the art history department at Elvehjem is dedicated to the late Oskar F. L. Hagen, founder of the department.

Three auditoria were financed by the classes of 1914, 1915, and 1916 on the occasion of their 50th reunions.

The main galleries are dedicated to the memory of the senior Brittinghams, Thomas Evans and Mary Clark, who started the fund that continued to grow through the dedicated attention of their descendants, and made possible the \$1 million contribution to the center.

The Mayer Print and Drawing Center was given by the Oscar Mayer Foundation in

memory of Oscar F. and Louise Greiner Mayer; and the Paige sculpture court with its flourishing fig trees in stone pots is named for Del Paige, class of 1923, and Winifred Paige, class of 1927. It is the gift of the Ernst and Ernst Foundation and of twelve Wisconsin-educated partners of the international firm of public accountants.



The Journalism Seminar Room in Vilas Communication Hall.

We crossed University Avenue to the massive Vilas Communications Hall housing the School of Journalism and Mass Communication, the departments of communication arts and theater and drama, and WHA and WHA-TV.

The hall is named for Col. William Freeman Vilas, a benefactor of the University to the tune of an eventual \$30 million. His will, written in 1902, provided, among many other benefits, for a theater to be named for his son Henry, an 1894 UW graduate who died young; research professorships; fellowships; support of music; and scholarships, one-fifth to be awarded to Negroes "if they apply."

According to the terms of the will, "The money is to be used to press back the confines of knowledge and to support educational areas which the state could not be expected to finance." Vilas stipulated that only a part of the income of his estate of \$2 million should be used until it reached \$30 million. It has now reached \$17 million, according to its administrators.

A native of Vermont, Vilas came to Madison at the age of eleven with his parents, Judge and Mrs. L. B. Vilas. He was graduated from Wisconsin in 1858 at the age of eighteen with the highest honors, then attended the Albany, New York, Law School. Returning to Madison, he entered law practice in partnership with Charles T. Wakeley. He argued his first case

before the Wisconsin Supreme Court at the age of twenty.

Vilas formed a company for the 23rd Wisconsin Infantry in 1862 and set off for the Civil War as senior captain of the regiment, which served with Grant in the Army of the Tennessee and took part in the siege and fall of Vicksburg. Ending his service as lieutenant colonel, he returned to Madison to resume his law practice.

American Pie Forum, hosted by Bonanza's David Canary, is a thirteen-week series on career education originating at WHA-TV's new studios in Vilas Communication Hall.



In succeeding years he served on the UW law faculty and as a member of the Board of Regents; as member of the Wisconsin Assembly which erected the State Historical Library; as U.S. postmaster general in 1885 and Secretary of the Interior in 1888. He was a member of the U.S. Senate from 1891 to 1897. He died August 27, 1908, in Madison.

In May of 1962, UW regents "gratefully accepted" \$100,000 from the trustees of the Vilas Estate to establish the first Vilas scholarships, fellowships, and research professorships.

No more prestigious titles can be attained by UW faculty than the Vilas Professorships, which are lifetime career appointments.

Vilas specified that his research professors couldn't be asked to spend more than three hours per week, nor more than one hour each day, in teaching, lecturing, or other instruction to students. They were to be free to pursue their inquiries in whatever direction seems most profitable to man's knowledge.

Present holders, who cut across many disciplines, are Leonard Berkowitz, psychology; R. Byron Bird, chemical engineering; David Fellman, political science; Fred H. Harrington and Merrill M. Jensen, history; Jost Hermand, German; Henry A. Lardy, Enzyme Institute and biochemistry; Robert Lampman, economics; Willard F. Mueller, agricultural economics; Antonio Sanchez-Barbudo, Spanish and Portuguese; William H. Sewell, sociology; and John E. Willard, chemistry.

Over the years the Vilas interest in fostering and supporting musical activities has resulted in Vilas Music Festivals on the Madison and Milwaukee campuses; symposia for composers and critics; prize competitions among young pianists and string players; music scholarships and professorships; and a Contemporary Improvisation Ensemble.

Funds from the Vilas Estate amounting to \$1,137,900 were used in the construction of

the \$10.7-million hall which bears his name. Additional funding came from the State of Wisconsin and the U.S. Office of Education.

The Vilas contribution built the Vilas Thrust Theater seating 321 and the Vilas Experimental Theater with flexible seating.

"We finally have theater facilities that belong to us," Prof. Ordean Ness, chairman of the theater and drama department, pointed out.

"Instead of renting a garage out on University Avenue and calling it the 'Compass Theater,' we have a laboratory right here for all our production programs.

"However," he added, "we still need a larger performing arts center, which ideally would seat 600 to 800, especially for opera and musical theater. As it is, we run our plays many nights to accommodate our audiences, although beyond two weeks student apathy sets in. Our actors are students first, and the acting is incidental to their classes and study."

During the past summer, the Experimental Theater presented Shaw's "In Good King Charles's Golden Days"; "The Dumb Waiter" and two revue sketches by Harold Pinter; and Dale Wasserman's "One Flew Over the Cuckoo's Nest."

Already chosen to be presented in the Thrust Theater during the new academic year are Congreve's "Love for Love" and "The Journey of the Fifth Horse" by Ronald Ribman.

These plays were selected according to the stated goals of the theater and drama depart-

ment: "To bring to campus and community a form of theater that is designed *not* to duplicate what is available in commercial or community theater offerings . . .

"Our theater strives to create the unusual, the seldom seen, the significant of both the 'old' and the 'new,' to attain cultural experience that can broaden the mind and simultaneously narrow the focus to the intimacy of personal human relationships.



"Although the University Theater is not 'professional' in the commercial sense, it strives to achieve a level of qualitative unity consistent with the educational goals of the University, whose mission is to provide learning, exploration of knowledge, and service to the general community."

William Freeman Vilas would say "Amen" to that.

In addition to the Vilas theaters the hall includes rooms and courts financed by memorial gifts honoring faculty and friends.

For example, in the School of Journalism and Mass Communication the Werner Journalism Court honors A. Matt Werner, once UW regent and editor and publisher of the Sheboygan Press. It is decorated with the "Freedom of Communication" mosaic created by Prof. Watrous and financed by an anonymous gift.

The Willard G. Bleyer Lounge, furnished by the Wisconsin Press Association, honors the first director of journalism.

More than 400 former students and friends contributed to the building and furnishing of the Conference Room, named for Ralph Nafziger, late journalism director.

The Journal Company, Milwaukee, remembered two of the early Journal officials by financing the Nieman-Grant Reading Room.

Members of the Wisconsin Daily Newspaper League gave generously to furnish the Journalism Seminar Room; and Mrs. Frank Thayer provided for the alcove named for

her late husband, professor of journalism and authority on law of the press.

The class of 1921 voted to help furnish the handsome Parliamentary Room, used by all departments for conferences, lectures, and films.

Administered from the Journalism office is the Mass Communications Endowment Fund, now adding up to more than \$450,000, thanks to a recent bequest from a journalism alumnus who prefers anonymity. More than 300 alumni and friends contributed to this fund during the past year alone, according to school director Harold L. Nelson.

They are rallying around because they see the challenges faced by the school: new teaching tasks in a new age of communication on one hand, tightened budgets on the other, he said.

Upstairs, personnel of WHA-TV were still glowing with the success of the all-day "Going on 21" party organized by "Friends of Channel 21" and held at the Madison Coliseum.

"Friends of Channel 21" is a group of almost 3,000 men and women who pay from \$10 to several hundred dollars annually to help the station. Their funds make possible additional quality programming not provided by state budget. They also provide information on the needs and wishes of the community.

Many of the friends spent months preparing for the party: soliciting objects to be auctioned, arranging a succession of music and dance programs, setting up booths to sell everything from plants to pies, enlisting some of "Misterogers' Neighbors" to amuse the children.

As his contribution, Channel 21 weatherman Frank Sechrist undertook to walk the 293 miles to Lake Superior, with sponsors paying him an agreed rate per mile for his efforts.

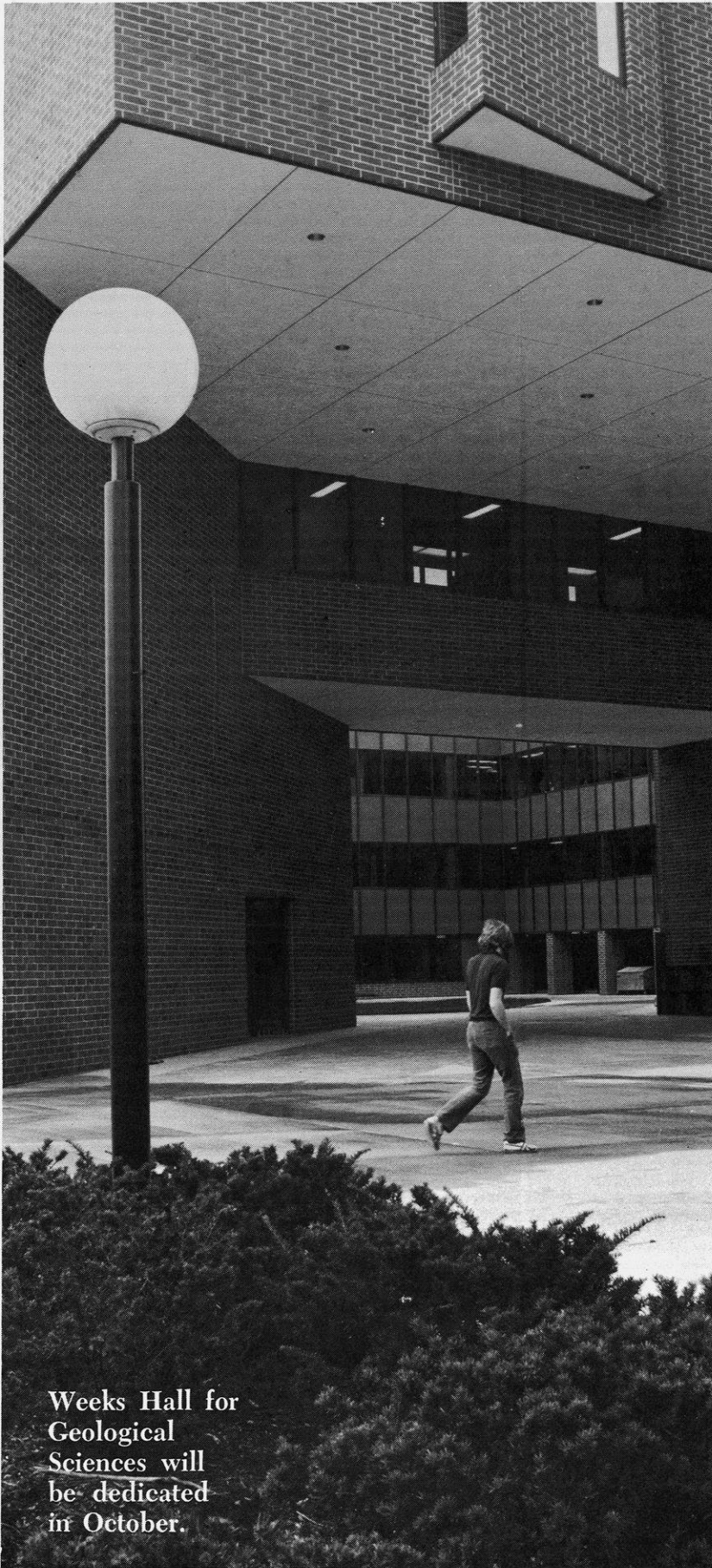
More than 25,000 came to the party. More than \$13,000 was raised at the coliseum and through the Sechrist Walk.

The proceeds will be used to aid a variety of projects, including Saturday programming, publication of Twenty-One Magazine, importing personalities of public television for Madison visits, and contingency funding.

Ronald Bornstein, director of WHA radio and television has said:

"The State of Wisconsin gives generous support. But the 'Friends of Channel 21' make the difference between a good facility and a great one."

We headed west to look at the new academic buildings along West Johnson and West Dayton streets: the Educational Sciences building; the Noland Zoology building; the Zoology Research build-



Weeks Hall for Geological Sciences will be dedicated in October.

ing; the Teacher Education building; the Computer Science and Statistics building; and the Meteorology and Space Science building, all financed for the most part by state and federal funds.

Among all these handsome and homogeneous buildings in brick and stone is a special building on West Dayton Street. This is Unit One of the \$2.5 million Weeks Hall for Geological Sciences, named for the man who built it, the largest gift by an individual in the history of the University. Regular readers of Wisconsin Alumnus magazine are now familiar with this generous man. His accomplishments were described twice recently: last March, when he was among six recipients of WAA's Distinguished Service Award, and again in the July issue, which featured an article by him relating his grave concern over the crisis in the world's fuel resources.

Lewis G. Weeks is a 1917 graduate of the University who was chief geologist for Standard Oil of New Jersey when he retired in 1958. Shortly thereafter he counseled the Australian government in its search for oil and gas, and discovered vast off-shore deposits. He has since made studies of off-shore deposits around the world for the United Nations.

In 1971 Weeks gave the University \$1.5 million for the first phase of the structure. In February, 1974, he turned over another million as a 125th birthday present to build the second unit. The structure will be dedicated next month.

According to Prof. David L. Clark, chairman of the geology and geophysics department, "We outgrew our quarters in Science Hall fifteen years ago. Our makeshift facilities are now spread out over six miles in apartment houses and other old buildings too decrepit to warrant modernizing. In spite of that we have done significant research. We look forward to doing even more significant work in the new Weeks building."

The first unit includes all research and teaching facilities for upper division and graduate courses. Stage two will include space for beginning classes and labs, and the museum, with additional room for training and research.

"Weeks was born in Chilton and has always felt a strong attachment to Wisconsin," Clark said. "He credits his training at the University for his success. His company, named Weeks Natural Resources, now has projects all over the world."

Out Monroe Street and Nakoma Road to Seminole Highway and the entrance to the University Arboretum between ornamental stone pillars designed by Albert Gallistel and dedicated to Michael Olbrich.

On to McCaffrey Drive, named for the secretary of the regents and member of the first Arboretum committee, who kept a sharp eye out for handouts of land. The woods at right and left are carpeted with purple wild flowers.

Past the lilac groves to the parking lot where a party of children is piling off a school bus from Waunakee, their teachers vainly trying to keep down to a proper decorum the shrill voices of the boys and girls.

Down the rise to the office of Dr. Katharine Bradley, director of the Arboretum.

"The Arboretum provides the University with a living natural laboratory for research and instruction which is probably without parallel anywhere in the world," she said. "While originally a research facility for scientists in many fields, it serves also as an outdoor school for students and the public—a place to see and understand the essential organization of nature."

She pointed out that Increase Lapham, pioneer Wisconsin naturalist, was probably the first man to suggest an outdoor laboratory.

He put it into words in 1853:

"It would seem to be peculiarly appropriate for our Universities and Colleges to secure upon the grounds by which they are surrounded at least one good specimen of each tree and shrub that grows naturally in Wisconsin; and I will venture to predict that the University or College that shall first surround itself with such an 'Arboretum' will first secure the patronage and good opinion of the people, and will thus outstrip those institutions that show a lack of taste and refinement by omitting to plant trees."

Last year, Dr. Bradley said, almost 200,000 people tramped through the 1,240 acres of Arboretum, enjoying the fragrance of blossoms and admiring specimens of "each tree and shrub."

Last spring, on "Bike and Bus" day, more than 2,000 men, women and children visited the lilac collection.

Furthermore, she added, twenty-five research projects were carried on with plants and animals last year.

"One project, a study of the mating behavior of woodcocks, has been going on for thirty years. Lately, however, so many people have found their way to the Arboretum that their numbers are disturbing the woodcocks' behavior."

Michael Olbrich is given credit for first suggesting an Arboretum to UW regents. A prominent Madison attorney and executive counsel to Gov. J. J. Blaine, he was a member of the Getaway Club, a small group with a serious interest in conservation. Years before he was

named to the Board of Regents he worked to acquire parklands for the city of Madison; today Olbrich Park on Lake Monona is a living memorial to his dedication.

In addition to talking up the idea to his fellow regents, Olbrich spoke of it to members of the Madison Rotary Club. He won the



ardent support of Aldo Leopold, then head of the Game Refuge Commission, later UW professor of game management and founder of the department of wildlife management. When the Arboretum idea got off the ground, he became research director.

Olbrich was deprived of seeing his dream realized, for he died suddenly in 1929. With his death, and in the economic depression then engulfing state and nation, his dream might have died with him except for men like Joseph W. Jackson, son of a noted pioneer Madison family. By July of 1932, Jackson had made it possible to transfer to the regents 245 acres for which Olbrich had been raising money when he died. William McKay, Madison nurseryman, contributed 150 large pines and spruces, which started the Pinetum, and a local tree surgeon, S. L. Brown, contributed \$50.

On Sunday of graduation week in 1934, the Arboretum was formally dedicated.

At dedication time the Arboretum was comprised of 500 acres. The first gift of land after that was the 190 acres known as the East Marsh, presented by Louis Gardner in December of 1935.

Gardner had come from Chicago to buy out a local baking company and become one of Madison's most civic-minded citizens. He returned from Europe to find the Arboretum committee in despair for need of \$15,000 to take up their option on the Marsh.

According to Nancy Sachse's history of the Arboretum titled "A Thousand Ages," Gardner "opened his purse in a gesture he was to make many times, always with the remark that in so doing his life and his children's lives became the richer."

The determined band of men who served on the early Arboretum committees and called themselves the WCTU—Without Cost to



the University—managed to acquire both lands and labor. For example, Albert Gallistel, for many years UW director of physical plant planning, suggested the Arboretum as a project for the Civilian Conservation Corps; and for the six years from 1935 to 1941, men of the corps labored at planting trees and shrubs, building walls and roads, and dredging ponds. Gallistel estimated the labor was worth well over \$1 million—and it was all WCTU.

Prof. G. William Longenecker of horticulture was executive director from the beginning. For thirty years he helped plan and supervise planting, stone work, and building of paths, firelanes, and ponds. Named for him is the forty-acre horticultural area, including the beautiful lilacs and crab-apple trees which draw thousands of visitors from all over the Midwest every spring.

The Madison Garden Club contributed the first lilac plantings in 1935, according to Dr. Bradley.

"The most touching memorials we have are the trees donated and planted by students to honor a friend who has died. Last Arbor Day, thirteen trees were planted in memory of Don Bosio, coxswain of the UW crew, with funds raised by his twin brother," Mrs. Bradley said.

"Last year a girl student was killed in a bicycle accident. Her friends gathered \$300 for trees.

"This year we have received \$30,000 from the Rennebohm Foundation to support the ranger position. We badly needed an able young man with some ecological background to explain and help enforce regulations, to take small boys out of trees politely but firmly, discourage harvesting of plants and flowers, and generally try to control Arboretum abuse."

For many years the Arboretum has operated out of shanties used by the CCC when they worked there, Dr. Bradley said.

"William McKay left the University \$100,000 which the UW Foundation invested wisely so that almost twice that amount is now available. It is our hope that we can build with the money a headquarters and call it the McKay Center, with offices, public reception and information areas, and other facilities.

"The group called 'Friends of the Arboretum' helped start the guide program of trained men and women who conduct our tours."

Among the animal population of the area are coons, possums, badgers, muskrats, weasels, and deer. Rather unwelcome gifts to the Arboretum are the ducklings children are often given for Easter, she said. "They dump them in the duck pond, and as a result we have the greatest collection of hybrids anywhere, doing absolutely no good to that part of the Arboretum, as well as adding vast quantities of undesirable nutrients to the water of Lake Wingra."

So we ended our tour, somewhat bemused but deeply gratified by all we had seen and heard in the past two days. We reflected that the evidence was crystal clear: devoted alumni and generous friends make the difference between a good university and a great one.

We also decided that, if the friends of the University of Wisconsin—Madison were ever to organize—like the Friends of the Arboretum, the Elvehjem, and Channel 21—no place on earth would be large enough to hold their meetings.



Good and Getting Better

Jim foresees a solid football team and another respectable season.

By Jim Mott

Dir., UW Sports News Service

Wisconsin football is good and getting better! Coach John Jardine's fifth UW team has an experienced nucleus of 34 major "W" winners available from last year's 4-7 team—four of the defeats were by a total of 10 points—with eight starters returning on each of the offensive and defensive teams.

Major keys to success will be improvement on the defensive perimeter and depth in the offensive backfield. The Badgers are two-deep at the offensive skill positions, which holds promise for a diversified attack.

Junior tailback Bill Marek is one of the best running backs and as hard to tackle as there is in the country today. After the 5'8", 180-pound Marek had rolled-up 226 yards against Wyoming, Cowboy coach Fritz Shurmer noted, "We had him stuffed in there a couple of times, but we couldn't stop him. He had great balance." Jardine points out: "Bill has tremendous second effort. I've never seen a young man get so much yardage after being hit. He's built low to the ground and is so well balanced that he keeps right on breaking tackles."

Marek won All-Big Ten honors last year as he rushed for 1,297 yards—which nearly set a school record—and scored 34 points on 14 touchdowns, which *did* set one.

Behind Marek is sophomore Ron Pollard from Columbus, Ga., at 5'8" and 176 pounds. Ron made great progress in the spring, and demonstrated tremendous explosiveness, especially when close to pay dirt. He saw action mainly as a flankerback.

There's good news and a hot fight for the fullback spot, too. A spring duel for that starting position has been waged by junior Ken Starch, 5'8", 207 pounds, of Madison, and sophomore Larry Canada, 6'1½", from Chicago. Starch was the team's leading rusher in 1973. The competition

1974 UW FOOTBALL SCHEDULE

- Sept. 14—At Purdue
Sept. 21—Nebraska (Young Alumni Day)
Sept. 28—At Colorado
Oct. 5—Missouri (Band Day and Alumni Leadership Conference)
Oct. 12—At Ohio State
Oct. 19—Michigan (Parents' Day)
Oct. 26—At Indiana
Nov. 2—Michigan State (Homecoming)
Nov. 9—At Iowa
Nov. 16—At Northwestern
Nov. 23—Minnesota ("W" Club Day)

between Marek and Pollard at tailback and Starch and Canada at full is such that Jardine says he wishes he had that same depth at every position.

Gregg Bohlig, last year's quarterback starter and second in Big Ten passing and total offense, is back, and the experience gained in 1973 has made him a confident signal caller this year.

Jardine is particularly high on Bohlig's play at quarterback. "He's an entirely different person this year," says the coach. "He's running the option well, which he never did before. He's making the right decisions. It's going to be most difficult for anyone—unless he improves drastically—to beat Bohlig out."

With Bohlig, an Eau Claire native, at the controls in 1973, the Badgers ranked third in Big Ten total offense. They averaged 326 yards per game—206.9 rushing and 119.1 passing—and the attack this year should match or surpass those figures.

Greg completed 78 of 172 pass attempts for 1,211 yards and eight touchdowns, with just six interceptions. Only Neil Graff in 1970, with four interceptions in 197 passes, has ever posted a better interception-avoidance record at Wisconsin.

Flankerback Jeff Mack, the Badgers' top pass-catcher the past two seasons, heads an experienced corps of receivers, including split end Art Sanger; (Rodney Rhodes is scholastically ineligible); tight ends Jack Novak and Stan Williams; and Randy Rose, a Green Bay sophomore who showed plenty of spring promise, pressing Mack.

The offensive line features junior Dennis Lick, 6'4½", 255 pounds, from Chicago, who is rated as one of the finest offensive tackles in the collegiate game today. He can do it all. He has started 20 straight games since breaking into the starting lineup as a freshman at LSU in 1972.

Madison senior Bob Johnson, 6'4", 240 pounds, holds down the left tackle position opposite Lick. Lettermen Rick Koeck, 6'1", 225 pounds from Fond du Lac, and Terry Stieve, 6'2", 240 pounds, a Baraboo junior, appear set at guard positions.

All-Big Ten center Mike Webster has graduated, and finding a replacement for him may have been Jardine's biggest offensive problem.

The strength of our defensive alignment appears to be at the ends, where seniors Mark Zakula and Mike Versperman return along with a fine sophomore prospect, Carl Davis, 6'1", 209 pounds, who played enough as a freshman last year to earn a major letter.

Middle guard Mike Jenkins returns for his final year after missing the second half of 1973 with a knee injury which required surgery following the Michigan game.

Top linebackers will be senior Rick Jakious and junior Jim Franz, with depth added by sophomore Andy Michuda and senior Mike Benninger.

There is strength and depth in the defensive secondary, as well, headed by lettermen Alvin Peabody and Greg Lewis at the corners; with Steve Wagner, Mark Cullen, and Terry Buss, all lettermen, battling for the safety positions.

Wisconsin's kicking game should be the best in the Big Ten, with Ken Simmons, the conference's leading punter last year, returning. He's also a veteran cornerkick. Vince

—continued on page 32



The UW needs your support this year.

Adequate funding for higher education depends, increasingly, upon alumni support.

- You have a special reason to give to the 1974 Annual Fund—in celebration of the 125th Anniversary of the University of Wisconsin - Madison.
- A specially-cast bronze commemorative coin is being presented to every donor of \$100 or more.
- Your gift, tax deductible, may be for general purpose use, or may be designated for an area of special interest to you—scholarships, professorships or a particular discipline.
- The UW Foundation administers a complete deferred giving program, which you may wish to explore.

Whatever means of support you may find most convenient for you, the University of Wisconsin is depending on you as never before!



University of Wisconsin Foundation
702 Langdon Street, Madison, Wisconsin 53706

Badger Huddles '74

September 28: COLORADO

Pre-Game—Luncheon
Harvest House, Boulder
1345 28th Street
12:00 noon

\$5.00 per person

Advance reservations only

Mail check to: Wisconsin
Alumni Association Services Corp.
650 N. Lake St., Madison

Reservation deadline: 9/20

Post-Game—Badger Huddle

Sponsored by: UW Mile High
Alumni Club.

U. of Colo. Faculty Club

Following game (Cash Bar)

Reservations to: Peter Orwick,
5920 S. Gaylord St., Denver 80121
(Just let him know how many
to expect—no money, please!)

October 12: OHIO STATE

Columbus Hilton Inn
3110 Olentangy River Rd.
Columbus

11:00 a.m.—12:15 p.m.

(Cash Bar)

October 26: INDIANA

Pre-Game—Badger Huddle
Ramada Inn—Bloomington

10:45 a.m.—12:15 p.m.

(Cash Bar)

*Post-Game—Badger Huddle
& Dinner (Buffet)*

Sponsors: UW Alumni Clubs
of Indianapolis and Louisville.
Ramada Inn—Nashville, Ind.
State Highway 46 East

Advance reservations only—

write for form to:

Delores Hillery, Pres.
7453 Avalon Trail Rd.
Indianapolis 46250

Deadline: Sat., Oct. 19

November 9: IOWA

Holiday Inn of Iowa City
10:45 a.m.—12:00 noon

(Cash Bar)

November 16: NORTHWESTERN

Sponsor: UW Club of Chicago.

For information contact:

Robert T. Waddell
J. Walter Thompson Co.
875 N. Michigan Ave.
Chicago



Don't forget our date!

Oct. 1

Fall Women's Day

Oct. 5

Alumni Leadership Conference

Oct. 9

Wisconsin Singers Champagne
Benefit

Nov. 1-2

WAA Board of Directors Meeting

Nov. 2

Homecoming (Reunions: Classes
of 1954, '59, '64)



*"I go exclusively to the WAA
Open House before every home
game. Anyone who is anyone
is there!"*

**And no wonder. It's at the
beautiful new Union South on
the corner of Johnson and Randall
streets, handy to parking lots
and the Stadium. There's free
coffee or cranberry juice,
and Wisconsin cheese.**

**Or a cash bar. And several
excellent dining rooms.**

**We'll look for you from 10:30
in the morning until 12:30
before every home football game.**

Football Forecast

continued from page 30

Lamia is available for points and short-range field goal tries, as is Randy Rose, who can run back a punt or kickoff as well as deliver them, as does Selvie Washington—he has a 96-yard kickoff return for a touch-down at Nebraska to his credit—and Ron Pollard.

The schedule remains tough. It includes Nebraska, Colorado, and Missouri from the Big Eight; and the Big Ten co-champions of 1973—Ohio State and Michigan—back-to-back in October. Ohio State finished second in the final polls last season, while Michigan ranked No. 6, Nebraska No. 7, and Missouri No. 17

—continued on page 34

Homecoming '74

Fri.—Sat. Nov. 1-2

Football: Wis. vs. Michigan State.

Saturday night nostalgia gala for all alumni, at Great Hall. Free hors d'oeuvres, orchestra, cash bar.

Semi-annual Meeting, Board of Directors of Wisconsin Alumni Association

Dinner-dance: Ag & Life Sciences Alumni

Dinner-dance: Pharmacy Alumni

Breakfast: Women's Phy Ed Alumnae

Post-game reception: Cheerleader Alumni

Luncheon, Home Economics Alumni, and

Special Events for Classes of 1954, 1959, 1964

Saturday coffee open house for all alumni at Alumni House and Union South, 10:30 a.m.—12:30 p.m.

Note: Chairmen for all special reunion events mail information on times, places and costs to all alumni involved, using the most recent addresses in our University files. Incorrectly addressed mail is not forwarded. If you should have received a mailing but have not, write or phone our offices:

WAA

650 N. Lake St.

Madison 53706

Phone: (608) 262-2551

Football Tickets Must be Purchased from the UW Ticket Office, 1440 Monroe Street, Madison, 53706.

Give yourself this handsome, bronze-on-marble commemoration of an historic highlight. In relief is the Lincoln statue from Bascom Hill, your name, and your WAA Life Membership number. And if you don't have a Life Membership—and consequently no number—you've come to the right place. We have several. We want to sell them to you because it is Life Membership dues that help us build our capital funds to earn the interest on which we serve you and our University. Annual memberships are fine. But not nearly so helpful as Life Membership income.

So we've come up with two ways to make your purchase of a Life Membership easier than ever. We've lowered the price to certain groups. And we dangle that 125th Anniversary commemoration in front of you. What's more, you can charge it to your Master Charge or BankAmericard.

Ideas such as these are what have given WAA the largest number of Lifetime Members of any alumni association in the Big Ten.

Everybody who takes out a Life Membership gets a special rate, and a permanent plasticized card to flash. There's one point, though.

Only those who pay their Life Membership in a single payment get the historic bronze-on-marble conversation piece. But don't let that scare you. Look how low all these rates are.

For members of the **Classes of 1967 through 1973**, a single Lifetime Membership is \$100. You can pay it in five annual payments of \$20. A husband-wife Lifetime Membership is \$120, or \$24 annually for five years. For the **Classes of 1935 through 1966** we've lowered our regular Life rates from \$150 and

\$175 (single and husband-wife) to \$125 and \$150 respectively. If you want installments on these, they're single: \$25 a year for five years; husband-wife: \$30 a year for five years. For **Classes of 1925 through 1934**: Single Life membership is \$75 (can be paid in three annual payments of \$25); husband-wife, \$100 (\$25 a year for four years.) For those in the **Classes of 1924 and before**, it's \$30 for a single; \$40 for husband-wife.

We want you as a Life Member. That's why we've made it all so easy and so inexpensive. And why we'll send full-paying members this special gift.

Come along with us, today!

Wisconsin Alumni Association

650 N. Lake Street, Madison 53706

Yes! Send me my 125th Anniversary memento. Here's my payment in full for a _____ Single; _____ Husband-Wife Life Membership at \$_____. I'm in the Class of 19_____.


I can't make a payment in full, but I do want to be a Life Member of WAA. Here's the first payment of \$_____ for a _____ Single; _____ Husband-Wife membership at your rate of \$_____. I'm a member of the Class of 19_____.


Send two membership cards. For our husband-wife membership. (Spouse's full name: _____)


NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

 Master Charge # _____ BankAmericard # _____

 Exp. Date _____

 Interbank # (Master Charge only) _____

It's the UW's 125th Anniversary. Give yourself a gift.





26 Issues Devoted Exclusively To
The University Of Wisconsin-Madison
Athletic Programs

Dear Badger Backer:

For some time I have been trying to find an information vehicle which would keep the people interested in the University of Wisconsin-Madison athletic program fully informed regarding activities in all sports.

Through the cooperation of Royle Publishing Co., Inc., who print **Packer Report**, a new and informative newspaper is being born. I refer to **BADGER REPORT**, a tabloid-type newspaper which will be published weekly during the football season and bi-monthly during the rest of the University academic year. There will be twenty-six issues in all with features by the coaches, guest writers, color pictures and, what is most important, total coverage of the entire athletic program. This, of course, includes the thirteen sports conducted for men and the eleven sports conducted for women.

I highly recommend, if you would like to be totally informed about the University of Wisconsin-Madison athletic program, you subscribe to **BADGER REPORT** and have this total information delivered to your door.

Sincerely,
Elroy L. Hirsch
Director of Athletics

SPECIAL INTRODUCTORY OFFER

Subscribe Now...
use the coupon
provided below and
of your subscription fee will go
to the UW-Madison Athletic Dept.
\$200

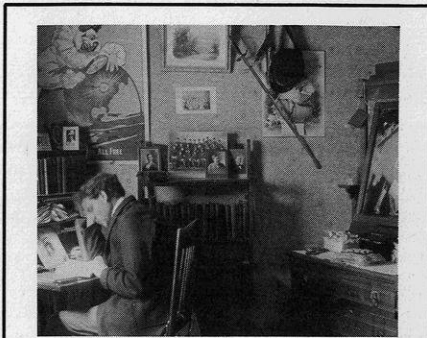
Mail to: **Badger Report**
112 Market Street,
Sun Prairie, WI 53590
(Please Print)

Name _____
Address _____
City _____
State _____ Zip _____

Enclosed is check money order
for: 1 season 26 issues \$7.95
2 seasons 52 issues \$15.90
add \$200 per year for out of state

Football Forecast
continued from page 32

among the nation's top 20.
Ohio State took the Rose Bowl; Nebraska the Cotton Bowl; and Missouri the Sun Bowl.
The Badger coaches and players reflect on the tough schedule: "It's one that won't go unnoticed. It will be on the front page of every sports section in the country," says Jardine. □



*The University
of Wisconsin*
**125 YEARS
THROUGH THE
CAMERA'S EYE**

Selected from thousands of historic photographs, this catalogue captures the most important and attractive visual images of the University of Wisconsin-Madison between 1849-1974. This publication and the exhibition of original daguerreotypes, tin-types, old and modern photographs commemorates the 125th anniversary of the University.

Soft cover. 70 pages. 9 x 10 1/2". 42 black and white illustrations.
Cost: \$3.50 postpaid, tax included.

Mail orders with check to:
Elvehjem Art Center
University of Wisconsin
800 University Avenue
Madison, Wisconsin 53706
Attention: Publication Sales

Letter From the Editor
continued from page 3

she is eminently suited to the job. Just a few weeks before we gave her the assignment she had retired from the UW News Service after twenty-eight years. In that time she covered the campus and its people from A to Z literally—from anthropology to zoology—and she mastered the journalistic art of writing about them so that the reader knew them and wanted to know more. Hazel started out in the class of 1932, but married and had three children ("not all at once") and then, when she'd gotten them started properly, came back to the J-School to graduate in 1944. She's most satisfied that the shove she gave the kids *was* the proper one, because all three—Mike, Patricia and Terry—attended the University!

Once they got on their own, Hazel began the envious habit of traveling during vacations, and ere long she could tell you just about as much of what was happening in Morocco or Heidelberg as she could about the Rathskeller. (Between submitting this manuscript and reading proof she got in her third two-week trip to London.) Now, a lady who's gotten around that much could be a little blasé about things at home, but when you read this issue we think you'll agree that Hazel has lost none of the wonder and curiosity that kept her so very interested in this very interesting campus for all those twenty-eight years.

—Tom Murphy

**Taking
Off?**



Give us your new permanent address as far in advance as possible to help assure uninterrupted delivery of your magazine.

Name _____
Present address _____
City _____
State _____ Zip _____
New address: _____

Zip (We must have!) _____
Date for new address _____



Come Along With Us!

1974 Hawaiian Holiday
November 27–December 5

\$579 +10% tax, per person, double room occupancy. Single room occupancy, \$130 more. A deposit of \$150 is required with each reservation.

There's only one Hawaii, and we'll take you there while the melancholy days of winter set in back home. Instead of cold, grey earth and biting sleet, we'll give you sun and flowers and warm breezes. We'll give you seven wonderful nights at the famed Kahala Hilton Hotel, where rooms are individually air-conditioned, with his-and-her baths. Where the golden beach begins at your front door beside a tropic lagoon where porpoises play. And where Diamond Head is your backdrop, and the hotel's Maile Restaurant has orchids and lighted fountains. And where, for six golden days, you can ride outriggers or pedalboats or surfboards. Where you can go snorkeling or deep-sea fishing, shopping, or be shuttled free to the exciting Hilton Hawaiian Village. We'll give you special cocktail parties to bid you welcome and to wish you farewell. We'll invite you to tour the Iolani Palace with us, and visit Punchbowl Crater and Mt. Tantalous. We'll provide optional tours at low group rates—such as the Pearl Harbor cruise, or overnight visits to the fabulous neighboring islands. We'll take very good care of you! There'll be our full-time escort from Alumni Holidays, and a hospitality desk exclusively for our group. We jet roundtrip, Chicago–Honolulu, on a United Airlines jet! Hurry and sign on!

1975 Big Ten Alumni Caribbean Cruise
January 29–February 9

from **\$625** each for double cabin occupancy. Send for your brochure immediately to make your choice of cabin.

Sail 'neath the sun aboard the opulent *M. S. Renaissance*, Paquet Cruises' queen of the seas. From Port Everglades, Florida (after we fly you there at special group rates),

you and your fellow Badgers join with alumni of Northwestern and Minnesota Universities, to cruise luxuriously for eleven days to Cap Haitien, Santo Domingo, Curacao, Montego Bay, and Mexico. Aboard the air-conditioned ship you'll relax, or play bridge with the pros, shop in the boutique, or enjoy the health club. There's dancing in the Continental Cabaret; a library; crystal swimming pools; and a cinemascope theater. And always Paquet's exquisite French cuisine and wines and service. During five days ashore there's a range of adventure and fun to thrill you in Santo Domingo, with its 16th-century cathedral that houses the remains of Columbus; Curacao, which is the Netherlands transported; Jamaica's Montego Bay, with lush vegetation and magnificent mansions; Cap Haitien, Haiti's most historic and beautiful town. At Mexico you take your choice between a day at the idyllic resort island of Cozumel, or an exciting excursion to Tulum or Chichen Itza, two of the most fascinating cities of the ancient Mayan civilization.

WAA Services Corp.
650 N. Lake St., Madison 53706

Please make _____ **Hawaiian Holiday** reservations at \$579 each + 10% tax (plus \$130 for single room). I am enclosing \$_____, which includes \$150/person deposit.

Charge my _____ MasterCharge _____ BankAmericard: _____ Card No. _____, Expiration Date _____ Interbank No. (MasterCharge only) _____.

Send brochure only on **Hawaiian Holiday**.

Please rush me my brochure on the **Caribbean Cruise**, complete with day-to-day schedule and cabin rates, so that I may make my cabin choice.

Name _____ Phone No. _____

Address _____

City _____ State _____ Zip _____

Please make checks payable to: Badger Hawaiian Holiday



Eighth Annual

Women's Day With the Arts —1974

Sponsored by Wisconsin Alumni Association

Tuesday, October 1

Alumni House • Wisconsin Center • Lowell Hall • Union Theater
Registration and coffee, 8:15–9:15 a.m.

MORNING PROGRAM—Wisconsin Center

Sessions at 9:30 and 10:40.
You may attend two sessions.

A. FRENCH IMPRESSIONISM IN SONG AND PAINTING

The brilliance of French Impressionism was not limited to the visual arts. It spilled excitingly into the world of music, too. In an "illustrated concert" of slides and song, Bettina Bjorksten, lyric soprano and associate professor in the School of Music, lets you see and hear the sparkling relationship between the works of such as Schubert, Hugo Wolf, Fauré, Debussy, Manet, Monet, Degas and Renoir.

B. "SO YOUNG AND SO UNTENDER?"

Thus did old King Lear cry out against the seeming cruelty of his daughter, Cordelia. There is nothing new about the generation gap! Literature both past and present, tragic and comic, mirrors the conflict between generations, between parents and children. Prof. Irving Kreutz, chairman of the Extension English Department, explores the literature that has dealt with this universal condition, from the ancient trilogy of Aeschylus to O'Neill's *Long Day's Journey Into Night*, with stops at Shakespeare, Moliere, Fielding, Dickens, Turgenev, D. H. Lawrence, Frank O'Connor, and others.

C. A CREATIVE APPROACH TO TEXTILES

Annelies Steppat, an instructor in the Extension Arts Department, offers an illustrated demonstration on injecting true creativity into your work in textiles: stitchery, weaving, hooking, knotting techniques, whether your next challenge is a rug, a pillow or a wall-hanging. She explains the importance of getting the best from texture, color and design, and proves her outstanding ability with many examples of her work.

D. BEAUTY COMES IN ALL SIZES

Your camera is a wonderful means of seeing the creative beauty in the world around you, in all seasons, at all

times, in any place. UW-System President John Weaver is an accomplished amateur photographer whose works have been published often. He avoids technical trivia as he uses slides of his photos to show you how to capture new excitement in things large and small in flowers, animals, nature panoramas.

LUNCHEON—Noon

Lowell Hall • Wisconsin Center

AFTERNOON PROGRAM—Union Theater

1:15—Greetings: Fern Plekenpol Lawrence, general chairman of Women's Day With the Arts; and Edwin Young, chancellor of the Madison Campus.

"J'aime le Ballet!"

Here's a delightful potpourri from the repertoire of The Wisconsin Ballet Company, featuring company members in generous excerpts from "Nutcracker," "Bach by Jacques," "Pas de Cinq," and "Ensuite . . . And Then." Introductions are by Tibor Zana, the company's artistic director, an associate professor in the UW's Women's Physical Education Department.

Seating is limited. Register today!
Fee \$6 includes morning coffee; luncheon

Women's Day With the Arts, Wisconsin Center
702 Langdon St., Madison 53706

Here is my check payable to the Wisconsin Alumni Association, in the amount of \$..... for reservations at \$6 each.

Name _____

Address _____

City _____

State _____ Zip _____

Circle choice of two morning sessions: A B C D

Guests' names: A B C D

.....: A B C D

.....: A B C D

.....: A B C D

From June 1 to December 31 of this year, sell 30 Wisconsin Alumni Association new memberships—annual or lifetime, individual or husband-wife*—and win seven glorious days for one on Grand Bahama Island as our guest on the sun-filled Badger Bahama Holiday tour, March 28–April 4, 1975, free of all regular charges!†

Here's a fabulous opportunity open to all WAA members. The tours will be awarded for every 30 new memberships sold by any individual member (or by any chartered Wisconsin Alumni Club, which can then award the prize to one of its members by any method which does not violate State of Wisconsin lottery laws.) If winners cannot participate on the dates of our Badger Bahama Holiday, the fair market value of the tour may be applied toward any other tour of your choice sponsored by Wisconsin Alumni Assn. Services Corp.

Or, Try For These Other Fine Prizes

For TEN new memberships: Choose the handsome University plaque, deep-etched in red, white and gold on amazingly realistic "walnut" for the wall of your den or recreation room (Retail value: \$17.95), or six stunning crystal goblets delicately etched with the University seal. (Retail value: \$12.95).

For FIVE new memberships: Select our Badger-red-and-white Naugahyde briefcase, fully lined, spongeable and roomy, with the UW seal in white (Retail value: \$10), or the Bucky flight bag of tough, bright red-and-white fabric, complete with shoulder strap. (Retail value: \$5).

For ONE new membership: Take the perky Helmet key chain in red-and-white enamel on gold, the bright duplicate of the Badger football helmet (Retail value: \$2), or two durable red-and-white plastic luggage tags, to show the world you're a Badger in the Bahamas or wherever you go.

Follow these simple rules:

1. Fill out the membership kit request below and mail it to us. By return mail you'll receive: sample issues of *Wisconsin Alumnus* magazine; WAA brochures which detail our activities, membership benefits and application forms;

and a list of UW–Madison alumni, in your city or area, who are not members of WAA. (Additional lists available when you've won-over all these!) *Memberships must be new; annual renewals don't count.*

2. For each membership you sell, return to our offices the dues paid: an annual payment, individual or husband-wife*; or the first installment on a lifetime membership, individual or husband-wife*. (Yes! Any new lifetime member who pays you the entire membership fee in one payment gets the handsome marble-and-bronze paperweight, honoring the UW's 125th anniversary, advertised elsewhere in this issue.)

3. When mailing us your new-member application blanks and dues payments, be sure to enclose a covering letter listing names and addresses of those new members—a double check to be sure you are properly credited.

All gifts will be awarded on the basis of new memberships sold between June 1 and December 31, 1974. The list of winners will be published in the March, 1975 issue of *Wisconsin Alumnus* magazine, but, of course, all prizes winners will be confirmed in writing to them well before that.

* Husband-wife memberships count as ONE membership.

Hurry! Send today for your membership kit and get ready to take your place in the Bahama sun.

WIN A FREE WEEK IN THE BAHAMAS!

Membership Committee
Wisconsin Alumni Association
650 N. Lake Street, Madison 53706

I'm after that grand prize! Send me my membership kit.

Name _____

Address _____

City _____ State _____ Zip _____

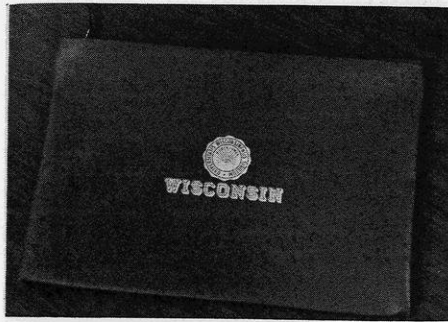
† Here's what's included in this delightful prize! Your round-trip jet flight from Milwaukee; hotel lodging with the tour group in a first-class Bahama hotel; two full meals each day; all our special Badger parties and get-



together; plus hotel taxes, portage and baggage handling, transfers to and from airports; U.S.-departure and Bahamas-departure taxes; plus services of our professional escort!

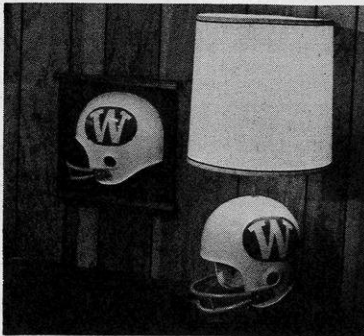
BADGER BAZAAR

A glorious medley of U-rah treasures by which you: (1) prove you were classy enough to go here; (2) lay-in a trove of tomorrow's antiques; and (3) half-finish your Christmas shopping right there and now.



Braggadocio Portfolio

Soft, luxurious Naugahyde in cardinal red with UW seal and "Wisconsin" in white. Roomy: 17" x 11½". Fully and handsomely lined; rolled seams; spongeable inside and out. There's a dependable zipper with a tab you can get your hands on. \$10.

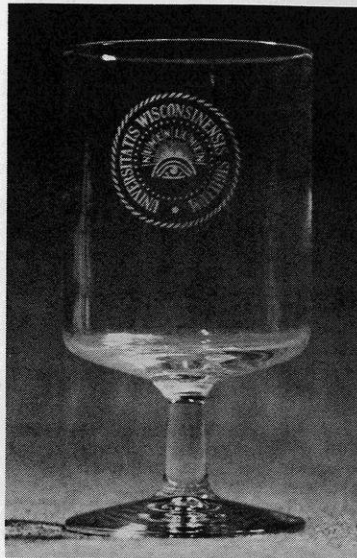


UW Helmet Lamp or Plaque

One or both will light up his den and provide him hours of good story material. Who's to say that authentic Badger helmet isn't the one they retired after he wore it!

The lamp has the full helmet on a cardinal-red felt base framed in black wood. The shade is fabric-covered. Stands 27" high, has a three-way switch. \$35

The plaque is 13" square, the half-helmet set against cardinal-red felt in a black wooden shadow box. \$17.50



The University Goblet

Crystal stemware, finely, delicately etched with the University seal. Truly handsome, wonderfully eclectic. 11-oz. goblet; 5½" tall. Set of six, \$12.95



Lifetime WAA Membership

We culminate this tantalizing exhibit by suggesting *The Gift Supreme*, a Lifetime membership in Wisconsin Alumni Association! Pay it in full* and present the recipient with this bronze-on-marble paperweight, a duplicate of his/her membership card and number, OR if he/she has already taken care of the dues *in full*, give the paperweight for only \$10. Allow six weeks for delivery.

*Lifetime membership rates: Classes of 1967-74; Husband-Wife \$120, Single \$100. Classes of 1935-66: Husband-Wife \$150, Single \$125 (these special rates good in 1974 only). Classes of 1925-1934: Husband-Wife \$100, Single \$75. Classes of 1924 and earlier: Husband-Wife \$40, Single \$30.



Bucky and the UW Seal for Needlepointers

Keep your campus memories alive with these distinctive needlepoint works. Each comes silk-screened on 15" square canvas, ideal for framing or pillow-topping. Each has its color-correct fine yarns, needles and easy directions. The UW Seal is red and white. Bucky is red, white and black. Each kit \$25 complete. (Indiana residents add \$1 sales tax for each kit.)

WAA Services Corp.
650 N. Lake St., Madison, Wis. 53706

Please ship me the following:

Quan.	Item	Cost

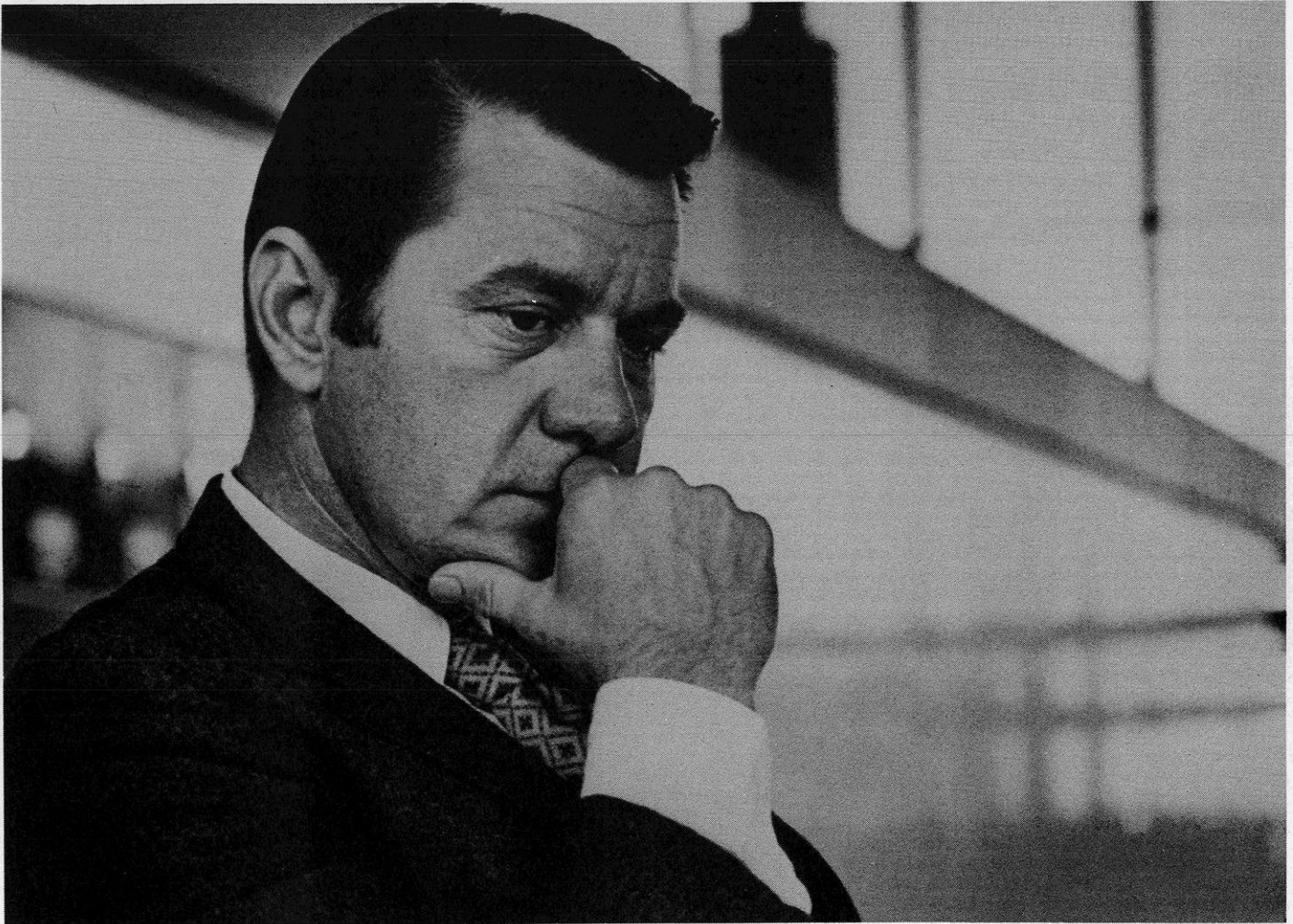
Here is my check for \$ _____

Name _____

Address _____

City _____

State _____ Zip _____



Crossroads.

Where are you going from here?

You could spend the rest of your life helping people solve life's money problems.

You could spend the rest of your life counseling men like you in your home town.

You could spend the rest of your life in a rewarding career as one of the most highly trained, respected, and honored life insurance professionals in the country.

You could qualify as a Mass Mutual agent.

You could call Earl C. Jordan, our General Agent in Chicago at 312-939-6400 or write him at 111 W. Jackson Blvd., Chicago, Ill. 60606

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS. ORGANIZED 1851



