



This... is your university. October, 1949

Madison, Wisconsin: University of Wisconsin, October, 1949

<https://digital.library.wisc.edu/1711.dl/5NPOMMOL6DUZV8N>

<http://rightsstatements.org/vocab/InC/1.0/>

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

File [Publications]
1949

Bulletin of the University of Wisconsin



THIS...

is your University

**BULLETIN OF THE
UNIVERSITY OF WISCONSIN**

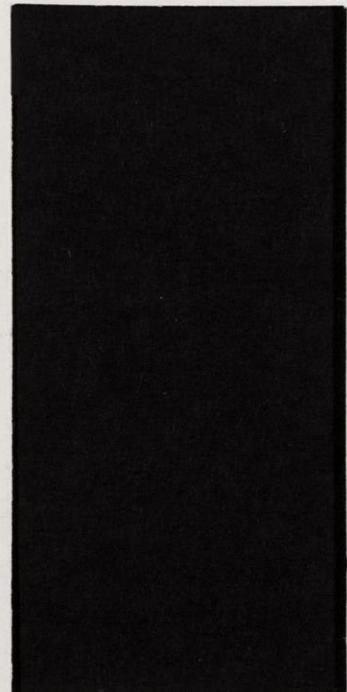
Series No. 3140

General Series No. 2914

October, 1949

The Bulletin of the University of Wisconsin is issued monthly and is entered as second-class matter at the Post Office at Madison, Wisconsin, under the Act of Congress of August 12, 1912.

Public Service Publication Number 1
UNIVERSITY NEWS SERVICE



THIS . . . is the University of Wisconsin

A beautiful campus

A historic idea

Eager students

Stimulating teachers

A human home of learning

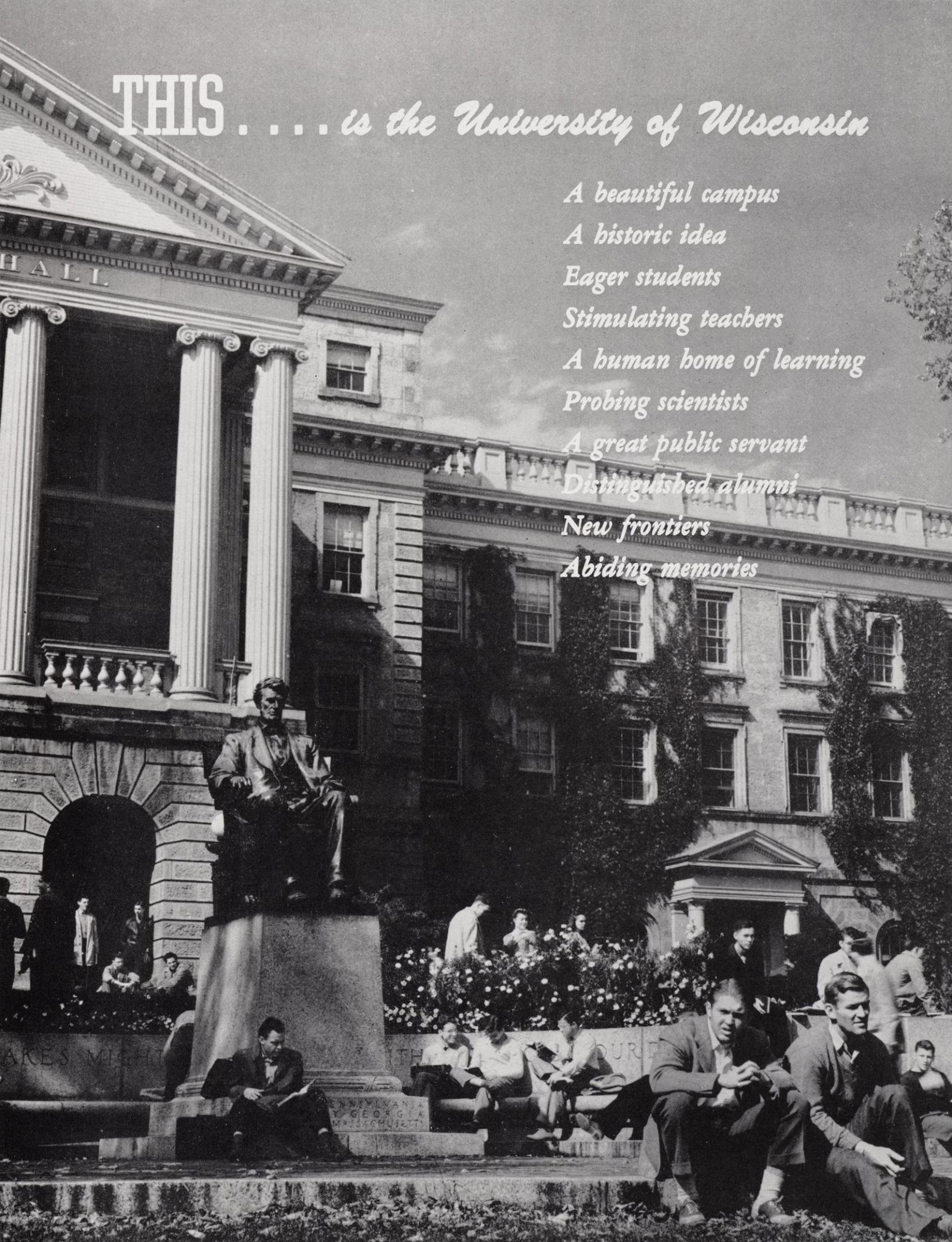
Probing scientists

A great public servant

Distinguished alumni

New frontiers

Abiding memories





THE CARILLON TOWER punctuates the natural loveliness of the Lake Mendota shore. To the left, a glimpse of Elizabeth Waters Hall for women. In the distance, matchless Picnic Point. The 85-foot Tower is the gift of the University classes of 1917 to 1927. Its 30 bells chime as students go to and from classes, their music symbolizing "that deeper harmony of forces that underlies effective living alike for the individual and the state." At Wisconsin in the Springtime, this attractive spot often lures classes out of doors.

A beautiful campus

ALMOST EVERY American college has a prize "view." Nature was so generous to the University of Wisconsin that students and faculty members differ as to which of its many vistas is the best.

Lake Mendota and Picnic Point with Elizabeth Waters Hall in the foreground, seen from storied Observatory Hill, is truly one of the country's rare natural outlooks, and its appeal has charmed thousands of world visitors.

Football fans occupying the higher west-side Stadium seats enjoy a splendid panoramic view of the University, the State Capitol, the Madison city sky line, and a glimpse of four lakes. Aging North and South Hall have an ivy-covered enchantment all their own. The Wisconsin Union Theater, of contemporary design, is striking in its functional beauty. Countless elms, oaks, larches, shrubs, flower beds, and Indian effigy mounds lend appeal to the College of Agriculture area.

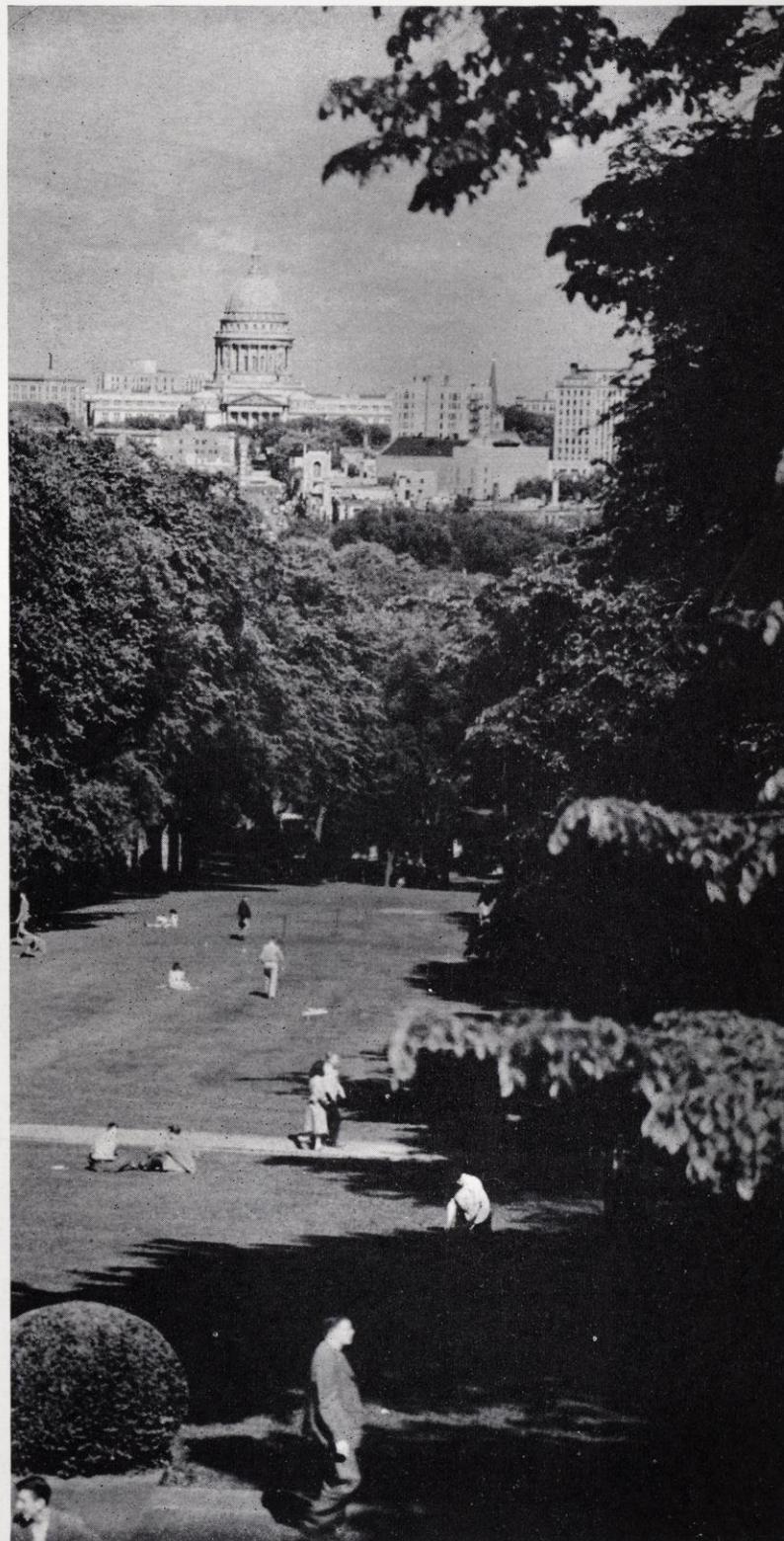
Some of the beauty is marred now by Quonset huts and surplus Army barracks, but the green sweep of Bascom Hill, its elm-framed view of State Street, and the Lincoln statue, which has become virtually a University trademark, are as impressive as ever. Today, as a generation ago, Longfellow could well write of Madison: "All like a floating landscape seems, in cloudland or the land of dreams, bathed in a golden atmosphere."

This is the University of Wisconsin—a beautiful campus.



"This University is strong in numbers. It is democracy, where merit alone counts; its standing in scholarship is of the highest; its degrees are recognized by every university in the world; and its spirit and purpose

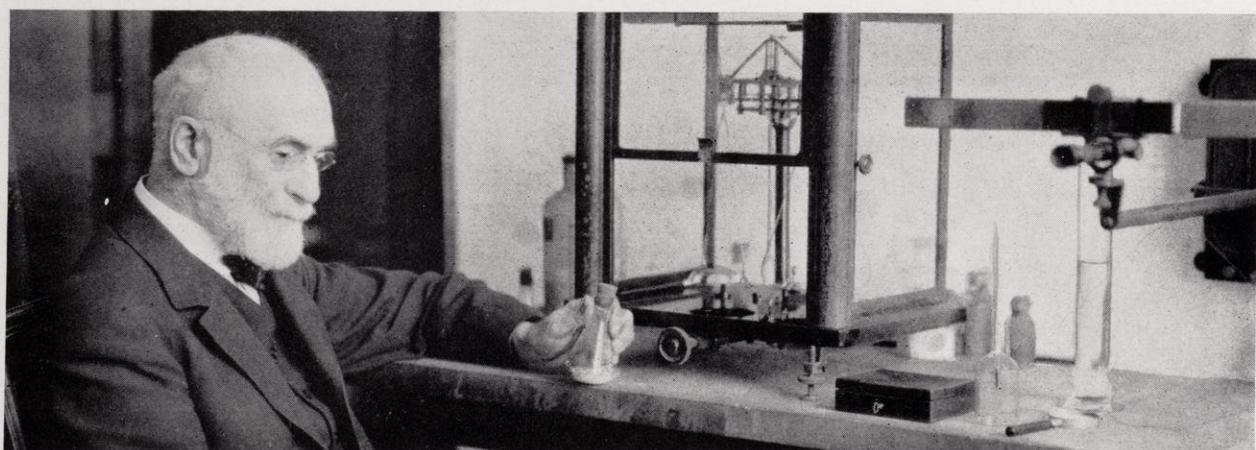
are as broad and inclusive as the universe . . . To this must be added the natural endowment of the University of Wisconsin—its location is sublime."—THE MOSELEY INTERNATIONAL COMMISSION ON HIGHER EDUCATION, 1908.



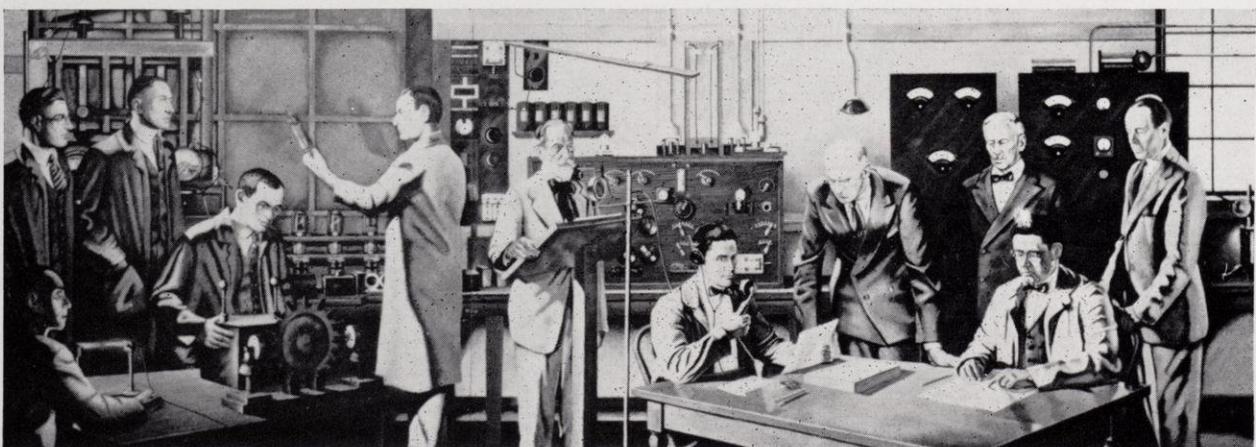
FROM BASCOM HILL, the towering State Capitol a mile away is a sight long remembered by all who visit the Wisconsin campus. Madison was recently recognized by *Life Magazine* as one of the best cities in America in which to live. Badgers everywhere agree.



TEACHING is one of the three great functions of the University. The famous *Wisconsin Idea* came early to embody the talents of stimulating scholars. This is Professor Frederick Jackson Turner's seminar in American history in session at Madison in 1894. Like Turner, Wisconsin professors continue to be forceful, friendly.



RESEARCH makes the University a forward outpost in man's continuing attack upon the unknown. Stephen M. Babcock in 1890 invented a revolutionary butterfat test and then went on to lay the groundwork for Wisconsin's later discoveries in the field of nutrition. Today, a new dairy building bears his name.



PUBLIC SERVICE is the third task of the University—the extension of knowledge beyond the confines of the campus to the state and nation. This mural in Radio Hall on the campus depicts the work of the pioneers who made WHA "the oldest station in the nation." WHA is now part of a six-unit statewide FM network.

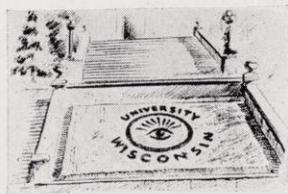


THE CAMPUS in 1867, as depicted on a University letterhead of the time. Wisconsin and its University share the same birthday. Both were established by law in 1848. Old North Hall (to the right) was built in 1851.

A historic idea

SOME UNIVERSITIES are famous for their impressive buildings. Some make the football headlines year after year. Others take pride in their unique courses. Your University of Wisconsin is best known for its historic *Wisconsin Idea*. And what is more fitting than that a *university* should be famous for an *idea*?

The *Wisconsin Idea* is an ideal of public service. It is the Golden Rule in education. It is the belief that the University is of, by, and for the people. It is the conviction that in all the great interests of Wisconsin, in all the fields of social activity, the University should help lift the life of the Commonwealth to higher planes. It is the slogan that the boundaries of the campus are the boundaries of the state. It is a spirit of stewardship. Above all, it is the responsibility of providing broad and deep education for the young men and women of the state.



"I shall never rest content until the beneficent influences of the University are made available to every home in the state." —CHARLES R. VAN HISE, 1904.

Wisconsin has traditionally believed that a state university has the responsibility of taking professors, books, skills, findings of research, interpretations, insights, and publications to the people—making all its resources available, not just to students within the college walls, but to youth and adult wherever they are. Wisconsin seeks also to educate and train young men and women strong in honesty and integrity, in each of whom there is deeply planted a sense of the privileges and responsibilities of democratic citizenship.

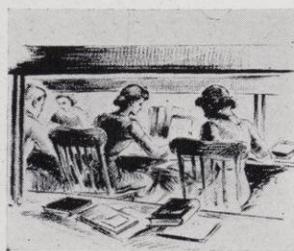
The *Idea* was here when Wisconsin was founded on February 5, 1849, with one professor and 17 students in a single borrowed room. The *Idea* guided Wisconsin's great presidents—Bascom, Chamberlin, Adams, and Van Hise—in the University's period of unique development. It lives today in what has become one of the ten largest universities in the country—with 1,800 teachers and 20,000 students on the Madison campus and in extension centers, with a priceless aura of untrammeled inquiry, and with a pervading spirit of unselfish devotion to the public weal.

In its second century the University stands as a massive symbol to attest the enduring faith of a free people in the processes of education.

This is the University of Wisconsin—a historic idea.



THE LIGHTS OF LEARNING burn late in the Engineering Building. The University is built around the student. He comes to prepare for an interesting, full, and satisfying life, and to prepare to earn a successful living. Scholastic standards are high because thousands of ambitious students have made them so. One-third of the undergraduate men and a third of the undergraduate women work part-time while they are students at Wisconsin. More than 800 scholarships and fellowships are awarded annually to needy and worthy students.



"At no other educational institution in America is the ratio of academic effort to marble so great as at the University of Wisconsin."—LOOK MAGAZINE, August 17, 1948.

Eager students

THE EXTENSION EXPERT up-state and the scientist in the laboratory may make the headlines, but the real core of your University of Wisconsin is the college students. There are more than 20,000 of them—of many races, creeds, and colors. They come from almost every state in the Union and from many foreign countries, but mostly from Wisconsin. They come from farm and factory, from estate and tenement, from one-room school and private academy. Half of them work their way through. Many are veterans. A surprising number are married. All are intent on that great American ideal of getting an education.

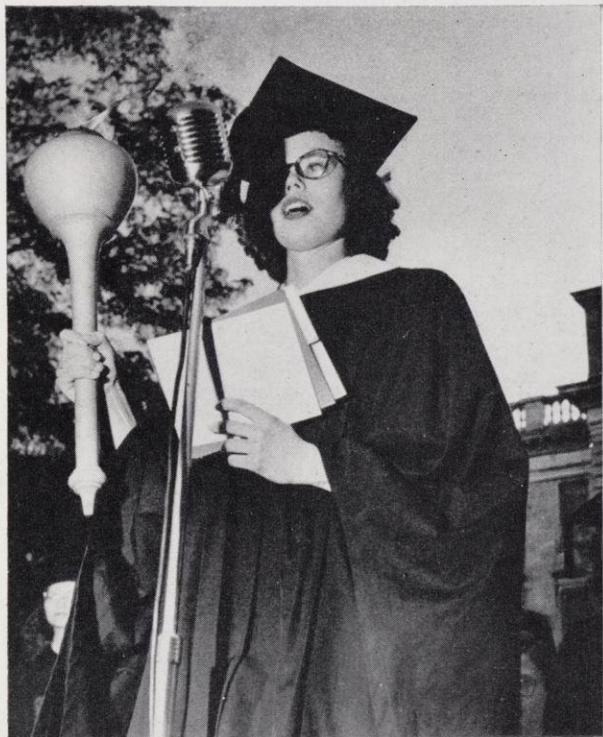
Sure, some are playboys. Some flunk out. But the great bulk of Wisconsin students are eager to learn—to be trained in how to make a living and to be educated in how to live. They take thousands of courses, from animal husbandry to women's fields in journalism, from introductory English literature to advanced quantum physics. And they learn not only in their classrooms, labs, and libraries, but in their daily associations with their fellows. They learn in fraternity bull-sessions, over cokes in the Union Rathskeller, on an outing club hike, singing in a chorus or playing in the band, scoring an intramural touchdown, writing a story for the *Daily Cardinal*, running for Student Board office, planning a YMCA forum.

At few other universities in the country is the range of student classroom and extracurricular activity so broad and the concept of student participation so democratic as at Wisconsin.

In the classroom and out, it is the interplay of mature men and women of learning with young men and women of ambition, on a basis of mutual respect, that marks the Wisconsin enterprise. There is no better method of opening doors of understanding and opportunity than this liberal linking of mind and energy on a scale as broad as human endeavor and as high as human aspiration.

The University is a vital laboratory for industry, agriculture, and health; and a college of profound economic and social thought; but above all it is the wellspring of a great stream of earnest young people who are bringing new life and enthusiasm to the citizenry of the country.

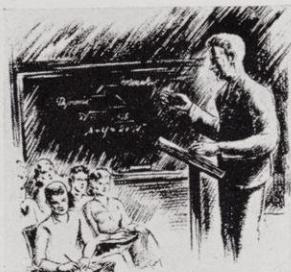
This is your University of Wisconsin—eager students.



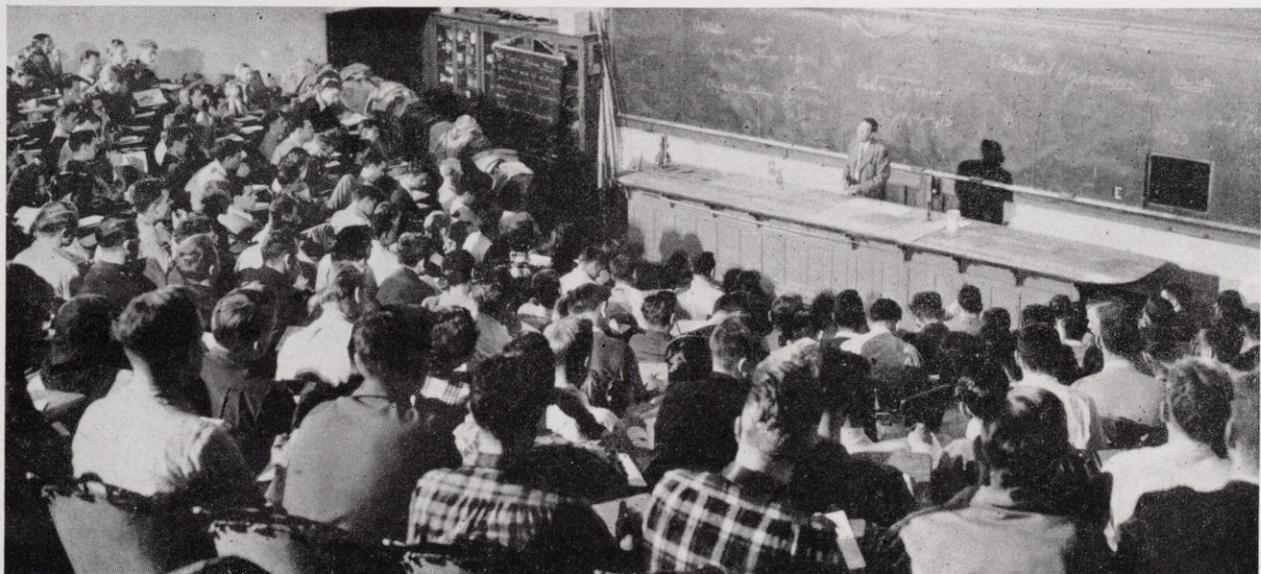
A TORCH OF KNOWLEDGE is passed on each year by the retiring president of the Women's Self-Government Association to her successor at a symbolic Senior Swingout Ceremony on Bascom Hill.



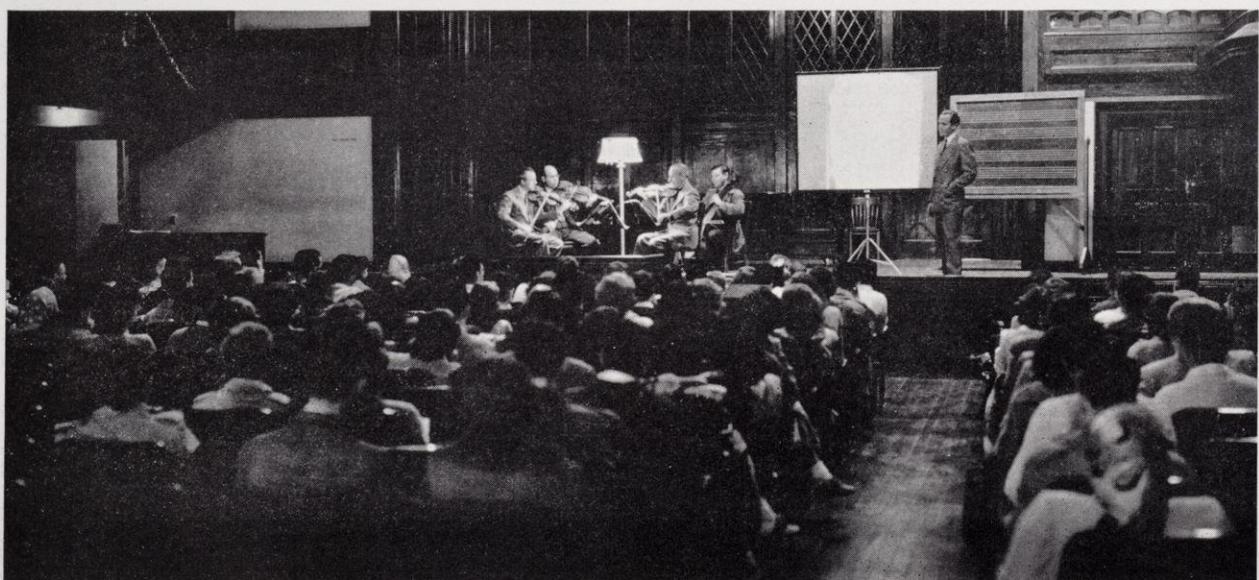
NAVAL CADETS train diligently at Wisconsin, where professors teach students, not courses.



"They die—but not to pass away; their spirit in their works survives. It lives in thousand bettered lives. It walks among us here today."—PROF. WM. F. GIESE, 1904.



LECTURES BY EXPERTS are a part of the learning experience at Wisconsin. Through this "group teaching" technique, freshmen and sophomores are brought into prompt contact with top men in many fields.



ARTISTS-IN-RESIDENCE afford University students a chance to study under world-renowned musicians and painters and to hear and see their productions many times throughout the school year, free of charge.

Stimulating teachers

IDEAS, buildings and scenery, and eager students cannot alone make a great university. Your University is great because with these ingredients has always been present the stimulating teacher.

One of the first was President John Bascom. It is easy to see an intimate relationship between the forces which have governed the state of Wisconsin's social development and the principles expounded from Bascom's desk. To list the Wisconsin faculty inheritors of the Bascom spirit would be to list many of the great men of American letters in past decades and today.

To your University of Wisconsin these men have brought high ranking among the educational institutions of the nation.

To generations of students these men have brought knowledge, inspiration, and guidance. Countless Badgers around the world can say, "Much that I am I owe to my Wisconsin professors."

This impact of the individual teacher on the individual student is at the heart of the University of Wisconsin. In almost every field of human learning—both the classical and the applied—the student at Wisconsin can find a man who is recognized as an expert and who, also, is deeply concerned with nurturing a growth of understanding, both through scholarly application in classroom, laboratory, and library, and through the give-and-take of realistic co-curricular activities.

This is the University of Wisconsin—stimulating teachers.

PERSONAL CONFERENCES with friendly professors are an important part of University experience.



FROM THE BEGINNING BABE, THE BIG BLUE OX, WAS PAUL BUNYAN.
WHEN BABE WAS YOUNG, HE GREW SO FAST THAT EVERY NIGHT HE BUSTED OUT A WHI



A "COKE SESSION" in the Paul Bunyan Room of the Memorial Union is a significant phase of education—Wisconsin-style. The Union stands as the University's recognition of the importance of the leisure hour. It exists to make the large University a more human place. In addition to excellent physical facilities it provides a comprehensive and well-considered program for the social life of the campus. The Union is a genuine student cooperative enterprise, aiming to give students experience in governing and managing their own affairs and the opportunity of reducing their living costs. Wisconsin's Union is democracy-at-its-best at work.

A human home of learning

YOUR UNIVERSITY is a big place. It is both a single institution under one board and president, and a combination of 8 different colleges and schools, each as large as the average American college. It is the state's official federal-land-grant college. On few other campuses in the country can be found such a breadth of teaching, research, and public service as can be found in the University of Wisconsin's Colleges of Letters and Science, Agriculture, and Engineering, its Schools of Medicine, Law, Education, Commerce, and Graduate Study, its Extension Division, and its 130 departments.

Yet with all its size, the University of Wisconsin is human. Its focus is on the individual student. It is in a very real sense "a home away from home" for freshmen and doctoral candidates alike.

To the student, the University isn't an aloof machine. It's a hundred familiar lecture halls, a thousand friendly classmates, a million interesting books. It's going to classes, meeting new friends. It's the romance of prom, the excitement of the big game, the thrill of learning, the inspiration of working together.

As a host, the University provides dormitories in which many students are well housed, fed, and oriented to community living. A University Housing Bureau helps other students find satisfactory living accommodations in the Madison area. The health of its students also concerns your University. Each student receives a medical examination at the time of his admission. A special medical staff furnishes excellent and constant care in a Student Infirmary.

ELIZABETH WATERS HALL is "home" to 500 coeds. The University maintains three other residence halls for women and five for men. They are not just places to live, but are a full educational way-of-life.

Each student has a faculty member with whom he may consult about any of his problems of education. This adviser can become a close friend and excellent counselor to a student who wishes to make such use of him. If the adviser is unable to be of help, a Student Counseling Center is available.

Students who have financial problems find that they, too, may be aided, through loans and scholarships. Students who work to support themselves use the Student Employment Bureau in finding jobs.

A tremendous variety of activities—athletic, musical, dramatic, artistic, and social—is provided at Wisconsin.

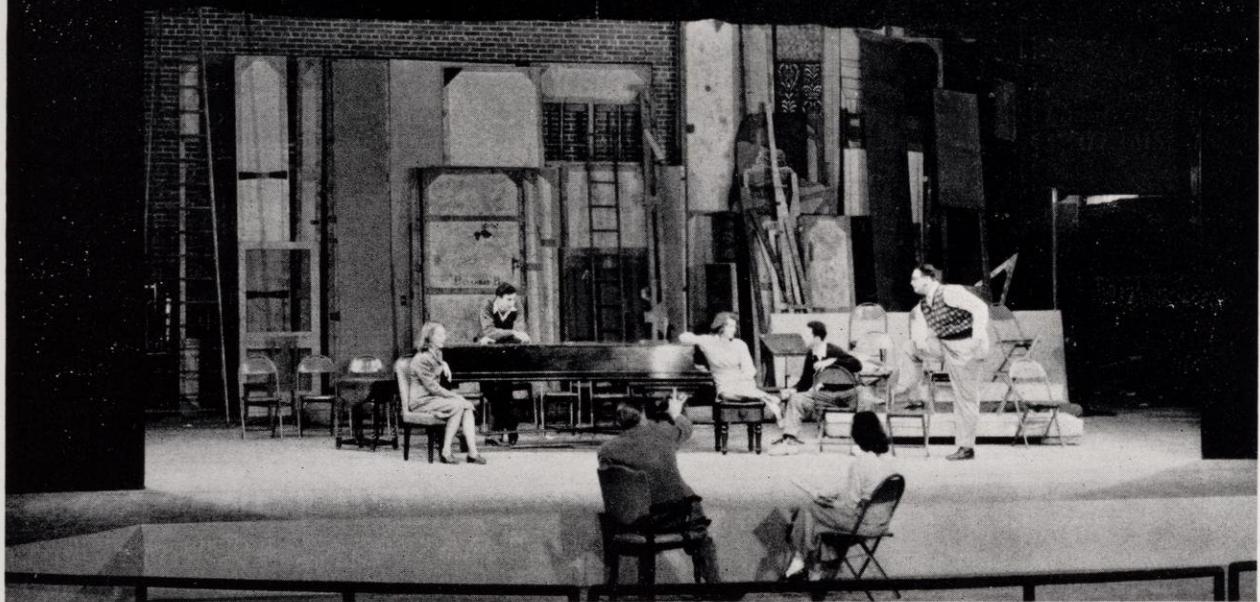
Nor do students at your University neglect the spiritual side of life. Many student church centers near the campus attract thousands of students to their doors. Religious foundations sponsor programs which give religious interpretation to the problems of the day. A recent survey showed that more students participate in some form of religious activity than in any other single student activity.

Wisconsin seeks to fit for life, so its campus experiences are aimed at being as big and true as life itself.

Important partners with the administration and faculty in running a human institution are the 2,500 civil service employees on campus who perform so enthusiastically a host of vital "house-keeping" jobs. And the citizens of Madison also go out of their way to make University students feel at home in one of America's finest cities.

This is the University of Wisconsin—a human home of learning.





THE WISCONSIN PLAYERS stage their productions in the finest campus theater in the country. This and countless other "extra-curricular" activities are not thought of as "extra" at Wisconsin. They are an essential part of a "human" education. The student with special talents has ideal opportunities for development in connection with self-government organizations, the Wisconsin Union and its program, publications, and the like. Wisconsin seeks to fit for life, so its campus experiences are aimed at being as big and true as life itself.



GOOD FOOD at reasonable prices is an attribute for which Wisconsin is famous. University staff members take a personal interest in the welfare of their student guests. It takes a staff of 175 full-time employees and 300 part-time student workers to handle the Union food pace of 10,000 meals a day.



THE STUDENT BOARD and dozens of similar student activities are natural laboratories in which democracy and individual responsibility are continuously practiced at Wisconsin, where students learn by doing.



"The University is for the students."—C. K. ADAMS, 1897.



GUIDANCE along the way means a lot to Wisconsin students. Campus pastors supplement the work of individual faculty members and the Student Counseling Center. No student need feel forgotten.



"SPORTS FOR ALL" is the University aim. In the scope of its intercollegiate and intramural program, Wisconsin is second to none, in winter as in summer.



DATING AND DANCING—what would a campus be without that! Because Wisconsin is a place where education and life proceed together, wholesome parties are as much a part of the scene as are labs and libraries. Chaperons have a good time, too.



HEALTH for humanity stems from basic research. The amazing drug Dicumarol prevents internal blood clotting, is one of the latest products of Wisconsin research, which is leading to important victories over ignorance, misunderstanding, and the brute forces of environment. Wisconsin's scientists are partners of the people.



HISTORY has been for many years a fruitful field of study at Wisconsin. By learning to understand the past, University scholars are helping to build a better future. Teaching and research are intimately related at the University. Students are taught by men who have themselves helped to create the knowledge they are imparting. Wisconsin professors are centers of aggressive intellectual energy, sources of cultural visions. Their classes are outposts in the recurring struggle between enlightenment and superstition, knowledge and ignorance. Their eager students are apprentices in the same high Badger adventure.

Probing scientists

READ BUT a few pages of a scientific journal in almost any field, and you will find the reports of Wisconsin workers. This is so because your University of Wisconsin is one of the world's great centers of research.

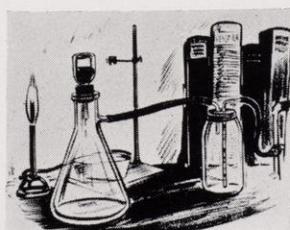
The Babcock butter-fat tester—the greatest single factor in making Wisconsin the dairyland of the nation—was one of the first products of Wisconsin research. The direct benefits of some Wisconsin research like this can be calculated in dollars and cents.

Benefits from much other Wisconsin research are immeasurable. Who can set a value on the lives and anguish saved by Q-176 penicillin, by dicumarol, by nicotinic acid, the "bullet-finder," the three-fourths reduction of insane syphilitics entering Wisconsin hospitals? Who can estimate the contributions of the McArdle Cancer Research Laboratory, or an "atom smasher"?

In the social sciences, your University has turned the spotlight of research on school administration, race problems, marriage and divorce, criminal tendency and reform, housing, youth movements, poor relief, rural land zoning, old age pensions, labor movements, tax systems, price control, international economy, cooperatives, local government, and many other problems.

There is not a man, woman, or child in Wisconsin who is not affected daily by U.W. research. But research at your University goes far beyond the state to affect the lives of people over the entire world. It brings forth a great flow of knowledge, contributing heavily to the ever-spreading sea of human understanding of man and his environment.

This is the University of Wisconsin—probing scientists.



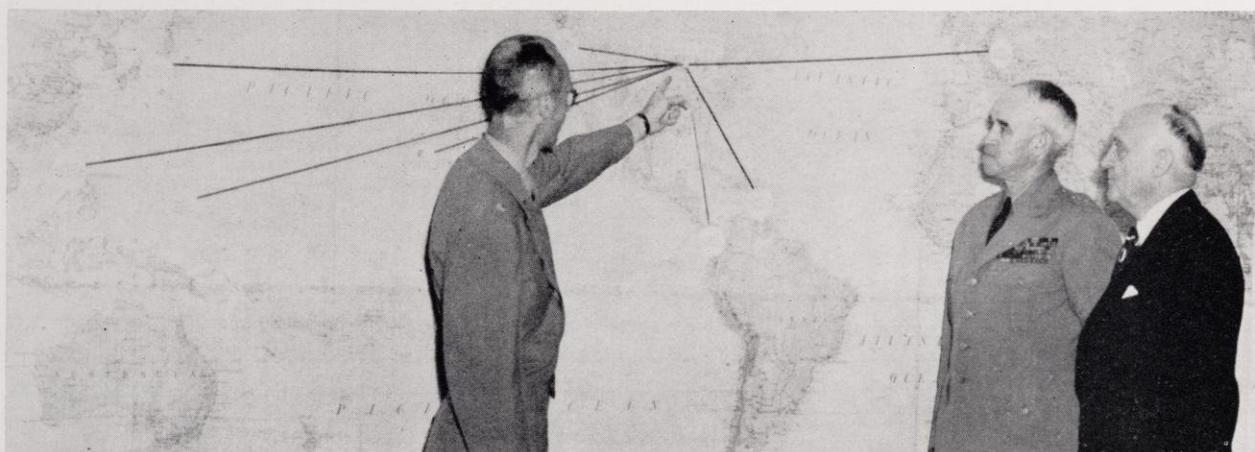
"In the field of research and productive scholarship the name of Wisconsin stands high on the list of those institutions which have contributed not only to a better life, but to the very maintenance of life itself."—STANLEY C. ALLYN, 1948.



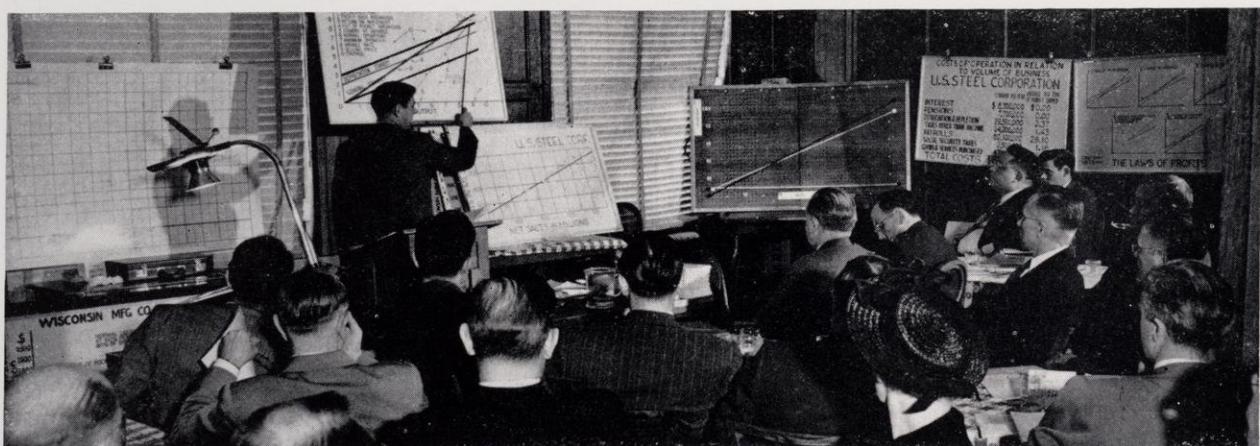
HYBRID CORN strains from University laboratories have helped to multiply farm yields in Wisconsin.



THE WISCONSIN GENERAL HOSPITAL on the University campus has a three-fold duty: to train doctors and nurses, to increase man's knowledge of the human body and its care, and to guard constantly the public health of the state. Some 12,000 patients are admitted each year. Five new medical units are now being built.



CORRESPONDENCE COURSES carry University work to over twice as many students as are enrolled at Madison. Wisconsin pioneered in teaching-by-mail, so it was natural that the Armed Forces Institute should choose Madison as its international headquarters. General Bradley and President Fred inspect a USAFI map.



ADULT INSTITUTES, citizen seminars, refresher courses, and lecture series are means by which the University enters helpfully into the lives of Wisconsin people. Almost all phases of human endeavor are represented in University extension activities. Here is one of the 66 Industrial Management Institutes held each year in Madison.



THIS IS THE UNIVERSITY CAMPUS. As an astute observer once remarked, "It is impossible to ascertain the size and location of the University of Wisconsin. The most one can say is that the headquarters of the institution is at the city of Madison and that the campus has an area of about 56,000 square miles."

A great public servant

AN "ENORMOUS CONTRIBUTION" is the way experts describe the state-wide program of your University. Wisconsin has long emphasized its program of direct service to the people of the state—a program of constructive investigation and direct teaching, designed to keep the University in close contact with citizens in every county.

At present, 26 divisions of the University are devoted to public service. In many ways they profoundly influence the lives of people through health, business, industry, agriculture, and governmental relations.

Examples of UW public service include almost every phase of teaching and research.

As a prime example of public service, agricultural extension has helped to increase Badger food production 27% in a period of the past seven years.

Along with such scientific developments, the fine arts have not been neglected. The University

has pioneered the artist-in-residence concept. It has sought to enrich Wisconsin life in esthetic as well as practical spheres.

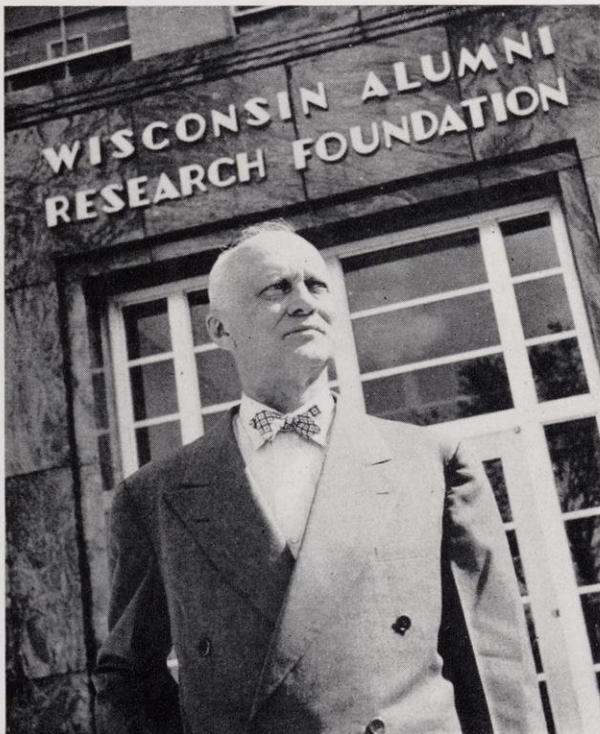
This is the University of Wisconsin—a great public servant.



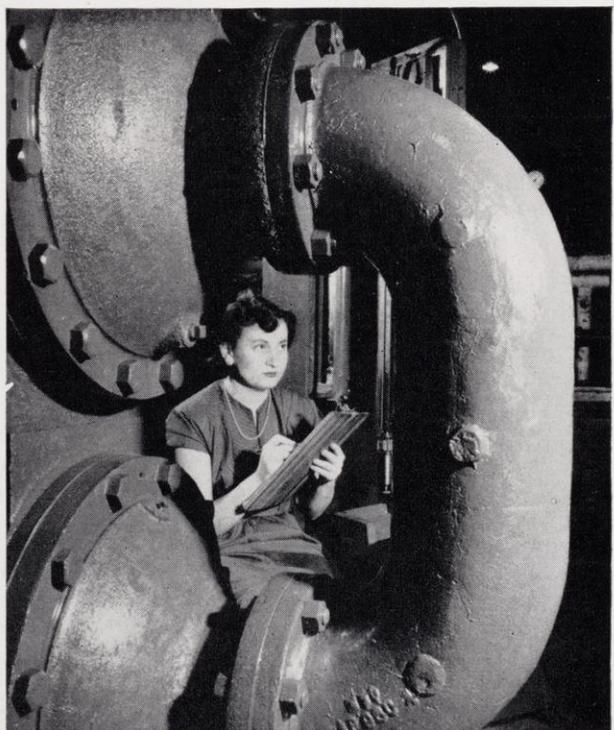
"It is not too much to say that the University of Wisconsin occupies a position entirely unique, not merely in this country but in the world, as an institution which, beyond all others, has come nearest to recognizing the ideals of using the instrumentalities of higher education for rendering the greatest possible service to the country."—THEODORE ROOSEVELT, 1916.



LOYAL BADGERS have recently set up the University of Wisconsin Foundation to seek gifts and bequests for the University. Left to right are Herbert V. Kohler, LLD '49, chairman of the Foundation's Centennial Fund Campaign; Howard I. Potter, '16, president of the Foundation; George I. Haight, '99, chairman of the board of the Foundation; Harry Bullis, '17, Foundation vice president; and President E. B. Fred of the University.



HARRY STEENBOCK, '07, launched the Wisconsin Alumni Research Foundation in 1925 with patents on his process for Vitamin D irradiation of foods.



ALUMNAE like Mildred Smith Atkins, '46, are active in the alumnae clubs of the Wisconsin Alumni Association. Mrs. Atkins is a "lady engineer."



COMMENCEMENT AT CAMP RANDALL is the inspiring annual climax of the University year.

Distinguished alumni

IN JUNE of 1854, two young men stepped across a Commencement platform to receive the first degrees ever granted by the University of Wisconsin. Since that time your University has conferred more than 81,000 degrees, and again as many other students have attended Wisconsin for a semester or more.

Wherever you find a Badger, you will find a graduate or former student who is proud of his Alma Mater.

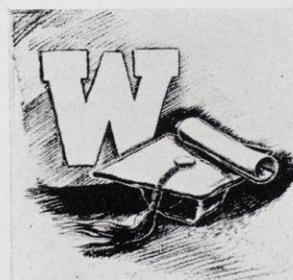
Wherever you find Badgers you will find, too, men and women who are deeply devoted to the welfare of their Alma Mater. Some 17,000 of them, for instance, have banded together in the Wisconsin Alumni Association, founded in 1861 "to promote by organized effort the best interests of the University." Other alumni in 1925 formed the Wisconsin Alumni Research Foundation to control, for the benefit of mankind, the fruits of University research and to finance further scientific investigation on the campus. More recently, in 1945, alumni were instrumental in organizing the University of Wisconsin Foundation and in conducting a continuing campaign for gifts and bequests.

Many Wisconsin alumni are world-famous.

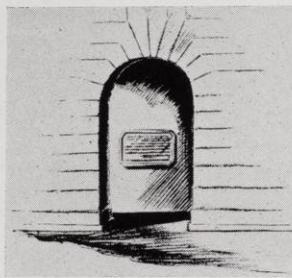
Every year the University proudly bestows honorary degrees upon one or two of these distinguished alumni.

But the real strength of Wisconsin's alumni body lies not so much in its "stars," as in the great mass of its earnest graduates and former students who are not necessarily making headlines, but who are leading lives of solid social service in the spirit of their University. They are the Badgers whom the world acclaims and of whom their Alma Mater is deeply proud.

This is the University of Wisconsin—distinguished alumni.



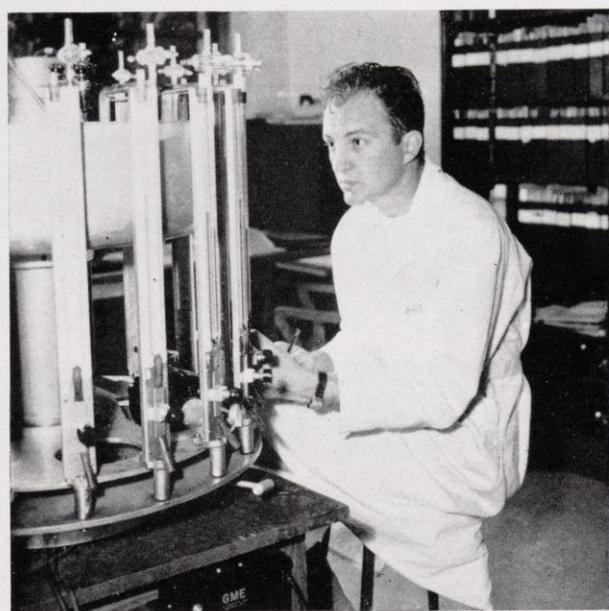
"Our alumni have made valuable contributions to the University's prestige as an educational institution and as a force for improving the life of the country."—E. B. FRED.



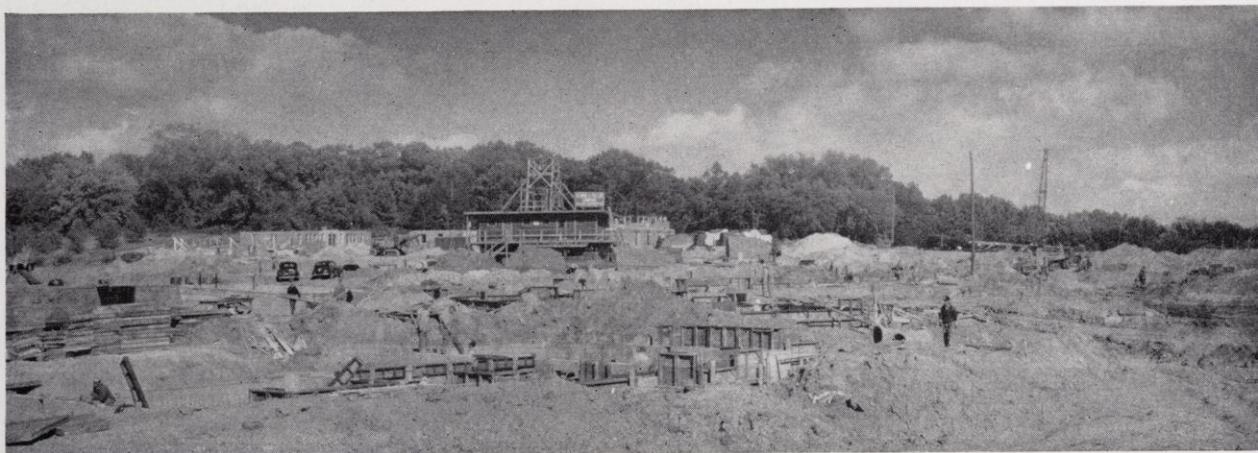
"We cannot . . . believe that knowledge has reached its final goal, or that the present condition of society is perfect . . . In all lines of academic investigation it is of the utmost importance that the investigator should be absolutely free to follow the indications of truth wherever they may lead . . . 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."—BOARD OF REGENTS, 1894.



TEACHING is one of the three great frontiers facing the University: for the final test of a university is its output of creative men and women.



LEARNING is a perpetual frontier: facts carefully organized into a useful tool for living and working, feelings fully ordered into strengths and talents.



BUILDING needs have piled up at the University. Recent construction projects include faculty apartments, a dormitory for men, an engineering building, a dairy building, short course dormitories, and three research centers. But classroom, laboratory, and living space shortages persist: a third University frontier.

New frontiers

LIKE THE true child of a progressive state which it is, your University of Wisconsin has been, and is, in the vanguard of educational progress. Ever since its founding in 1849 the University has taken a lead in relating the discussions and discoveries of classroom and laboratory to the problems and programs of the citizens of the Commonwealth.

Now in its second century, your University of Wisconsin is engaged, not in a glorification of the past, however satisfying that might be, but rather in a relentless search for the ways it may best continue to serve its students, the people of the state, and the world. "Facing New Frontiers" is as much the theme of your University today as it was in 1849.

For University students, there is a frontier of learning. They must learn how to unlock the mysteries of disease. They must delve for the answers to problems of superstition and prejudice. They must search for the keys to understandings between economic and political groups. They

must acquire a perception of the roots and fruits of Western culture. They must develop a personal philosophy of the good life.

For the University staff, there is a frontier of teaching. To teach means to participate in the building of excellent citizens—citizens who are competent to do their share of the world's work; who are understanding and tolerant of people who may differ from themselves; who appreciate the beauty of the universe; who have respect for the dignity of man and some vision of his possibilities.

For the University's many "stockholders," there is a frontier of building. The University belongs to the people. It is supported by the people through the State Legislature and through private grants. Its physical plant, its equipment, and its salary scale must be maintained at a high level. Adequate financing is necessary if the University is to continue to render top-notch service.

This is the University of Wisconsin—new frontiers.

IN THE BOARD OF REGENTS of the University is vested the direction and control of the state's largest educational enterprise. From left to right around the table in 158 Bascom are Lucille Dietrich, secretary to the vice president for business and finance; Clarke Smith, secretary to the Regents; Alfred W. Peterson, University vice president for business and finance; Regent John D. Jones, Jr.; Ira L. Baldwin, University vice president for academic affairs; University President E. B. Fred; Regent President Frank J. Sensenbrenner; and Regents Walter J. Hodgkins, Leonard J. Kleczka, W. J. Campbell, Dr. R. G. Arveson, Daniel H. Grady, Charles D. Gelatt, George E. Watson, (*ex officio* as State Superintendent of Public Instruction), and A. Matt. Werner.





IF YOU WANT TO BE A BADGER, spend a summer hour chatting on the Union Terrace, where the oaks make dappled patterns on the flagstones, and sailboats rock gently on the azure surface of Mendota.

LINCOLN TERRACE is the heart of the campus, and around its exedra center bright remembrances of this challenging motto: "Let us have faith that right makes might, and in that faith dare to do our duty."



Abiding memories

YOU WILL find the real Wisconsin in many things.

You may find Wisconsin in a classroom where some man, keen of eye and thought, will tell you why the glorious days of Charlemagne were not so glorious, or of the great space of time during which men have learned to think and to live together.

You may find Wisconsin in that taut moment when the crowd rises in the stadium with a great roar and eleven red-legged boys trot out on the green turf and toss around an oval ball—in the swift, knifing drive of a half-back through the line—in that spent and sacred moment when the crowd rises to sing together the mighty song, *Varsity*.

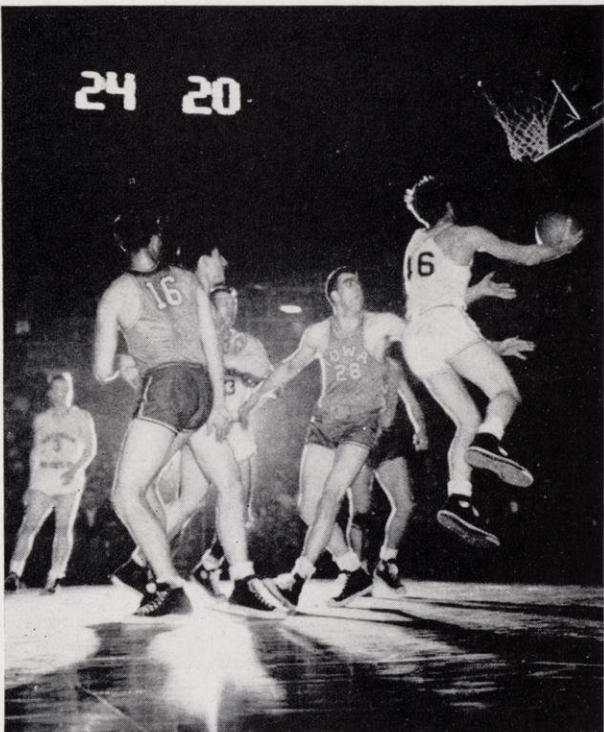
It may come to you as you sit in your room under a study lamp, learning about the mysterious workings of the atom or the constitution of these United States, and there will open before you a thousand paths of knowledge, endless curiosities.

You may find Wisconsin in the beauty which is hers—in the lake, stung by the wind and covered with dancing white-caps—in the calm of darkness on Observatory Hill, haunted with shadowy figures—along the lake road, canopied by trees, where evening weaves a carpet of romance, where shore and lake respond with rhythmic harmonies to mend some broken love-vow with a glance—in the sheer drop from Muir Knoll with its commanding view of the sun sinking below Picnic Point and touching with gold the precipice of Maple Bluff across the lake.

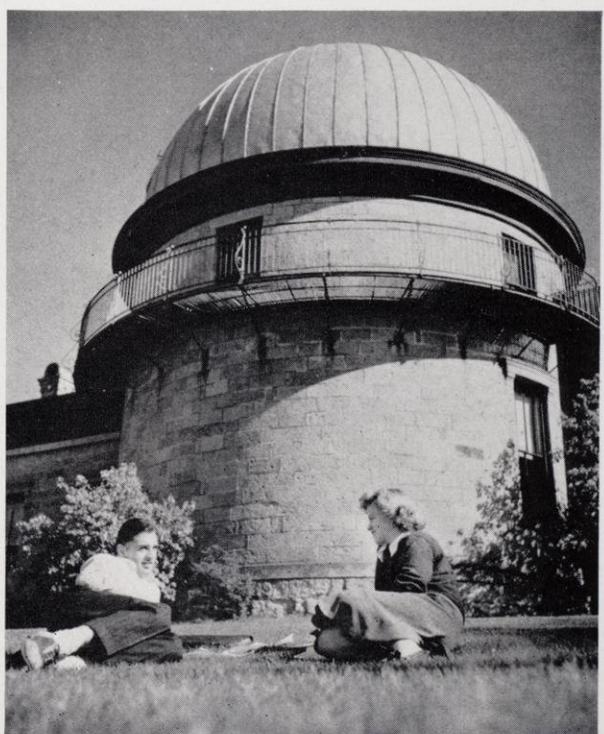
And again you may find Wisconsin in all these things, and see that they are all Wisconsin; and when you leave, you will not know which you have loved the most.

And best of all you are sure to find the meaning of Wisconsin in your free and natural activity in association with other Wisconsin men and women—in moments of glorious play—at times when you are working for her unselfishly, and giving yourself without hope of gain—when you are studying or solving a problem in her spirit of service.

This is the University of Wisconsin—abiding memories.



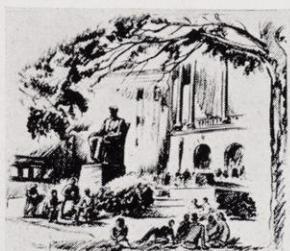
BIG TEN BASKETBALL games in the Field House mean standing-room-only crowds and memorable thrills. Wisconsin has won more basketball championships than any other university in the league.



BOY MEETS GIRL on Observatory Hill. The old story is ever new, ever a treasured Madison memory.



"VARSITY, VARSITY, U, rah, rah, Wisconsin; praise to thee, we sing!" The words roll out from thousands of throats at Camp Randall on a golden autumn afternoon in a symbolic unity of Badger spirit.



"Wisconsin is a state which has served as the model and the inspiration for all the other states in the country in the way which its University has worked with the leaders of the state in pioneering a better way of life for all the people."—PRES. HARRY TRUMAN, 1948.

Credits

Look Magazine photos by PHIL HARRINGTON: pages 2, 3, 7 (a,b), 9, 12 (c), 13 (c), 16 (a), 18 (b), 22 (a), 23 (b).

Minneapolis *Tribune* photo by PHIL HARRINGTON; page 18 (a).

(Madison) *Wisconsin State Journal* photo by PHIL HARRINGTON: page 12 (b).

(Madison) *Capital Times* photo by JAMES ROY MILLER: page 14 (b).

National Cash Register Company photos by JOHN ANDERSON: pages 4 (c), 6, 8 (a,b), 10, 11, 12 (a), 20 (a,b), 22 (b), 23 (a).

Smith-Wollin Studio photos by E. WILLIAM WOLLIN: pages 15, 19.

Camera Commercial photos by FRED DIERKSMEIER: pages 13 (a), 20 (c).

CLAYTON P. LURVEY photo: page 17.

University of Wisconsin Photographic Laboratory photos By GARY SCHULZ: pages 14 (a), 16 (b,c), 21.

Sketches by BYRON JORNS of the University Agricultural Extension Service.

Copy by the University Publicity Coordinating Committee.

