



Wisconsin's university. July, 1935

Madison, Wisconsin: University of Wisconsin, July, 1935

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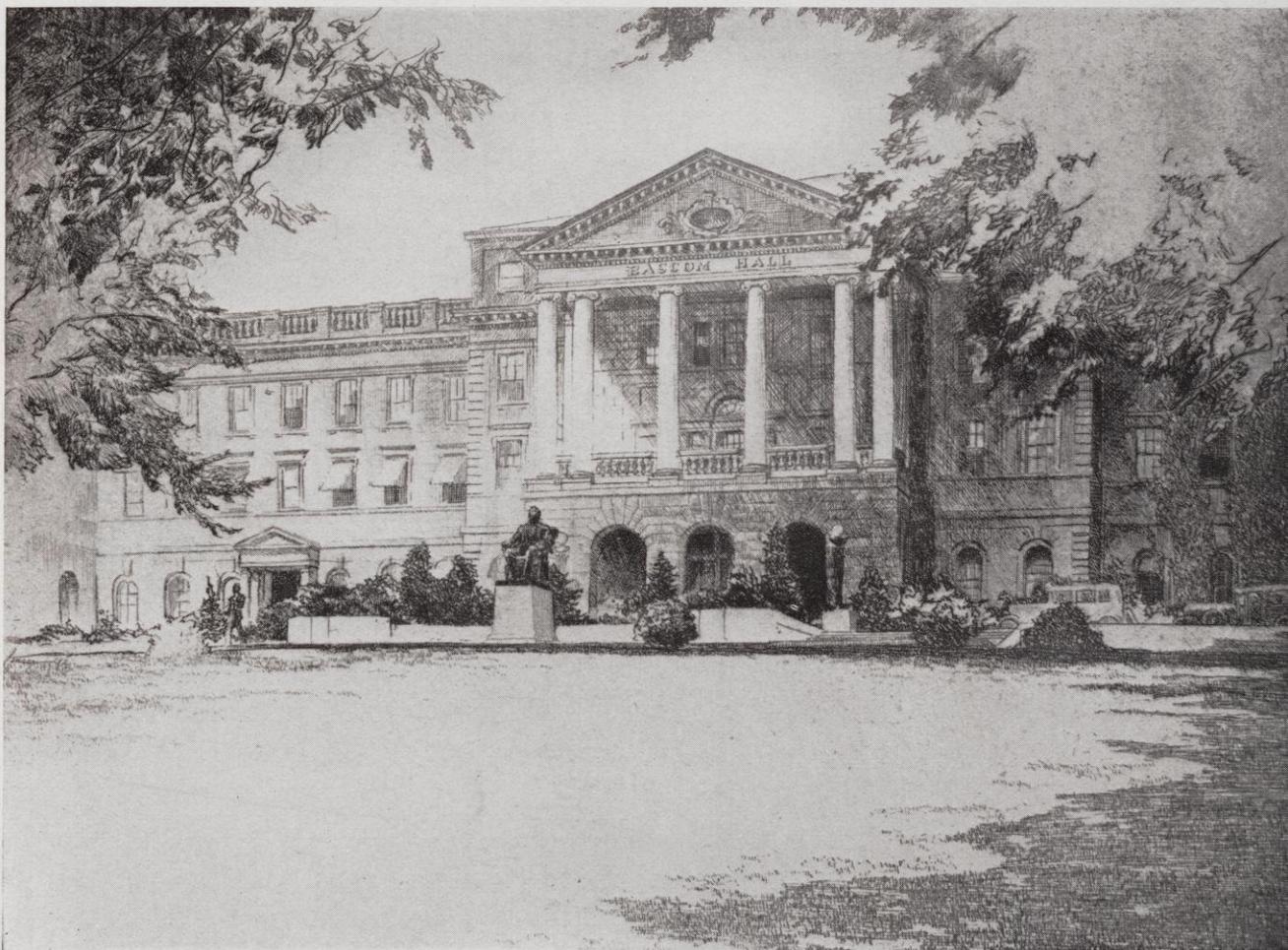
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Bulletin of The University of Wisconsin ★ ★ ★



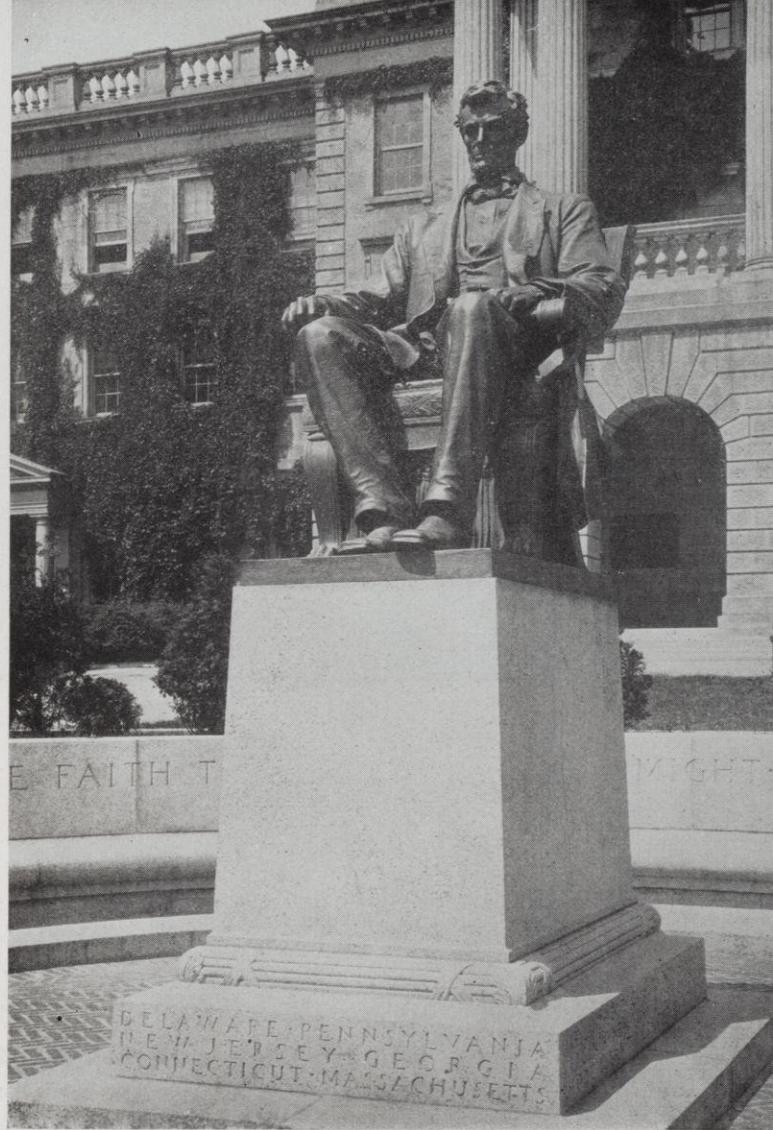
W i s c o n s i n ' s
U n i v e r s i t y

1935



**Sunset on
Mendota**

» » Your University



THE students of the University of Wisconsin, the alumni, and the citizens of Madison present to you this story of your University that you may see, as we who have attended the University and live with it, see the great services of the institution to the state and the matchless opportunities it offers to Wisconsin's sons and daughters.

We cherish the University and we are grateful to it for its magnificent part in enriching our own lives and in making Wisconsin great. But it is also your University. And we feel a deep obligation, just because it has meant so much to us, to tell you what we have come to know of the University, that you may see it as it is and share our pride.

Your understanding of the University and your enlistment in the legion of its loyal followers can mean a still finer and stronger educational leadership for our state.

HERBERT TERWILLIGER,
President, men students

LOIS MONTGOMERY,
President, women students

PAUL E. STARK, *President, Madison Association of Commerce*

MYRON T. HARSHAW,
President, Alumni Association

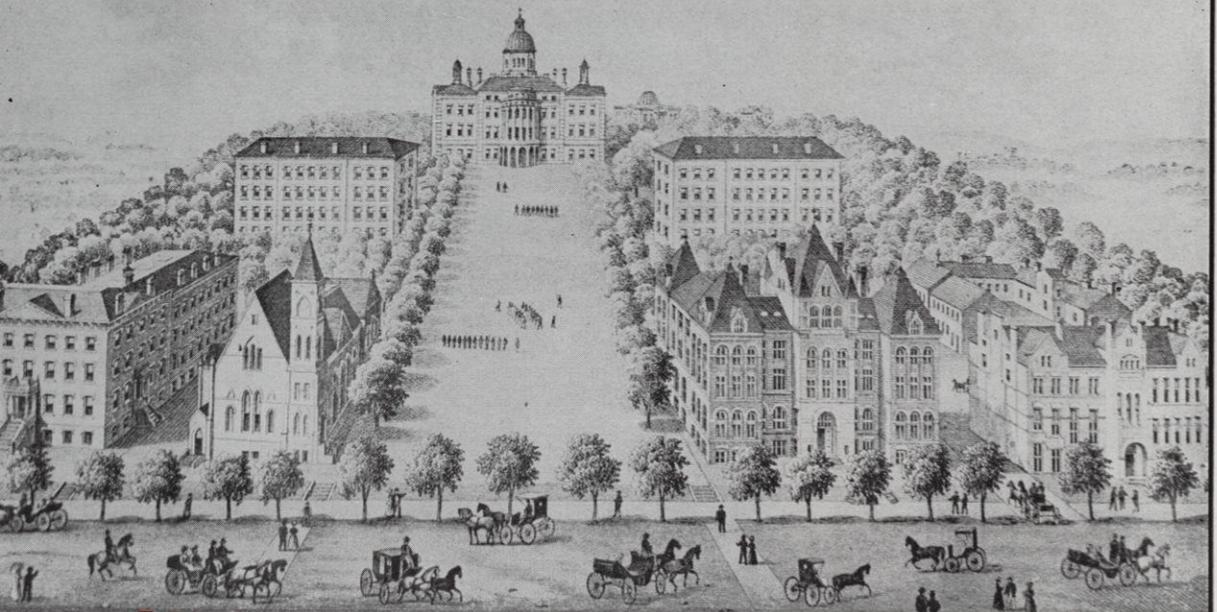
JAMES R. LAW,
Mayor of Madison

W I S C O N S I N ' S U N I V E R S I T Y

BULLETIN OF THE UNIVERSITY OF WISCONSIN

Serial No. 2080; General Series No. 1864

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July, 1935.



The Campus as it appeared in the 1880's. North Hall and South Hall, shown half way up "the Hill," were the first two buildings on the Campus

» » The University

The University of Wisconsin at Madison is older than the state to which it belongs. Now known throughout the world, the University was first conceived in 1836, a century ago, and had its tangible beginning when land was granted by the federal government in 1839. Wisconsin was then still a territory and did not become a state until nearly a decade later, in 1848.

Instruction began in 1850 with twenty students enrolling in the first classes under the direction of Prof. John W. Sterling. The chancellor of the University was John H. Lathrop, who came from Missouri to enter upon his duties in the autumn of 1849.

Instruction started, the board of regents laid the foundation of an institution of learning which they correctly believed was destined to exert a great influence on the moral, intellectual, and social character of the people of Wisconsin for all time to come.

As the years have passed since its birth, the work of the University of Wisconsin has expanded until, literally speaking, the boundaries of the state have become the boundaries of the University's campus.

By virtue of the high standards of its instruction, the fundamental character of its research projects, and the extraordinary extent to which its services, other than the training of students, have served and enriched the governmental, social, and economic life of the state, the University of Wisconsin has achieved a unique place among the universities not only of the United States, but of the world. The late President Eliot of Harvard, not given to reckless praise, placed it as "indisputably the leading state

university of the nation". And its sustained development in the years since has both broadened and intensified its services to all classes and conditions of citizens throughout the state. Travelers the world around testify to the distinction the University of Wisconsin has brought to the state.

The University of Wisconsin is the apex of the free educational system of the state. In Wisconsin's educational policy, the University is related to the high schools as are the high schools to the primary and grammar schools. It is not expected that all pupils who complete a high school course will go forward to the University. But the school system of the state has been so arranged as to make advancement from one step to another as easy and as natural as possible.

The University of Wisconsin shows its resident students the ways of learning, investigation, and the application of knowledge through the systematic discipline of organized courses, both in liberal and professional study. But, in its research laboratories and experimental stations, the University has also greatly aided Wisconsin agriculture and industry, and has added no small amount to the taxable wealth of the state. It can honestly be said that there is hardly an individual or a group in the state, on farms or in villages and cities, whose lives and well-being are not influenced directly or indirectly by the services of the University of Wisconsin.

is as old as the State



The Campus as it appears today, one of the most beautiful and most complete in the United States. Camp Randall stadium and the baseball and football playing fields can be seen in the foreground of the upper picture. Lovely Lincoln Terrace is shown in the picture on the lower right





Future landscape artists and forestry experts who will some day serve Wisconsin and the nation

adopted and put into practice an ideal foundation stones of true democracy. That ideal was that in the new state, equal educational opportunity should be made available to all who wished to make use of it.

Down through the years that have passed since the beginning of the state, the citizens of Wisconsin have been thankful for the broad vision of the state's founders, and have given their full approval to the idea that in education nothing was too good for the sons and daughters of Wisconsin. Accordingly, Wisconsin has been generous with its own University and as a result a fine educational institution has been built up for the training of the sons and daughters of Wisconsin citizens.

Through this generosity and because, as the state grew, a greater and greater demand was put on the many services which the University performed for the good of the state, the University has grown until today its campus consists of more than 1,000 acres of land on which are located some 110 buildings which house hundreds of excellent classrooms and laboratories.

From the time that the first class met in 1850, the administrators and faculty of the University of Wisconsin went quietly about their business of building an educational institution of which the state could be proud. They were intent on building a

» » A leader in the Nation's Education

The University of Wisconsin's rating as one of the leading educational institutions of the nation and the world is no myth, but actual fact, based on the opinions of many educational experts who have no connection whatever with the University.

university which would not only help the sons and daughters of Wisconsin taxpayers to solve their own individual problems, but would also train them in an ideal of service designed to aid in the solution of problems facing state and nation.

In the early 1900's the Moseley commission came to the United States from England to study the nation's institutions of higher learning. One of the members of the commission named Wisconsin, Harvard, Cornell, California, and Michigan as the five greatest American universities. After naming these five he remarked that if there was any one college that would have precedence with him it would probably be the University of Wisconsin.

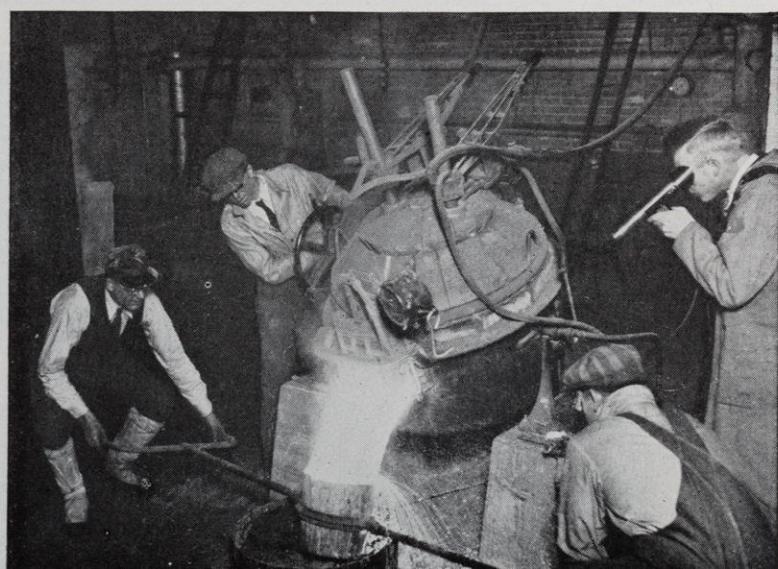
"This University," he said, "is strong in numbers. It is democracy, where merit alone counts; its standing in scholarship is of the highest; its degrees are recognized by every university of the world; and its spirit and purpose are as broad and inclusive as the universe. It responds to every need of humanity; it knits together the professions and labor; it makes the fine arts and the anvil one. There are many of these state universities that have much or all of this. But to this must be added the natural endowment of the University of Wisconsin—its location is sublime."



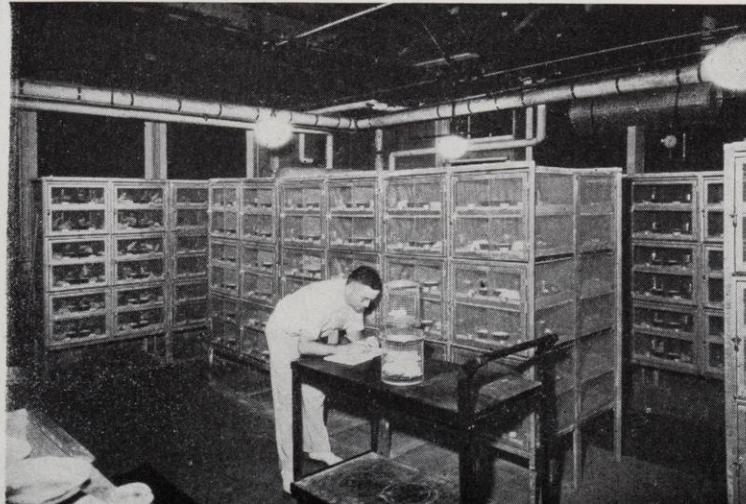
Top right: Demonstrating a method of under-water cutting of steel with an acetylene torch

Lower left: Ag students learn all about one of Wisconsin's major crops—potatoes

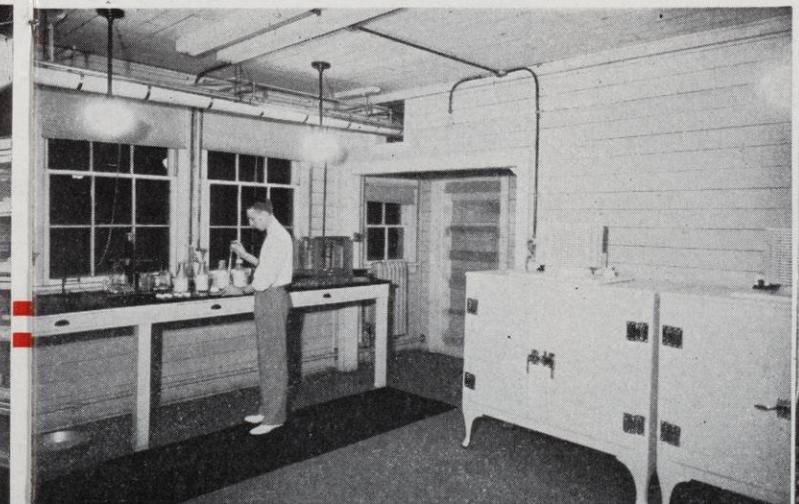
Examining molten steel as it is poured from a ladle in the laboratory of the Mining department



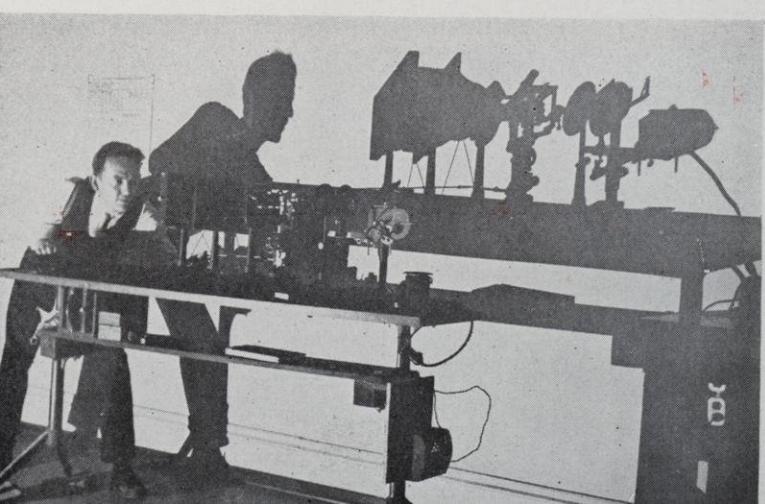
Many cures for human ills have had their inception in the researches of University of Wisconsin students and faculty members

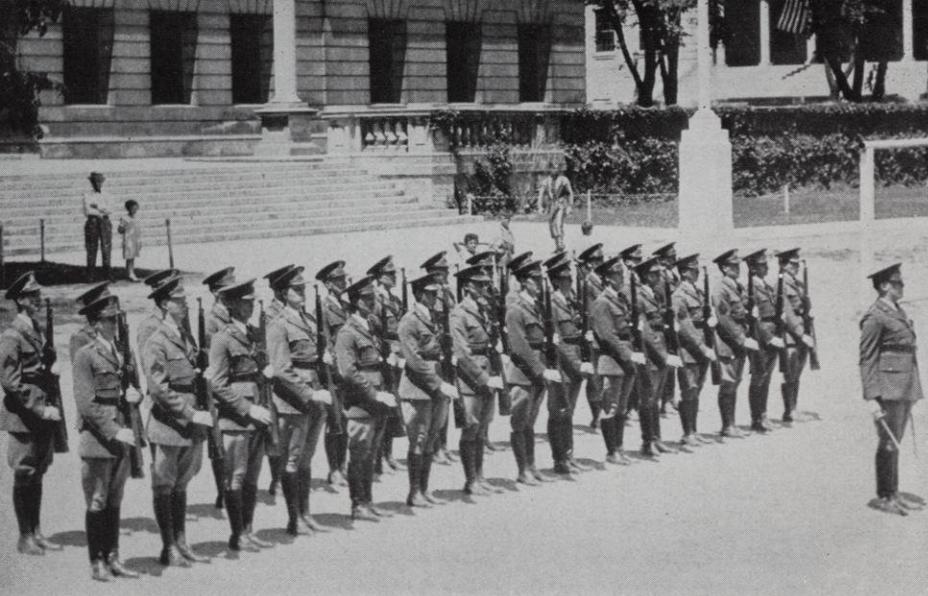


Wisconsin's great dairy industry benefits tremendously by the constant research work done in the laboratories of the College of Agriculture



Expert photography plays an important part in the study of the results of the laboratory researches in metallurgy and allied fields





Wisconsin's R. O. T. C., established in 1862, remains one of the nation's finest training units for future reserve officers

A famous American editor, Lincoln Steffens, also accorded the University of Wisconsin high praise for its outstanding leadership.

"Most of us," he said, "think of the state and of a university as great institutions above, beyond, and separate from us and our daily lives. The University of Wisconsin is as close to the intelligent farmer as his pig pen or his tool house. The University laboratories are part of the alert manufacturer's plant. To the worker the University is drawing nearer than the school around the corner and is as much his as his union is his. The University of Wisconsin is a highly conscious lobe of the common community mind of the state and of the people of Wisconsin."

The fact that the University has continued to be one of the leading institutions of higher learning up to the present time is revealed by the report made just recently by the American Council on Education. This report gave the University of Wisconsin qualified rating in 14 fields of human knowledge, and distinctive rating in 17 fields, which means that the University is fully prepared to give training according to the highest standards in 31 out of a possible 35 fields. No other American university surpassed this record.

Backed by the people of Wisconsin, who have long believed that as far as education is concerned nothing is too good for their sons and daughters, and led by able administrators and an outstanding faculty, the University of Wisconsin is prepared to give to its students the finest advantages and opportunities for an education that are known to the human mind.

Top: Hills and dales offer civil engineers ample opportunity to become fully acquainted with the surveyor's rod and chain

Bottom: The Campus offers its students fourteen libraries in which more than a million books are available at all times





*Scott H. Goodnight
Dean of Men*



*Mrs. Louise T. Greeley
Dean of Women*

»» Guidance along the way

Although the University of Wisconsin conducts scientific research for the benefit of agriculture and industry of the state, and carries on many public services designed to promote the welfare of Wisconsin, the University primarily exists for its students. Realizing this latter responsibility, the University has designed for its students a program of guidance and counselling which is not only aimed to aid the student in solving his campus problems, but also to give him vocational guidance that may assist him after he graduates from the University and enters the work-a-day world.

Under this program, when a high school graduate enters the University and arrives on the campus during Freshman Orientation Week, he finds himself and other freshmen the object of friendly attention of quite a number of young men and women who have already spent several years in the University.

These students, working in cooperation with members of the faculty, arrange a program of social and recreational events, lecture periods and study hours that enable the freshman to meet and make friends.

During his first week on the campus, the first year student also finds an able helper in the faculty advisor who has been assigned to counsel him on all his problems during his stay in the University, and upon whom he may call at any time. Ever available also are the offices of the Dean of men, the Dean of Women, and the Bureau of Guidance. Here students, often accompanied by their parents, receive wise and helpful assistance in selecting the right course of study, choosing a place to live, deciding on a vocation, and in making other countless personal decisions which mean so much in building a University and life career that is satisfying and successful.

Miss Florence Jackson of Wellesley College was but one of the many noted specialists who counselled students on their future vocations during last year





» » *The Men and*

Garfield described the ideal university as "Mark Hopkins on one end of a log and a student on the other." The modern university with its thousands of students and hundreds of teachers must seem a far cry from the philosopher's ideal. But the day of the bearded sage, sitting in the sun with his disciples at his feet, passed as the boundaries of human knowledge expanded.

Specialization in research and teaching, and the tremendous cost of laboratories and libraries so essential to research, have led naturally to the concentration of great scholars at universities like Wisconsin. And yet the intimate and fruitful relationship between teacher and pupil which President Garfield sought has been largely attained. University classes are small, rarely numbering more than thirty. Students have ample opportunity for first hand contacts with their professors, both through personal conferences and through informal discussion meetings arranged by such agencies as the Union, the Y. M. C. A., and the campus church groups.

Wisconsin has always been known as a great teaching institution, chiefly, perhaps, because of the university's insistence that every faculty member consider teaching as a primary duty and research as an incidental one. Thus men like John L. Gillin, whose studies in criminology have effected vast changes in the attitude toward and treatment of criminals; Richard McCaffery, metallurgist, the man who revolutionized the process of refining iron ore; Harry Steenbock, famed discoverer of "vitamin D" irradiation; Alexander Vasiliev, historian of the little known Byzantine empire; Dr. William S. Middleton, whose curiosity about the mysteries of blood chemistry has paid dividends to the sick and diseased in all parts of the world, all devote a major portion of their time to active class room work.

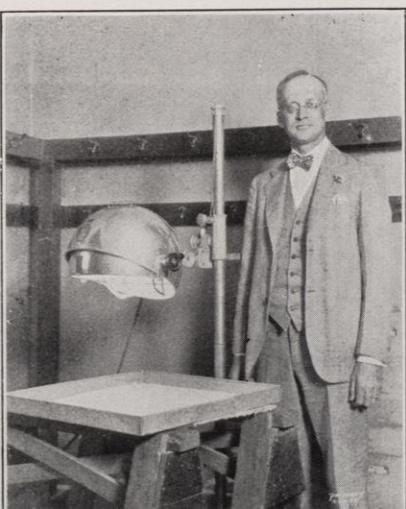
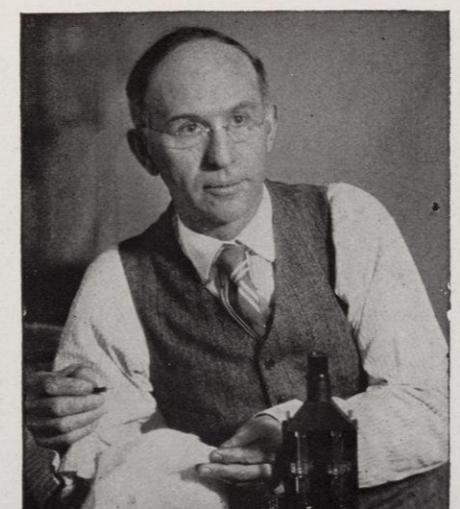
Top to bottom: Dr. Glenn Frank, President of the University; Dr. E. B. Fred, dean of the Graduate School; Dr. F. E. Turneaure, dean of the College of Engineering; Prof. J. H. Matthews, professor of chemistry and ballistics expert; Prof. Ray Dvorak, director of the University bands; Prof. A. A. Vasiliev, professor of history and internationally known authority on the Byzantine Empire

Women who teach

The era of the "New Deal" has brought fresh testimony to the eminence of Wisconsin's faculty. The Federal Government has drafted literally scores of our teachers to aid in solving the complex problems which the past three years have produced. But such service to the national government is largely a recent development. Much older is the traditional devotion of the faculty to the advancement of the varied industrial, social and agricultural interests of the state. The work of Babcock, in dairying, L. R. Jones in plant pathology, Humphrey and Bohstedt in animal husbandry and of Hart and Steenbock in agricultural chemistry, has been largely responsible for Wisconsin's reputation as the most progressive, diversified farm area in the world. In the social sciences, Edwin E. Witte, economist, Harold Groves, tax expert, W. H. Page, national authority on legal contracts, W. G. Bleyer, dean of American teachers in Journalism, John Guy Fowlkes, pioneer in secondary school financing, have all contributed significantly to the creation of a better and more democratic state. The lives of the mothers and daughters of Wisconsin have been made easier and more profitable by the work of Abby Marlatt, Home Economist and courageous patron saint of farm women, Blanche Trilling and Margaret H'Doubler, pioneers in physical education for women, and Helen White, scholar, lecturer and author of two "best sellers."

Thus there is hardly a phase of the activity of the citizen of Wisconsin which has not been profitably affected by the work of this notable legion of scholars who are the teachers of the University of Wisconsin. Indeed, the "Wisconsin Idea," the most talked of educational theory of the twentieth century, was essentially nothing more than this concept of a university whose faculty could serve the day to day interests of the citizen while they taught his sons and daughters.

Top to bottom: Prof. Helen White, professor of English and noted author; Prof. E. R. Maurer, professor of engineering; Dr. M. F. Guyer, professor of zoology and expert on cancer research; Prof. John M. Gaus, professor of political science; Dr. Harry Steenbock, professor of agricultural chemistry and inventor of the Steenbock process for irradiating milk and foodstuffs; Dr. E. B. Hart, agricultural chemist and discoverer of a cure for anemia



» » Their Alma Mater is proud

Among the University of Wisconsin's sixty thousand alumni are many who have reached the high pinnacles of outstanding success. The University is proud of these sons and daughters who have carried the spirit of the University and the high ideals inculcated by the faculty into their daily lives. The state of Wisconsin is equally proud to have been foster parents to these eminent men and women during their student days.

The University has long taught her students the idealism of sincere public service. These students in their years as alumni have performed many important functions for city, state and nation. John Patrick Cudahy, ambassador to Poland; Senator Robert M. La Follette, Senator F. Ryan Duffy, Katherine F. Lenroot, chief of the Children's Bureau, U. S. Department of Labor, George C. Mathews of the National Securities Commission are but a few who participate in governmental activities.

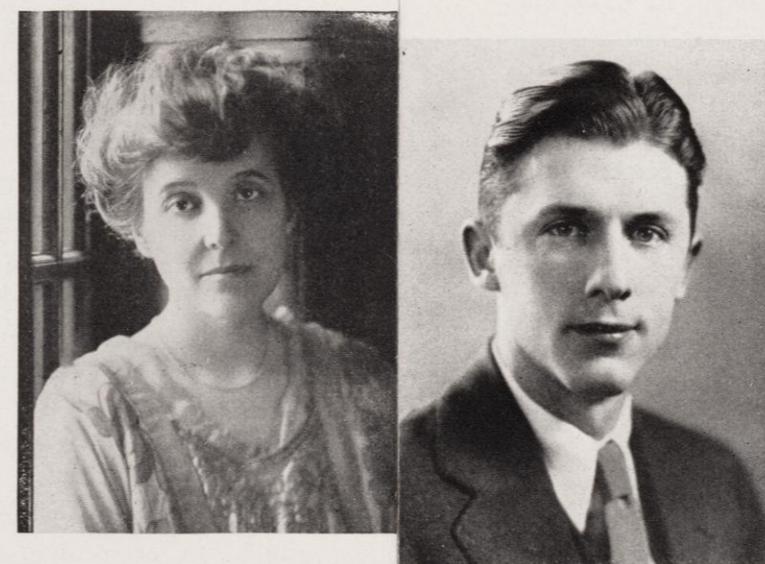
Such eminent barristers as Judge Evan A. Evans of the Federal Circuit Court of Appeals in Chicago; Justices Wickham, Fairchild, Fowler, Nelson, Fritz of the Wisconsin Supreme Court; and George I. Haight of Chicago boast of Wisconsin as their Alma Mater.

Ralph Dorn Hetzel, president of Penn State; W. O. Hotchkiss, president of Rensselaer

Fredric March
Cinema Star



Zona Gale
Authoress

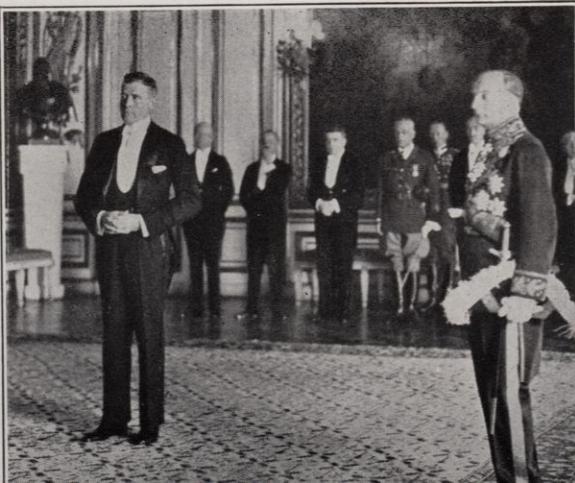


John L. Savage
Chief U. S. Designing
Civil Engineer

John Patrick Cudahy
Ambassador to Poland

Robert M. and
Phillip F. La Follette
U. S. Senator and
Governor

W I S C O N S I N ' S



The world acclaims them « «

Charles A. Lindbergh
Aviator



Otis L. Wiese
Editor,
McCalls Magazine

Michael Cleary
President, Northwestern
Mutual Life Ins. Co.

Dr. Arthur H. Curtis
Physician and Surgeon

Rt. Rev. B. F. P. Ivins
Bishop, Milwaukee
Diocese

Charles M. Pearce
Chairman, Colgate Palm-
olive Peet Co.

Merlin H. Aylesworth
Chairman, National
Broadcasting Co.

Pat O'Dea
Immortal Athlete

U N I V E R S I T Y



Polytechnical institute; Max Mason, director of the Rockefeller Foundation; and W. G. Hamilton, president of Bradley Tech, ably represent Wisconsin in the field of education.

Such financial and industrial leaders as Roy Tomlinson, chairman of the board of directors of National Biscuit Co., Frank E. Compton, publisher of Compton's Pictured Encyclopedia; D. E. Webster, vice-president of Westinghouse Electric Co.; David A. Crawford, president of the Pullman Co.; George W. Mead, president of the Consolidated Paper Co.; William S. Kies, New York banker; and Gerhard Dahl, chairman of the board of directors of the Brooklyn and Interborough Rapid Transit Co., of New York, are proud of their affiliation with the University.

Elizabeth Corbett, Berton Braley, Horatio Winslow, Lucian Cary, Horace Gregory, Stuart Palmer, Honore Wilsie Morrow, Margaret Ashmun, Mary D. Bickel, Zona Gale and August W. Derleth, hold Wisconsin's torch high in the fields of literature.

One could continue endlessly naming alumni who are outstanding in almost every known field of endeavor. More important, however, is the fact that each one of these alumni has carried with him that high ideal of service, honesty, and loyalty which has been so completely imbued in the student body by the faculty and the University administration.



"When a student goes out into the world, there is no other part of his education which is of such fundamental importance as capacity to deal with men.

"If the University of Wisconsin is to do for the sons of the state what Oxford and Cambridge are doing for the sons of England, not only in producing scholars but in making men, it must have halls of residence and a Union.

"Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows."

*Wisconsin's President Van Hise,
in his inaugural address, 1904*

» » *The Student and his*

A world famous surgeon, one of Wisconsin's most distinguished alumni, sat talking with friends on the Union terrace not so long ago. He had just received an honorary degree from the University for his outstanding service as a medical leader and teacher.

Turning to his friends, after watching students talking, reading, and dining, he said: "This is my idea of a liberal education. If I were a student again, I'm sure I'd spend most of my time right here on this terrace, just talking."

Wisconsin believes its distinguished surgeon is right. There is an education in the every

day association of a student with his fellow students—the kind of education that continues the help his own home and neighborhood give him in developing as a person—able to meet and deal with men—complementing the work of the classroom in developing his mind.

For four years the student moves his home temporarily to the campus. It becomes of utmost importance to him, second only to the importance of his own home.

The University has planned its campus so that a student can have at Madison the kind of intimate home life and friendly neighborhood he has been used to. There may be hundreds of students at the University, but each one lives with a small group, shares its comradeship and its social life, plays with its athletic teams, and is made at once to feel "at home." No longer need there be loneliness at the University.

The University has built four halls of residence on the campus—Tripp and Adams Halls housing 500 men in groups of 30 each and Barnard and Chadbourne Halls accommodating 275 women. Each house unit has an older graduate for a house counsellor.

When a student arrives at one of these halls he is welcomed by this experienced, sympathetic friend, introduced to other students, and helped through the first weeks of getting accustomed to university life. The student finds a comfortable, clean, and well-lighted room awaiting him. He dines in a common dining room with fellow students and is served food prepared by specially trained cooks and dietitians who know what students like but who see to it also that the meals are wholesome and well-balanced. In leisure time he turns to the lounge with its phonograph, radio, and periodicals, to the well-stocked hall library, or to the tennis courts and playing fields near at hand.

Campus Neighbors

Soon there are house meetings, get-acquainted parties, exchange dinners with other dormitories, and house athletic games. Ever available, to help both in social and scholastic matters, is the house fellow or hostess.

Besides the University residence halls, there are several well-constructed private dormitories for women, the Y. M. C. A. dormitory for men, and 46 fraternities and 20 sororities, all following roughly the same pattern of social



An aerial view of the fraternity and sorority section along Langdon Street and Lake Mendota



Inviting quadrangles at the Men's dormitories

Reading for recreation in the Union library





Hundreds of private rooming houses dot the area around the Campus

and athletic activity as in the University halls and all offering friendly fellowship to the new student. Each sorority and women's dormitory has an older woman, approved by the University, as counsellor and chaperone. Many fraternities, too, have adopted the house fellow plan and have an older graduate student or instructor living in their houses as a guide and helper for the undergraduate residents.

There are, in addition, 600 private homes and lodging houses, whose owners know the needs of a student away from home. These houses, too, have a social life. The Union assists in organizing each house after the fashion of the University dormitories. Early in the fall a house president is elected, athletic teams are formed, a news bulletin is sent to each house weekly by the Union, the house residents plan discussions and parties, enter generally into campus activities, and cast their votes on campus affairs.

All houses, no matter the type, are inspected regularly by the University for safety, fire hazards, and hygiene.

When a student takes up his residence in a given house, he does not lose contact with

his neighbors or narrow his experience to one small group. The Union, a great social center, gathers together all the separate groups into one unified neighborhood. Every house president is a member of the Union governmental bodies; every student in his house is regularly informed of the activities at the building.

In the Union student activity and study become cooperative factors in education. Here thousands of students daily pass through the doors on their way to the low cost dining rooms, to the lounges and meeting rooms, and to student activity offices.

Here are workshops in which students interested in the arts may find a place to work and to play happily.

Here are stimulating books on the library shelves and good pictures on the walls. Here are groups planning skiing or canoeing trips.

Here daily life on the campus is colored and enriched with concerts and dances, forums and exhibitions, games and tournaments, traditions and good fellowship—all the things that go into a wholesome neighborhood.

Here, indeed, in combination with the life of the student houses, are the makings of a better liberal education.



Top: The Union's Rathskeller—for comradeship and lively discussions

Bottom: Barnard hall, one of the University's dormitories for women





The Wisconsin General Hospital, its staff and its many facilities are at the disposal of the student body whenever needed

» » **Student health is guarded**

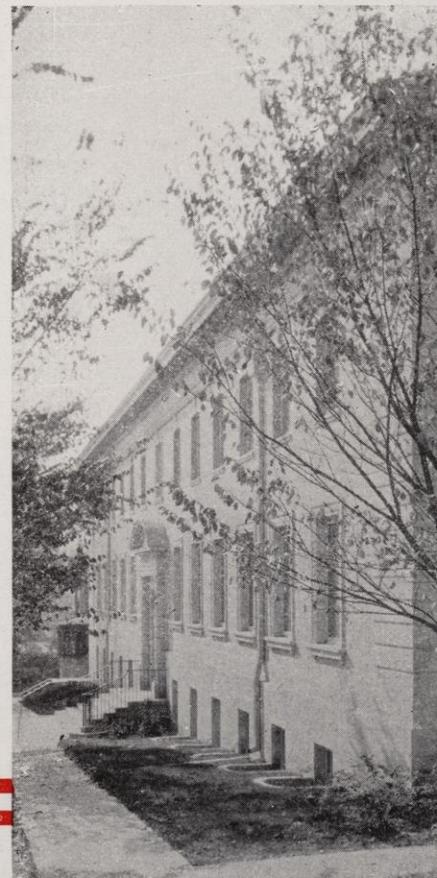
Upon entrance into the University, all students are given a complete physical examination, and if they show traces of any disease, their parents are notified and treatment is immediately begun.

To insure the health of students, the University maintains a student clinic, with an efficient staff of mature physicians and nurses who look after the health of the students at the infirmary and who also make visits to their lodgings. Besides the regular infirmary staff, the entire medical staff of the Wisconsin General hospital at the University is available for consultation on student health.

The student infirmary maintains more than 100 beds, which are more than are ordinarily in use, but which are kept in readiness in case of need. The University of Wisconsin was a pioneer in the work of taking steps to safeguard the health of its students, and today is one of a small number of schools to have adequate facilities for this purpose.

After the newly enrolled student is given a complete medical examination at the beginning of the year, the findings of the examination with recommendations are given to the department of physical education and appropriate modifications in prescriptions of physical exercise are made accordingly. An endeavor is also made to determine the student's exact physical condition with a view to outlining for each a proper program of exercise, diet, rest, and work.

The student clinic and infirmary are maintained by the University without extra expense to the student, and are supported by a part of the regular fee which the student pays upon entering the University.



WISCONSIN'S UNIVERSITY

Right: The main student infirmary
Bottom: The new infirmary wing adjoining the hospital. Complete operating rooms, X-ray rooms and sun porches are available for all students





»» They learn while they play

The prime purpose of a university is the training of young men and women for useful service in the field of activity for which they feel themselves best fitted. The basic elements of this training are best given in the class room, laboratory, and lecture hall. The University realizes, however, that the training for active participation in after-college life can be immeasurably enhanced by the practical experience which a student gets in sharing in the planning and administration of extra-class room life on the campus. A student in Journalism, steeped in the scholarly lore of Horace Greeley, gets his first real taste of blood when he is assigned to cover a campus event for the Daily Cardinal, the University's own newspaper. A budding financier, having mastered the intricacies of advanced accounting, puts his newly won knowledge to real and exciting use as treasurer of Military Ball or Junior Prom and finds that when it comes to striking a trial balance, a \$5,000 budget can present as many problems as a \$5,000,000 one. A phy ed, training for a career as director of community recreation, finds out what she doesn't know when she's assigned the job of running off the annual "Randall Green" festival.

The University encourages students to correlate the theory of the class room with the practical experience which may be gained in wise and limited participation in outside activities. The number and variety of the activities which are open to students is almost infinite. Students in Speech may contest for coveted places on Varsity Debate teams; Journalists look forward to seeing their names on the Cardinal masthead; earnest young students of economics have the finance chair-

manships of dances and special events and the more arduous business managements of student publications to sharpen their new found tools on; an endless variety of interesting and difficult problems challenge the socially minded student in the operation of the busy student clubhouse, the Memorial Union building, which is governed almost entirely by student committees; the University Theatre, staffed from prop room to box office with student workers, presents six major productions and about twice as many laboratory plays each year.

Students who in the course of high school or prep school careers have developed special interests or special abilities in outside activities are, of course, encouraged to continue them. However, the primary purpose of all University activities is to increase and widen the scope of a student's interest and to introduce him to new and stimulating fields of activity. No freshman should hesitate to enter into an activity which promises fun and profit simply because he has had no experience or background in the work involved.

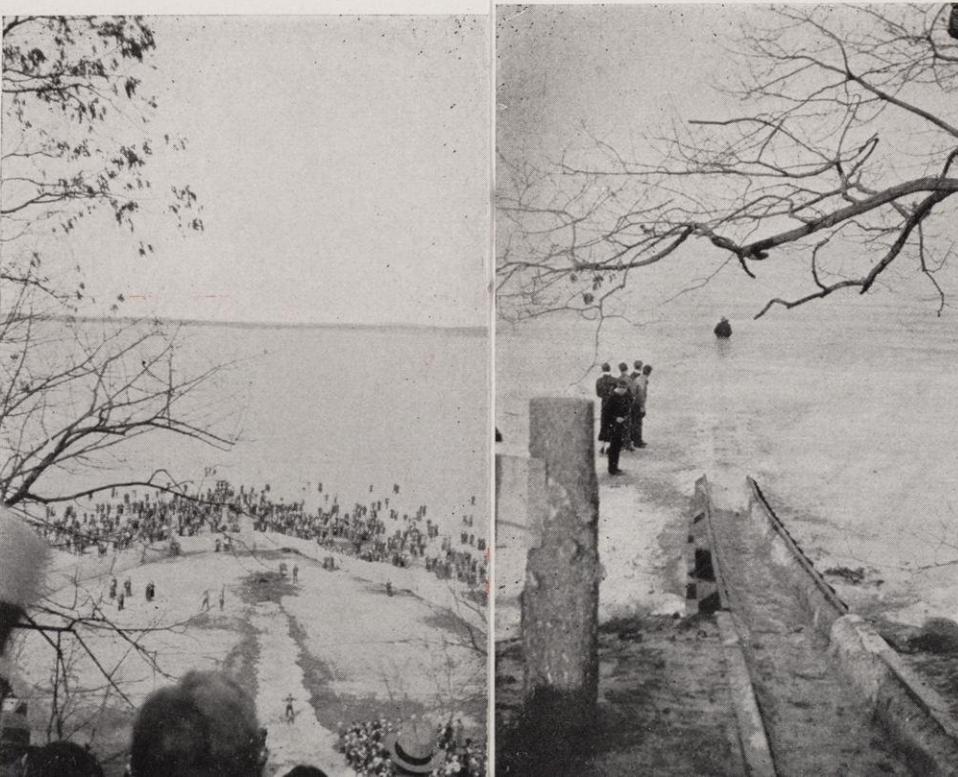
The Memorial Union building itself is a striking example of the degree to which the University has encouraged student participation in and control of campus community life. The Regents of the University have delegated complete responsibility for the operation of this \$1,250,000 plant to a board dominated by students. Twelve student committees plan and execute the varied programs which are designed to cater to all the diversified interests of the entire student body. The Union also provides headquarters for most of the regular and special boards and committees which are concerned with student life.

The Women's Self-Government Association, through its elected representatives, is charged with the responsibility of maintaining high standards



Left: At one of the free Saturday night movies in the Union Rathskeller

Right: The Hoofers' annual ski meet attracts thousands of spectators



Left: The new, all concrete toboggan slide is one of the finest in the Middle West

Right: A friendly game of pocket billiards in the Rathskeller of the Union

W I S C O N S I N ' S

Student publications, Homecoming, Haresfoot's gala all-men production, Military Ball, and the University Theater productions help to keep Jack from being a dull boy



of conduct among women students and of evolving and enforcing specific regulations regarding hours, and living quarters for women. It is a completely autonomous organization, empowered to pass on disciplinary cases and subject only to the general supervision of the faculty committee on student life and interests.

Each season of the busy college year brings its own traditional activities. September means freshman week and the exciting job of shaking down for the year ahead, learning the ropes, digging toes in for a flying start. October Saturday afternoons are spent at the Stadium, with loyal sons and daughters cheering the football team. Homecoming, a time of reunion for the scattered members of the University family, makes November a memorable month. November, too, inaugurates Union concerts, which bring famous musicians from the four corners of the earth and the University Theatre gives its first all-student production. The Christmas Festival, sponsored by the campus churches and the Y. M. C. A. and the Y. W. C. A. and gay parties in dormitories, fraternities and sororities celebrate December and the Christmas season. The first snow finds the Hoofers, outdoor enthusiasts, getting the ski jump on Muir Knoll and the toboggan slide on Observatory Hill in shape for their fellows. December, also, brings the first extended recess and finds Madison strangely quiet in the wake of students homeward bound for the holidays. Approaching term examinations make January a quiet month, with much burning of midnight oil and overflow crowds in the University's many libraries. But the Pre-Prom dance, last social function of the first term, forecasts the





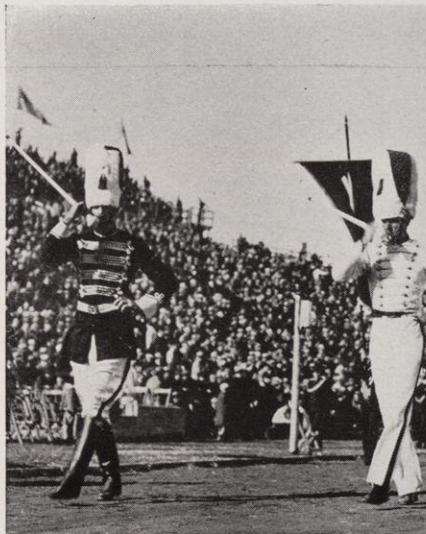
U N I V E R S I T Y

Planning student activities; the pageantry of the football season; announcing, singing or talking over the University's radio station, WHA; or riding with the Hunt club make student life exciting the year 'round

gay activities of the Junior Prom itself which follows closely on examinations. The basketball season is in full swing now, but soon gives way to intramural and inter-collegiate boxing. With March comes the Dolphin Club pageant in the women's pool at Lathrop Hall, more concerts, more plays at the theatre, the Frosh-Soph annual dance. Forensic contests, art exhibits at the Union and the colorful Military Ball vie for attention in April. A long and lovely spring makes Madison an outdoor playground again and the lower campus rings to the shouts of indoor baseball players competing in the Intramural contests. May is spent in feverish preparation for the most important and festive occasion of the year—Fathers' and Mothers' days. A whole weekend is given over to an especially prepared program designed to show parents the University in action and to provide an opportunity for them to meet and know the men and women who teach and counsel their sons and daughters. June—more examinations—and finally Commencement, a colorful pageant of farewell to the seniors.

Through the entire year runs the steady current of scholastic work, tempered and enlivened by this continuous succession of enjoyable and profitable extra-classroom activities.

Because long experience demonstrates that the students who do good class work also are the most productive workers in extra curricular fields, the University wisely restricts participation of freshmen to a reasonable degree and completely prohibits outside activities for all students whose average standing is less than the minimum required for graduation.





DR. WALTER E. MEANWELL, *Director of Intercollegiate Athletics*

» » Wisconsin's Aim--- "Sports for all"

One of the earliest buildings erected on the University campus was a small gymnasium. In that tiny structure were the beginnings of the University's present athletic program. The initial move towards intercollegiate activities did not occur until the 1880's. In the following fifty years however, the program of athletic competition has grown to unimagined proportions.

There is probably no phase of educational activity which has received such widespread comment as the athletic program of colleges. Many universities have been charged with over emphasis of intercollegiate sports to the detriment of their educational program. Such a charge cannot be levied at Wisconsin. The faculty and the regents of the University, who control athletics, believe there is a place in the curriculum for all types of sports. They rightfully believe that active participation in athletics is beneficial to all able-bodied students, but that participation should not be to such an extent that classroom work suffers.

The Wisconsin athletic department has also realized that too few students can take part in the regular intercollegiate sports. Therefore, a splendid program of intramural sports has been arranged and placed under a special department to insure the most successful execution of the plan. In no other university is the program of "sports for all" more adequately carried out than at the University of Wisconsin.

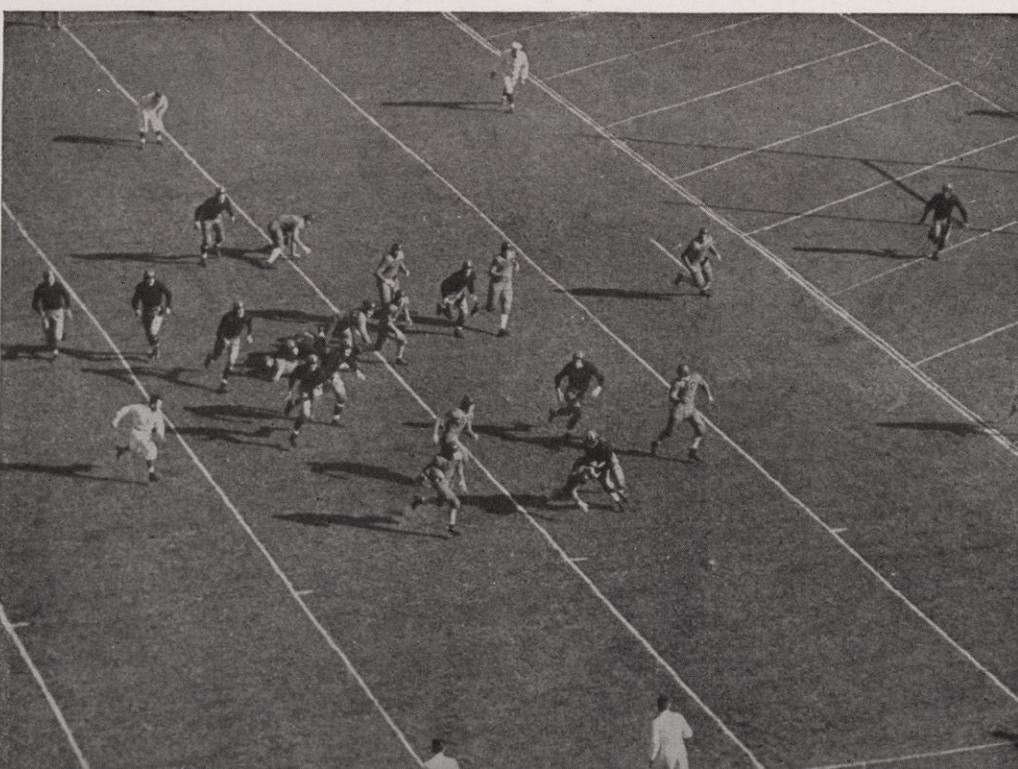
There are fifteen intercollegiate sports which beckon to the boys who wish to participate in them and win the coveted "W". In addition there are three sports, soccer, skiing and billiards, which although not recognized as intercollegiate sports, find many participants and have a regular schedule of matches with schools and clubs. The billiard team won its second national championship this past winter and members of the ski team, sponsored by the Hoofers, Wisconsin's outing club, placed high in all the meets in which they competed.

Naturally the most widely heralded sport at the University is football. Coached by Dr. C. W. Spears and his able assisting staff, this sport annually draws a hundred or more boys to the practice fields and thousands of spectators to Camp Randall stadium. Coach Tom Jones, beloved by all his "boys", is in charge of cross country, indoor track and outdoor track. J. W. Steinauer, known to everyone on the Campus as "Joe", is in charge of swimming, water polo and golf. A. L. Masley, in addition to teaching the general gym classes, tutors the gym team and the fencing team in the intricacies of their sports.

Probably no other school in the country can boast of a more impressive group of young coaches that can Wisconsin. "Bud" Foster, a graduate of 1930, is head basketball coach.



Boxing brought the University its first national championship this year



Wisconsin's fighting Badgers have long been one of the nation's leading football teams—not always victorious, but always fighting



This year's basketball squad won the conference championship, marking the twelfth time Wisconsin has been tops in the last twenty years

Ralph Hunn is rapidly recapturing the prestige of old for the members of his crew. "Bobby" Poser led his baseball squad to a creditable showing in the Western Conference in his first year as coach. John Kaiser, a recent graduate of Illinois' school of architecture, has taken over the reins of the tennis team. Johnny Walsh, still in the Law School, pushed his boxing squad to a national championship this past season.

More than 2500 male students took part in intramurals during the past season. 296 fraternity teams, 85 dormitory teams and 133 teams from churches and independent lodging houses on the Campus were entered in the fifteen competitions sponsored by the department. From the early days of school when touch football games were started through the long winter months until the last week of school in the spring when the finals in the diamond ball games were completed, thousands of students were busy participating in tackle football, basketball, cross country, hockey, bowling, indoor track, swimming, water polo, baseball, outdoor track, golf, tennis, and crew. The intramural games are carefully supervised by members of the athletic department in an effort to prevent possible injury to the participants.

Dr. Walter E. Meanwell, director of intercollegiate athletics at the University, aptly described the University's athletic philosophy when he remarked that the structure of any university's athletic program must be built as a pyramid. The broad base stone is composed of the vast majority of students who have neither the proficiency nor the physical qualifications necessary to play on the varsity squads. For this group is created the multiple activity of the intramural program. The second group, smaller than the first by far, is comprised of those who cannot quite make the grade on different teams but continue their efforts as substitutes. At the top of the pyramid is that limited group whose skill is such that they comprise the varsity teams and represent the University on the athletic fields. Each group must be, and at Wisconsin is, given its just attention. It is only by this means that the program of "Athletics for All" can become a reality and not an empty phrase.



Top: These four Badger hurdlers set a new world's record in a shuttle hurdle relay race at Camp Randall this last spring

Bottom: Just one of the many intramural games in which more than two thousand men take part



Wisconsin is the only school in the Big Ten which supports crew as part of its program of athletics for all

» » Women's Sports

Healthy bodies as well as healthy minds are a necessity for the acquisition of a successful education. The University has long recognized this need for healthful recreation for its women students and maintains a separate department to care for the recreational needs of the co-eds.

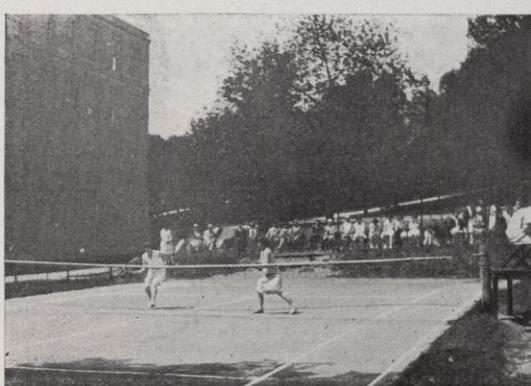
Lathrop Hall, a special gymnasium is at the disposal of all women students. It contains accommodations for more than one thousand girls. It has two gymnasiums, a swimming pool, a dance studio and four bowling alleys. A competent staff of instructors is in charge of classroom and intramural work.

The Women's Athletic Association cooperates with the Women's Department in the conduct of women's activities. "Sports for All" is the objective toward which the Association is working. The activities are numerous and diverse so that every girl may enjoy some form of exercise.

Intramural activities interest large numbers of girls; class teams are active during the entire year in all the various sports; the W. A. A. cottage on the shores of Lake Mendota affords excellent opportunities for week-end parties and picnics; Outing club promotes interest in such activities as hiking, skiing, coasting, tobogganing, ice skating, canoeing and riding; Orchesis, an advanced dancing society, is designed to give opportunity beyond the regular scheduled class work.

Inter-sorority, inter-class, and inter-dormitory contests are prepared by the department in practically every sport thereby creating a friendly group rivalry which adds immeasurably to the enjoyment of the sports. Awards are given to the outstanding athletes in the various fields of activity.

An annual Dance Drama, the Dolphin club's water pageant, and the Randall Green festival at Camp Randall are special occasions at which the physical education students present their accomplishments before the general public.



Women's sports such as lacrosse, volleyball, tumbling, baseball, archery and tennis furnish healthful recreation for hundreds of women students each year and make an attractive athletic program which starts in early autumn and continues until late spring.



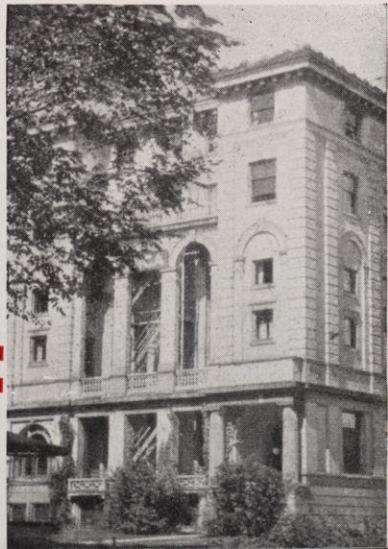
A freshman at Wisconsin is introduced to his church by the University administration in his first week on the campus. During Orientation week it is officially recommended to every new student that he attend the reception arranged by the church of his choice. Nine church organizations maintain student houses adjoining the campus with varied activities suited to student tastes and interests. To "maintain an altar" according to the rites and tradition of each church is the first object. But students find the campus church does more than provide a place of worship. Amateur dramatics, intramural athletic teams, steak roasts, teas, and purely social affairs as well as discussion groups and distinctively religious instruction have their place in the program. One student church operates a cooperative dining service. Many students find their most agreeable social opportunity in the student church. The pastors are young men especially selected and trained for their work. Their personality and experience make them acceptable friends and counsellors to youth.

The organization is composed of students, the program is planned by students. Student initiative is encouraged. A student who feels that he has outgrown Sunday School finds himself in an exciting quest of the meaning of religion for himself in the midst of a rapidly changing experience and intellectual expansion. He shares that quest with students of his own age as alert and enthusiastic as himself and at the same time enjoys the companionship of members of the University faculty who share his church tradition and who are in the full channel of modern intellectual progress.

A river is a good scriptural figure and a river wide and deep with many tributaries is an apt figure for the religious life of the University. Only the surface appearance is visible to a

» » *The Church Campus*

A few of the Campus churches are shown on these two pages. At the top on this page students are shown leaving the First Congregational Church. The second picture shows the members of St. Paul chapel leaving the church after an early mass. Below that is shown the attractive entrance to the Memorial Reformed church. At the bottom of this panel may be seen students discussing the morning sermon at the Baptist church. The University Y. M. C. A. is shown to the right on this page. The new Presbyterian Student Center Foundation is shown at the top on the next page, followed by the University Methodist Episcopal church. The St. Francis Episcopal Clubhouse and the Calvary Lutheran church may be seen at the bottom of the next page



casual observer. Here and there an eddy or a backwater checks the flow. Stately craft and fussy little launches and not a little driftwood are conspicuous, but the water that makes the river is down below the surface.

In that stream the churches of the home towns merge their influence. Student churches adjoining the campus as well as the Madison city churches continue to pour their influence into the river. Perhaps it would be a better figure to say that each campus church is a canal through which some of the waters of the river flow parallel to the main stream.

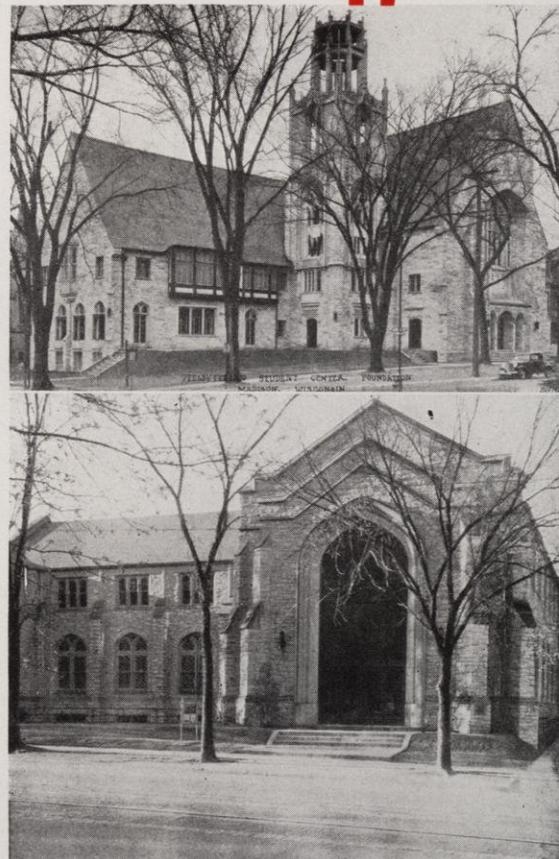
With their sermons and sacraments, their social life and their discussion groups the churches continue to exercise a potent influence on the religious life of the campus. But the river is more than its tributaries. Students are more influenced by students than by any others. The religious life of the campus is a common rather than a diversified experience. The river runs deep. It is evidenced in the strong sense of decency in personal conduct and human relations: the determination of youth to build a better world: the personal loyalty to the religious traditions in which the student has been reared. A boy of sixteen or seventeen comes to the University a boy scarcely released from parental control. He returns a man of twenty-one. His relation to his parents has changed. He is an independent social and economic being, and he has a religious experience of his own. That religious experience is a compound of his early training, his student companionships, and the influence of the teachers he has known.

The University Young Men's and Young Women's Christian Associations constitute a fellowship of students and faculty concerned with student religious experience in the broadest sense of the words. In them the student is enabled to develop his personal experience in association with members of the faculty and alumni who have a more mature experience and a fuller knowledge.

The most effective religious influence in the life of a student is the personal influence of student pastors, members of the faculty and fellow students. It is a social experience shared with others outside the church, but wherever the resources, wisdom, and leadership of the church are sufficient to maintain an understanding fellowship with a young man or woman in college, the church will add to its fellowship an invaluable lay leader.

The following are the churches which maintain student houses adjoining the campus:

Baptist, 429 N. Park St.; Calvary Lutheran, 713 State St.; Catholic, 723 State St.; Congregational 422 N. Murray St.; Jewish, 512 State St.; Episcopal, 1001 University Ave.; Methodist, 1127 University Ave.; Luther Memorial, 1025 University Ave.; Presbyterian, 731 State St.





The towering State Capitol as seen from Bascom hall on top of "the Hill", a scene long remembered by all who visit Madison

» » Madison

It was not by accident that the city of Madison became the University city it is today. Almost a century ago, the people of the State of Wisconsin specifically created a new city as the seat of government and the home of the State University. The location of this newly founded community was designated as the area of the four lakes. Thus it was that Madison grew as the University grew. Its homes were University homes. It is a University city, not as many other communities are, a location to which a University moved after the locality was already thriving. Even the legislators of old realized the advisability of having the home of learning and the seat of government close to one another. Down through the years since the dreams of our forefathers first became a reality the state, the city and the University have banded their efforts towards the common goal of building a greater Commonwealth.

Nestling serenely between beautiful Lake Mendota and placid Lake Monona, Madison is recognized as one of the most attractive cities in America. Her four lakes are the toast of poets and sportsmen alike. Their green clad shores, capped by the brilliant white dome of the State Capitol, are the annual mecca for thousands of former students and residents. To have once lived in Madison is to love her beauty, quiet and culture forever.

But Madison has other attractions besides its beauty. It is a thriving city of sixty thousand people. It is a cultured city offering much not found in the average small community.

The State Capitol, acclaimed by architects the world over as one of the most beautiful of all state houses, is at the hub of the sixteen spoke-like streets which lead to all parts of the city. Its beautiful four wings and statue crested dome are visible for miles around. Students attending the University have the unusual opportunity to attend meetings of the state legislature, the Supreme Court and other administrative branches of the state government in the capitol and thereby more completely round out their education and become more competent



Madison's lakes offer ample facilities for sailing enthusiasts

Three railroad lines accommodate the thousands who journey to and from Madison each year

An aerial view of Madison from the west showing the University campus in the foreground

the University City

citizens of the State. In addition to the state offices, the Madison Common Council meetings are open to students.

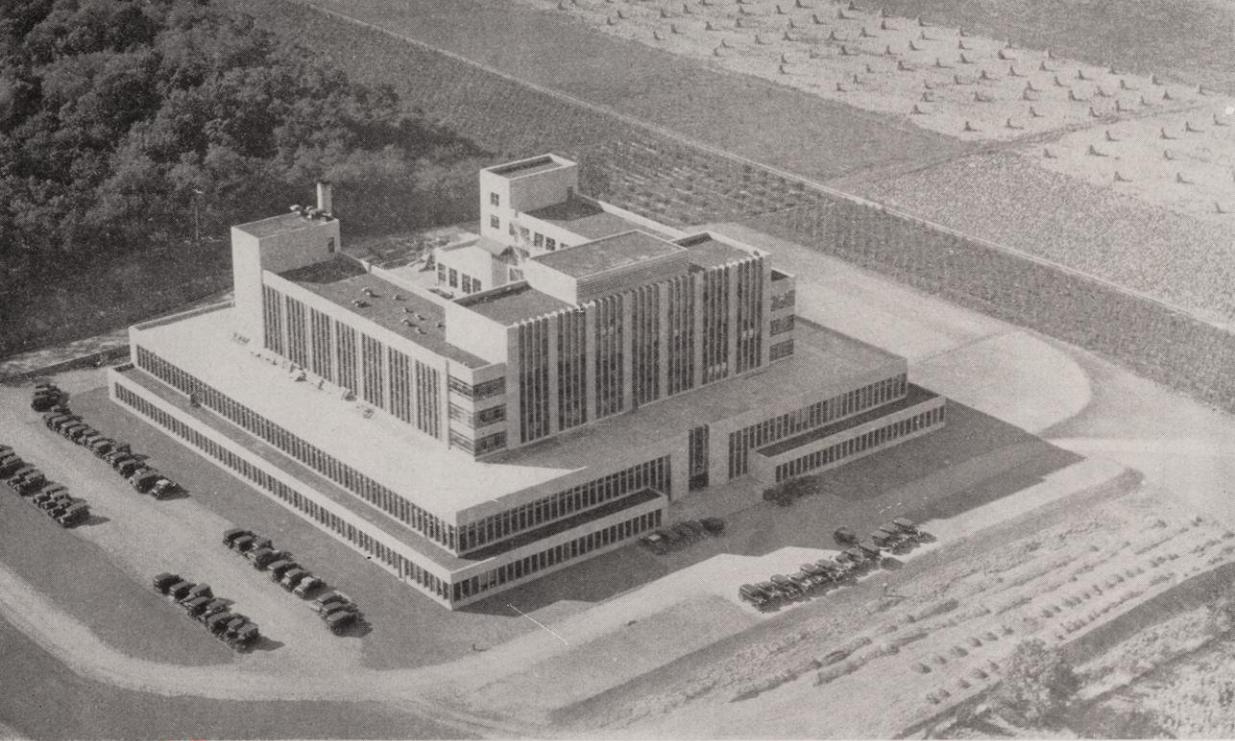
Madison is known as a city of beautiful homes. The attractive lawns, the prevalence of graceful elms arching high over the streets, the lovely gardens and the peace and quiet of the residential sections make an ideal environment for the serious student in search of real study.

Thirty-one inviting parks dot every section of the city. Madison's zoo is exceptional for a small city. Bathing and boating facilities are available at those parks bordering the lakes. For those who like to picnic, the city has installed shelter houses and open fireplaces in almost every park. Seven golf courses and thirty-two tennis courts are available for those who wish to use them. A six hundred acre arboretum bordering charming Lake Wingra is rapidly nearing completion and will afford students an opportunity to study plant life and small birds and animals in their natural environment.

Madison is located at the gateway to the great Wisconsin resort region. The famous Wisconsin Dells are only a short drive away. Thousands of inviting lakes are but a few hours ride to the north. However, there is no need for the sportsman to travel to satisfy his yearnings; Madison's lakes abound with fish and the surrounding terrain is a virtual paradise for those who like to hunt.

The impressively modern, million dollar Forest Products





The impressive Forest Products Laboratory is one of the most beautiful of all governmental buildings and is located on the west boundary of the University campus

Laboratory is a recent addition to Madison, the only one of its kind in the country. It was here that Arthur Koehler did much of his research work which aided in the capture and conviction of the Lindbergh kidnapper.

Four hospitals, in addition to the University's facilities, stand ready to serve the student in time of illness. Three railroad lines and three bus lines more than suffice to accommodate the travel in and out of Madison. Hotel and restaurant facilities are excellent.

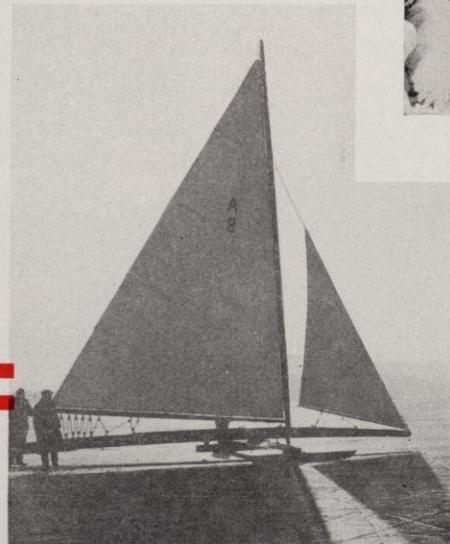
For those who like to escape the cares of the city, Madison offers untold miles of interesting hiking terrain, and thousands of beautiful spots for steak fries, wiener roasts and all that goes with them. Bluffs and vales, meandering streams and limpid lakes stand on all sides to welcome the outdoor enthusiasts to a day or an evening of complete relaxation.

More than a thousand Indian mounds are to be found on the hundreds of hills surrounding Madison's lakes. The entire region, rich in Indian lore of the days of Chief Blackhawk, is fascinating to study.

At times the whole community joins in staging the national Inland Lakes Regatta for sailboats, a Venetian night celebration on the lakes, or the annual winter ice boat races, the world's records for which are held by Madison boats.

But most of all, Madison is beautiful. Her azure lakes and verdant hills inspired that great American poet, Henry Wadsworth Longfellow, to write these lines:

"Four limpid lakes, four Naiades
Or sylvan deities are these,
In flowing robes of azure dressed;
Four lovely handmaids that up-
hold
Their shining mirrors rimmed with
gold,
To the fair city of the west."



Madison is a winter as well as a summer playground. Its ice-bound lakes and snow clad hills are a paradise for skaters and skiers



» » *These be Memorable Things*

You will find the real Wisconsin in many things—

On a certain bright day in September you will walk up this shining sweep of grass with several thousand others to be welcomed by the University into a new fellowship. On another day, a few years after, you will walk up this slope again—this time in cap and black gown to receive your passport into a new and larger life. Around this Hill clothed in elms, and spruce, and larches, dotted with colleges and classrooms, will center many of the happiest memories of your life.

Or again you may find it in a classroom where some man, keen of eye and thought, will tell you why the glorious days of Charlemange were not so glorious, or of the great space of time during which men have learned to think, and live together. And you will perhaps infer that universities are built to help you to think for yourself and live peaceably with others.

You may find Wisconsin in that taut moment when the crowd rises in the stadium with a great roar and twenty 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 after the game when the crowd rises again to sing together that mighty song, "Varsity."

It may come to you as you sit in your room under a low-hung 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, which your college days will be all too short to satisfy.

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 evening along the drive, haunted with shadowy figures—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 the 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.

