150 ways University of Wisconsin Madison has touched the world.

[Madison, Wis.]: Office of News and Public Affairs, [University of Wisconsin-Madison], 1998

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150 Ways

University of Wisconsin Madison

University of Wisconsin Madison

has touched the world.

WITH THE FLOURISH OF A PEN on July 26, 1848, the state's first governor, Nelson Dewey, transformed ink into a university.

On that day, Dewey signed a bill passed by the Wisconsin State Legislature creating the University of Wisconsin and its board of regents. The law flowed from the Constitution of 1848, which provided for a state university and stipulated the university's first four departments: Science, Literature and the Arts; Law; Medicine; and Elementary Instruction.


Nelson Dewey

Then, before even an acre of land had been acquired for the university campus, 17 young men met on February 5, 1849 — now known as Founder's Day — for the first day of the first class at the university. Led by Professor John Sterling, they assembled in a room at the Madison Female Academy, on the corner of Dayton Street and Wisconsin Avenue in Madison.

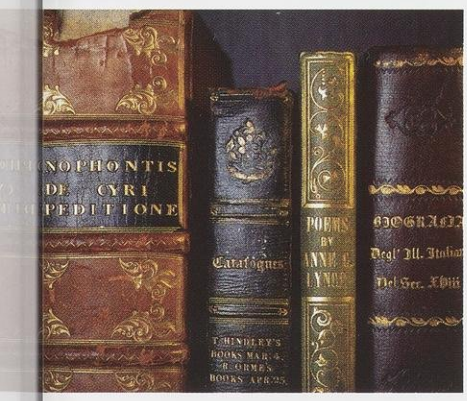
Thus was born the University of Wisconsin-Madison, one of the world's preeminent public research universities. That assemblage of 17 in 1849 has blossomed today into 40,000 students at a university that's the third-largest producer of doctorates in the nation and the third-largest recipient of research and development funds.

The excellence of UW-Madison has reverberated through the lives of millions of people over many decades — that is fact, not hyperbole, as we will illustrate in the following pages. Through teaching, research and public service, the university has made itself felt in countless ways in Wisconsin and around the world.

But this booklet *does* count the ways — 150 of them, to be exact — to mark the sesquicentennial of the university's founding. They are not offered as the most important ways or the most anything, for that matter. These "ways" simply reflect some of the breadth, depth and complexity of UW-Madison's history and legacy. And they also say this: After 150 years, the university has done its founders and supporters proud.

1 The useful arts

UW's first students in 1849 studied physics, civil polity, algebra and Latin — all the trimmings of a classical education. But from its earliest days, the university has also strived to include courses that would teach its graduates practical skills so that they could contribute to the state's economy. UW's first course catalogs, for instance, include selections in "useful arts" and "industrial pursuits," such as fundamentals of agriculture. That healthy tension is still reflected at UW by a combination of traditional liberal-arts courses and real-life experiences such as practicums and internships.



2 Long overdue

Students need books to study, and, to that end, UW started building a library of donated books in 1849. The first collection, opened in September 1851 on the fourth floor of North Hall, housed about 800 donated volumes — a bit humble in the reflection of today's 45 libraries and 5.8 million volumes. Memorial Library, with more than 3 million volumes, houses the largest single collection in Wisconsin and draws more than 1 million visits a year.

3 A campus is born

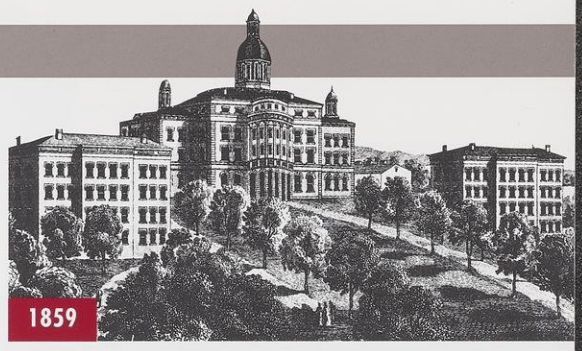
In 1851, masons, sandstone and $19,000 turned College Hill into a campus with the opening of North Hall, where 56 students could eat, study and sleep. A second bookend building, South Hall, was built across the way in 1855 and was turned into a women's dormitory in 1863; it now houses the administrative offices of Letters and Science, the university's largest college. The capstone of the hill, Main Hall (now Bascom Hall), was built in 1859 in Italian High Renaissance style. Today, the three buildings form an architectural counterweight to the State Capitol at the other end of State Street.

4 Teaching teachers

UW's founders hoped that the university would provide a font of trained teachers for the state's schools. Elementary education was one of the four disciplines that the state constitution required UW to teach. (Medicine, law and an early version of liberal arts were the others.) UW has embraced the role, developing an education curriculum that has been rated the best in the nation and has taught more than 12,000 teachers and school administrators in the past two decades. Today, 8,500 UW-trained teachers and administrators work in Wisconsin's schools.

5 Power of association

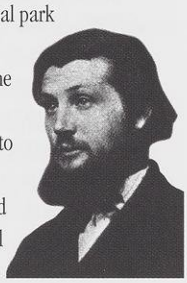
Charles Wakeley, one-half of the university's first graduating class in 1854, helped found the Wisconsin Alumni Association seven years after his graduation to aid his alma mater in surviving the lean state budgets in Civil War times. In 1861, the organization served 40 alumni; today, WAA provides a link to campus for 270,000 living alumni, including 37,000 WAA members and 116 alumni clubs around the world.



Bascom Hill had a familiar look in 1859—although it wouldn't be called Bascom until the 1920s.

6 Walk in the park

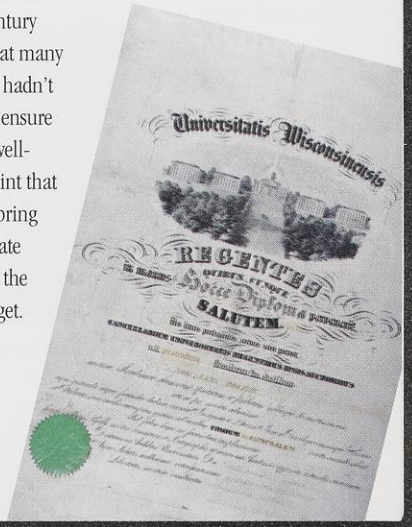
Every time you visit a national park you're enjoying the legacy of a former UW student, John Muir. He attended UW from 1860 to 1863, leaving after his junior year en route to becoming a world-famous naturalist who helped found the Sierra Club. Considered the father of the national park system, he influenced the federal government to help save redwoods and other natural treasures.

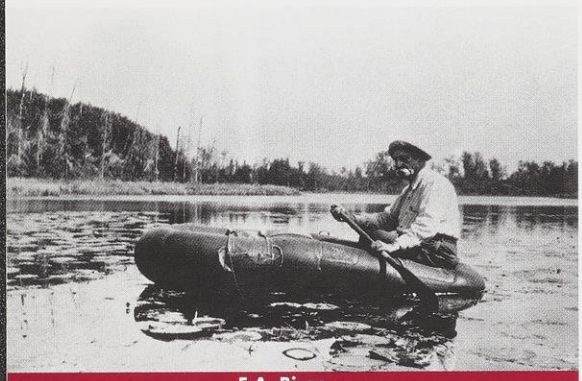


7 Land grants

Public education changed forever when Congress passed the Morrill Act in 1862, which granted vast tracts of public land to institutions that taught agriculture and other technical skills. UW became a "land-grant" institution in 1866, when 240,000 acres of federal land in Wisconsin were sold to create an endowment for the young university. The grant helped solidify UW's agricultural programs and set into motion its long history of agricultural research and training. But the sale also created a public controversy. Lands were sold at $1.25 an acre, a price so low — even by 19th-century standards — that many argued the state hadn't done enough to ensure UW's financial well-being, a complaint that by 1872 helped bring about regular state contributions to the university's budget.

Levi Booth earned two of UW's first degrees—a bachelor's in 1854 and a master's degree, shown here, awarded in 1858.

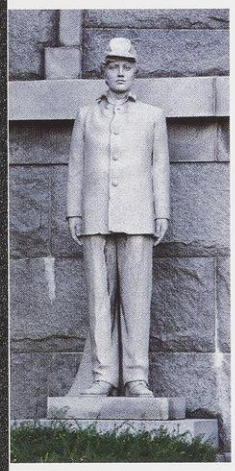




E.A. Birge

8 Civil War lore

The Civil War prompted great comings and goings for the infant campus. Going were many of the male students and new alumni; of the 50 graduates up to 1864, 28 joined the Union Army, and a few served the Southern cause. Coming were Wisconsin troops who trained at Camp Randall, an open field on the edge of campus that in 1893 was acquired by the university to serve as an athletic field.

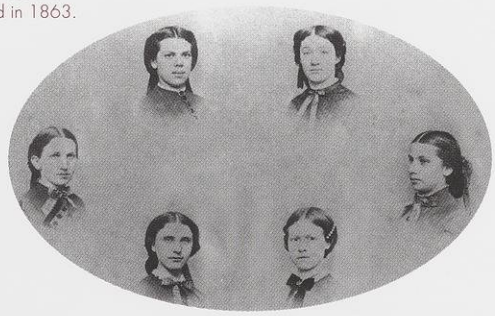


Memorials to the Civil War soldiers who trained in Camp Randall adorn the site, now a park on UW's campus.

9 Breaking barriers

Drained of male students by the Civil War and looking to boost its enrollment, the university opened its doors in 1863 to women for the first time. The first female students were admitted to the Normal Department (for teacher preparation), but in 1867 President Paul A. Chadbourne segregated women into a Female College. President John Bascom, a pioneer of social justice who would have none of the separation, closed the Female College in 1874 and granted women full coeducational status.

UW's first women students enrolled in 1863.



10 Scandinavian roots

The nation's oldest Scandinavian studies program found a receptive home at UW-Madison in 1875, following a wave of Norwegian, Danish and Swedish settlement in Wisconsin. Founder Rasmus B. Anderson assembled a huge library of Norwegian literature and provoked controversy with his own book asserting that Columbus didn't discover America. The department, home to UW's first student scholarship fund, today teaches the great-great-grandchildren of Wisconsin's first settlers, offering popular courses such as "Tales of Hans Christian Andersen."

11 Watershed research

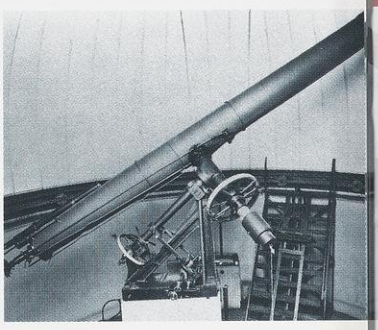
In 1875, when E.A. Birge arrived at UW-Madison as a 24-year-old instructor in natural history, he brought with him an insatiable curiosity about lakes and streams. Soon after his arrival, limnology — the study of inland waters — was founded in North America. Today, UW's tradition of lake research makes Lake Mendota and other Wisconsin waters among the best-studied in the world, and UW research helps ensure the well-being of those treasured resources.

12 'Fighting Bob'

Robert M. La Follette began a career of oratory brilliance as a UW student in 1878, winning an interstate speech contest with a Shakespearean recitation that a local newspaper called "an art above painting and sculpture." But his greatest art was yet to come. As the first UW alumnus elected governor (in 1901) and later a U.S. senator, La Follette set Wisconsin and the nation on a path to progressivism, a sweeping movement to put political power in the hands of citizens. Fighting Bob's spirit of a rich university-government alliance lives on in UW's Robert M. La Follette Institute of Public Affairs, opened in 1984 to study public-policy issues.

13 Stargazing

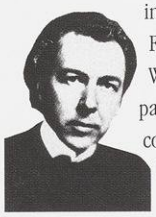
A gift by former Gov. Cadwallader C. Washburn made possible the 1878 construction of Washburn Observatory, whose telescope quickly became the nucleus of a long history of world-class sky watching. Washburn has seen its share of scientific breakthroughs over the



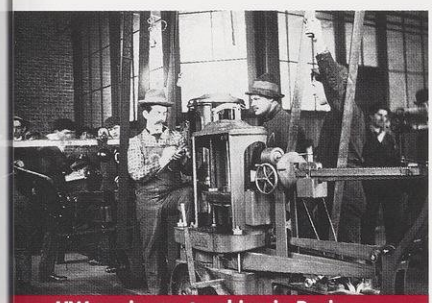
years, such as the first real measurements of starlight, recorded there in the 1930s. Two newer observatories, one 15 miles west of Madison at Pine Bluff and another, the WIYN Observatory, atop Kitt Peak in Arizona, have added state-of-the-art equipment that provides an even better view of the stars, galaxies and mysteries in the cosmological zoo.

14 All the Wright moves

During a brief undergraduate stint



in 1885-86, Frank Lloyd Wright worked part time on construction of UW's Science Hall. The experience so inspired him that he left campus to join a Chicago architectural firm, the first step in his luminous architectural career. But he never forgot his UW past — although he once quipped that the only thing he received from UW instruction was a corn on his foot. He returned to campus to give provocative lectures and exhibits, and, in 1955, he accepted one of the university's highest awards, an honorary doctorate degree.



UW engineers teaching in Racine

15 Labor days

"The Wisconsin School" may be the most influential school that never really existed. At the turn of the century, the "School" was shorthand for a cadre of economists who were making a profound mark on American labor. At their head was professor Richard Ely, who in 1886 published the nation's first book on labor relations. That book influenced a generation of thinkers who redefined government's role in the workplace. With such guidance, Wisconsin became a state of firsts: first income tax, first worker's compensation and first unemployment compensation. Later, the Wisconsin School would lead the nation in embracing child-labor and minimum-wage laws.

16 A season to study

Inspired by the success of its popular courses for farmers, UW launched a session for practicing teachers during the summer of 1887. That year, 45 teachers paid $10 each for the refresher on teaching essentials, and its subsequent popularity paved the way for a university-wide summer session in 1899. Summer coursework has made UW instruction more accessible to the public, especially practicing professionals, and has offered a wider course selection for traditional students. Today, summertime studies are a permanent fixture, with more than 12,000 students opting to study in the sun each year.

17 Geology rocks

If you had been a cutting-edge scientist in the latter days of the 19th century, you were probably a geologist. The study of the Earth's formations consumed universities, and in this university's case, helped shape a legacy. Geology explained the unique physical makeup of our state, and it produced two scientists who would become UW presidents: Thomas C. Chamberlin, former head of Wisconsin's geological survey and UW president from 1887 to 1892, and Charles R. Van Hise, who graduated from the department and served on its faculty before becoming president in 1903. The two helped bring university research to the public's benefit.

18 Taking it to the streets

In 1889, when civil engineer C.D. Marx took to the road to teach Racine factory workers the finer points of mechanics, a UW tradition of exporting training to the workplace began. UW engineers left the classroom in the early 1900s to help factories clean the smoke-filled Lake Michigan shoreline air, and thousands of GIs took advantage of UW correspondence courses during the two world wars. Today, UW offers about 400 professionally focused courses in engineering alone, and similar training in fields such as agriculture and education enriches the careers of thousands.

19 Honest dairy

In 1890, Stephen Babcock devised a simple, foolproof method to test the butterfat content of milk. The test allowed merchants to pay farmers based on butterfat rather than weight, ending the days of watered-down milk. Accomplished at a time when farmers were adopting dairying as a "cash crop," Babcock's invention, according to former Gov. W.D. Hoard, "made more dairymen honest than the Bible."

When UW built its dairy barn in 1896 with one of the state's first round silos, we helped make round the shape of things to come.

20 Familiar shapes

In 1891, agricultural physicist Franklin H. King completed a study on how to preserve cattle feed, and Wisconsin's rural skyline would never be the same. King proved that round, above-ground silos provided quality year-round feed for the state's emerging dairy industry.

The Daily Cardinal.

VOL. I.—NO. 1. UNIVERSITY OF WISCONSIN. MADISON, WIS., MONDAY, APRIL 4, 1892. [PRICE THREE CENTS.

The Oratorical Contest.

Mr. Pyre Carries off the Honors

Mr. Turner Takes Second Place.

On the last Wednesday of the winter term the preliminary contest to select our representative to the

was that famous bulwark of English liberty, the Magna Charta. Upon this as a foundation the whole of England's constitutional growth is based.

Mr. Reinsch's subject was "More Light." One thought was ever present with Goethe, one prayer on his lips, when he had become the master-mind of Germany, the driving force of humanity, his cry was ever for "More Light." This universe and all it contains is a mystery, and

well as entertaining and instructive trips taken by students during the vacation, was the one participated in by Messrs. Hosbory, Alverson, Burton and Lackner with Prof. Smith and Jackson. They left Madison Saturday, spent Sunday looking over the world's fair grounds under the direction of Superintendent Sargent, went to Joliet, Monday and visited the celebrated steel works of the Fox Steel Co., of Joliet.

LAW SCHOOL.

The following officers were elected at the Senior class meeting, held on the last Wednesday of the term: Pres. D. H. Walter; Vice-Pres., W. A. Maring; chief justice of the Moot Court, Zebulon Pleath and C. F. Dillott.

A program of the Senior class will be held on Tuesday, April 5,

21 Paper chase

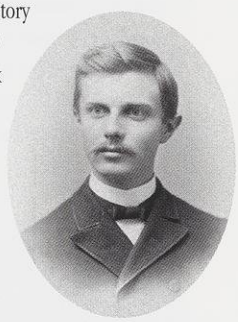
UW's oldest student newspaper began mildly enough on April 4, 1892, with a lead story about winners of the Western Oratorical League contest. *The Daily Cardinal* grew more provocative and was once briefly shut down in 1932 after publishing a letter advocating free love. Its notorious anti-establishment identity peaked in the 1960s, when the *Cardinal* joined in the tumultuous protests of the Vietnam War. The era inspired an alternative student weekly, the *Badger Herald*, started in 1969 as a right-winged voice to counteract the *Cardinal*'s leftward leanings. The *Herald* went daily in 1986, making UW-Madison the nation's only campus with two student dailies.

22 Doctor, doctor

Charles R. Van Hise was the first UW graduate named president of his alma mater in 1903, but he also scored an earlier first: In 1892, he received the university's first doctorate degree, in geology. More than 31,000 doctorates later — a figure few, if any, other institutions can match — UW-Madison now awards the third-largest number of Ph.D. degrees in the nation each year.

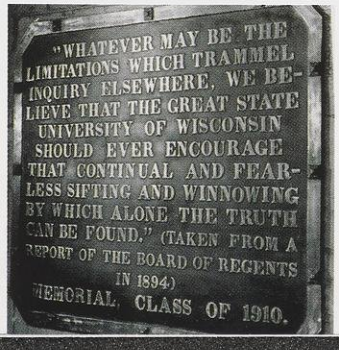
23 Western experience

The frontier defines us, and in 1893, history professor Frederick Jackson Turner defined the frontier. His "frontier thesis" became one of the most influential theories ever posed about the American experience. Turner believed the American character of pragmatism, grass-roots government and individualism grew from the gritty realities of relentlessly conquering the West. Turner made frontier history courses wildly popular on campus at the turn of the century, and his thesis remains a vital, but controversial, view of American history.



24 Academic freedom rings

In 1894, with a rhetorical flourish that today stands as a hallmark of academic freedom, UW regents exonerated Richard Ely, an economics professor charged with teaching such "pernicious" ideas as labor's right to organize. The famed "sifting and winnowing" statement, part of it preserved on a plaque at the entrance to Bascom Hall, took dead aim at forces trying to throttle free speech on campus and became the ideological backbone for faculty who years later created a system of self-governance.



25 Watch for falling peas

In 1895, Wisconsin's canning industry faced a volatile problem. Many of its canned vegetables were exploding in storage, leading to huge losses. UW bacteriologists discovered new, higher-temperature processing techniques that settled the industry — and its cans. Since then, UW scientists have helped control disease, reduce pests and improve crops for canning, now a $134 million state industry, second nationally only to California.

26 Mastodons and mosasaurs

A jumble of huge bones, uncovered in 1897 in southwestern Wisconsin, gave the UW-Madison Geology Museum its signature specimen: a 10,000-year-old mastodon. Found by four young boys near Boaz in Richland County, the skeleton was displayed at the museum in 1915. A fluted spear point found nearby suggests the animal was killed more than 10,500 years ago by some of Wisconsin's earliest inhabitants. Today, the beast is joined at the museum by dinosaur skeletons and fossil specimens from the distant past, all of which make the museum, founded in 1848, an enduring snapshot of Wisconsin's prehistory.

27 U rah rah

The popular UW song "Varsity," with its well-known words of "Praise to thee our alma mater," comes from European stock. In 1898, a young UW music instructor, Henry Dyke Sleeper, transformed a 19th-century Latin hymn written by French operatic composer Charles Gounod into what was then called "Varsity Toast." The traditional right-arm swing above the head was added to the singing in 1934 by UW Band Director Ray Dvorak.

28 Ladies' night

The Haresfoot Club, started in 1899 as UW-Madison's first student theater group, thrived for 64 years under the motto, "All our girls are men, yet every one's a lady." The troupe didn't have the budget to take females, who required chaperones, on the road, so the male cast donned gowns to play women's roles. While the gender-bending shtick became a trademark, the students' acting and writing were exceptional, inspiring the 1937 film "Varsity Show." Meanwhile, conventional student theater also flourished. The Wisconsin Players debuted in 1922, and the Wisconsin Union Theater — opened in 1939 as a dazzling showplace — was later joined by two new playhouses.

The Haresfoot Club

29 History at our doorstep

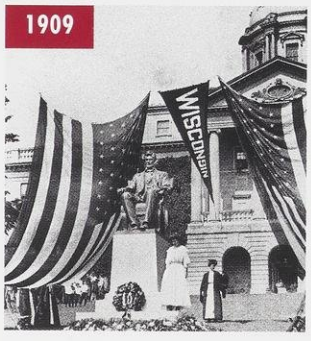
Behind the fortress facade of UW's Red Gym lies an important nugget of political fact: The rousing Republican conventions that nominated Robert M. La Follette

for governor in 1902 and 1904 were held there, part of its history as an early town hall. Buildings like the Red Gym — and later the Stock Pavilion, Field House and Union Theater — were more than spacious venues; they showcased UW-Madison's magnetism for world leaders. The Union Theater was graced by Frank Lloyd Wright and Martin Luther King Jr.; the Field House by John F. Kennedy and Desmond Tutu; and the Stock Pavilion by Harry Truman. The new Kohl Center is continuing the tradition, hosting the 14th Dalai Lama of Tibet in spring 1998.

30 Birth of an idea

The Wisconsin Idea —the belief that the boundaries of the campus are the boundaries of the state and beyond — flowered under Charles R. Van Hise, UW's president from 1903 to 1918. Van Hise declared that he would "never be content until the beneficent influence of the university reaches every family in the state." But the roots of the now-famous idea lie deeper in the university's history. Van Hise's old professor and presidential predecessor, John A. Bascom, gave galvanizing Sunday afternoon talks (attended by future Gov. Robert M. La Follette, among others) in which he argued that UW graduates had a moral responsibility to share their expertise.

1909



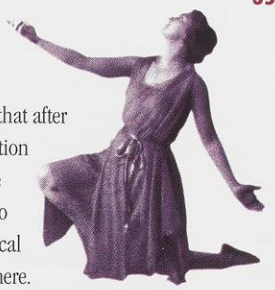
31 Lincoln legacy

A bronze Abraham Lincoln has been ever gazing at the State Capitol from the top of Bascom Hill since 1909 and, in so doing, has given the campus one of its most identifiable symbols. The statue is the only replica of an original cast for Lincoln's birthplace in Kentucky, secured for the university by a cousin of Frank Lloyd Wright. Lincoln signed the federal legislation that later designated UW, among other universities, a land-grant institution.

32 Familiar tunes

A song surfaced in 1909 that took the college fight-song circuit by storm: "On, Wisconsin," composed by Chicago musician William Purdy with UW alumnus Carl Beck, who wrote the words. The story goes that Purdy planned to submit the song for a contest at the University of Minnesota until Beck persuaded him to offer it to Wisconsin instead. "On, Wisconsin," which became the official state song in 1959, has been adapted by more than 2,500 schools and universities nationwide.

33 Dancing queen



So gracefully athletic was UW student Margaret H'Doubler that after her graduation in 1910 she was asked to teach physical education here. From that position, she helped shape the world of modern dance, starting the nation's first college dance program at UW in 1926. Under H'Doubler's direction, dance transcended movement — she taught her students philosophy and art history, searching for a medium, as she said, "worth a college woman's time." Her curriculum helped define a structure for teaching dance that scores of universities still follow today.

Fire destroyed the magnificent dome of Main Hall in 1916, but a cistern spared the rest of the building we now know as Bascom Hall.

34 The vitamin alphabet

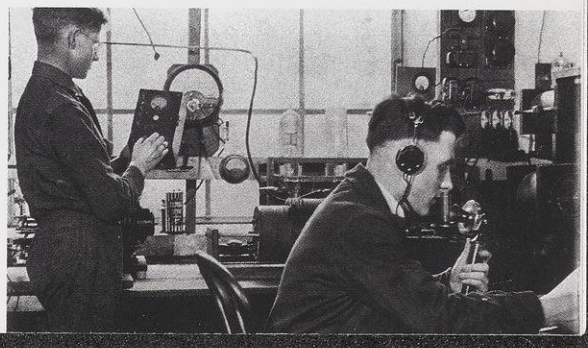
In 1914, biochemist E.V. McCollum introduced vitamin A to the world, discovering the first of the vitamins during a simple dietary experiment on rats. Two years later, the vitamin alphabet grew when McCollum and colleague Margaret Davis discovered vitamin B, which helps prevent beriberi. In 1937, another of the B vitamins, niacin, was discovered by scientist Conrad Elvehjem to cure pellagra. With the revelation of the role vitamins play in human and animal health, those chronic and debilitating ailments — affecting tens of millions of people — were erased in an instant.

35 Bascom becomes Bascom

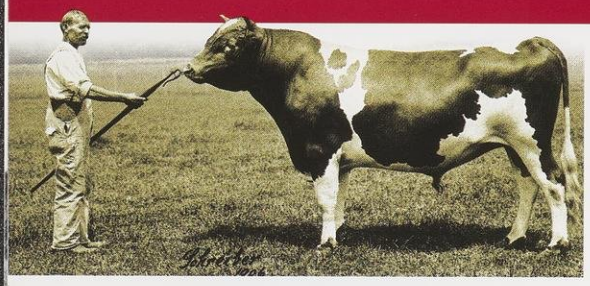
Bascom Hall, an architectural centerpiece and icon of the university since 1859, got its name in 1920 when President E.A. Birge renamed Main Hall (also called University Hall) to honor John A. Bascom, president from 1874 to 1887. In 1916, fire destroyed its dome and, but for the watery presence of a cistern, could have consumed the building.

36 On the air

The genesis of one of the oldest educational radio stations in the world, WHA, lay in the work of physics professor Earle M. Terry.



From a hand-built transmitter, WHA broadcast educational radio programming beginning in 1919.



A pioneer in the development of radio from wireless telegraphy, Terry built by hand a radio transmitter that in 1919 was used for the first regularly scheduled educational broadcasts in the nation.

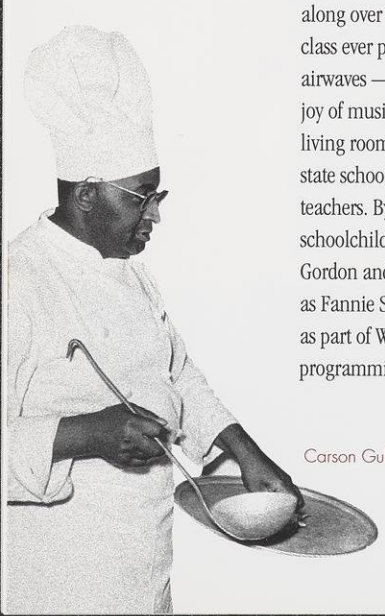
37 Healthy herds

That cows rule the Wisconsin landscape is no accident. Over the years, much effort has been made to keep the denizens of the dairy state healthy and productive. UW experts have been involved early and often. In the 1920s, the university helped state farmers defeat the spread of tuberculosis among their herds, offering Dane County's first bovine tuberculosis test in 1921 and extending the service to the entire state by 1931. The university also assisted with installing herd-control measures and laws requiring the pasteurization of raw milk, virtually eliminating the possibility of transmitting deadly TB to humans.

From the 1930s, Wisconsin schoolchildren tuned in to UW classes through WHA's "School of the Air."

38 School's on

When UW music professor Edgar "Pop" Gordon began to sing, Wisconsin children joined in. From 1922 — when he conducted a sing-along over WHA, the first musical class ever performed over the airwaves — Gordon delivered the joy of music to classrooms and living rooms at a time when many state schools couldn't afford music teachers. By 1940, 325,000 schoolchildren were listening to Gordon and fellow instructors such as Fannie Steve and Ranger Mac as part of WHA's School of the Air programming.



Carson Gulley

39 You scream, I scream

The thing we all scream for — ice cream — was first made and sold on campus in the early 1920s, a natural byproduct of having a dairy-science program and a herd of cows. "Academic ice cream," as it's been called, comes in a tongue-tingling array of about 70 flavors at the Babcock Hall dairy store. With varieties ranging from plain vanilla to orange custard chocolate chip, originally a Halloween special and now a year-round hit, Babcock sells 50,000 gallons of you-scream-I-scream each year.

40 In the light of day

Keying off the observation of a Vienna physician that sunlight could cure rickets in children, biochemist Harry Steenbock discovered in the early 1920s that by shining ultraviolet light on food and drugs, their vitamin D content could be greatly increased. The discovery effectively rid the world of rickets, a bone disease that left most of its victims, usually children, with bowed legs. By patenting his discovery — and presiding over the creation of the Wisconsin Alumni Research Foundation to manage such patents — Steenbock also created a path that scholarly inventions could follow from lab to the public domain, ensuring that we all benefit from Wisconsin's ideas.

41 WARF speed

The 1925 founding of the Wisconsin Alumni Research Foundation by Harry Steenbock and his colleagues birthed the granddaddy of university intellectual-property management organizations. Beginning with Steenbock's own vitamin D patents, the not-for-profit corporation established a portfolio of inventions and investments whose income has benefited UW research for 70 years. WARF has returned more than $420 million to the university, a figure that easily places WARF at the head of the intellectual-property class.

42 Pass the salt

Iodized salt, a UW invention as close as the kitchen table, was the brainchild of biochemist Edwin Bret Hart. In the 1920s, Hart found that iodine could prevent endemic goiter. His development of a method to stabilize iodine in salt, which resulted in the now-familiar table salt, effectively eliminated the disease in humans and livestock.

43 Spirit of Madison?

Lucky Lindy — Charles A. Lindbergh — jumped from UW dropout to international celebrity in five years. A UW engineering student from 1920 to 1922, Lindbergh completed the first solo flight across the Atlantic in 1927. He finally received a UW degree — an honorary one — in 1928.

44 Carson Gulley

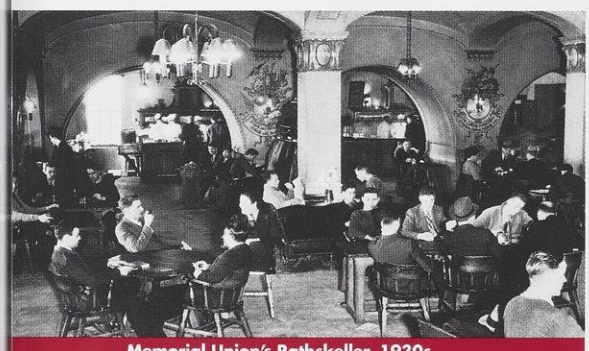
A lip-smacking fudge-bottom pie came from this man, as did two books and a TV show on cooking, plus 27 years of meals as head chef for university residence halls. In fact, a lakeshore student commons is named for him. One of the most popular figures on campus for a generation, Gulley trained many chefs who went on to tasteful careers in food service.

45 Grand experiment

UW's Alexander Meiklejohn considered traditional college education a "chestnut-stuffed goose," fat with formalities, and in 1927, he set out to reinvent higher education. His Experimental College, located in Adams Hall, had few tests or passive lectures, no traditional grades and always-lively discussions. The experiment was short-lived: The college folded in 1932 amid declining enrollment and heavy criticism. But Meiklejohn proved to be ahead of his time. Learning communities, which borrow from the Experimental College by integrating academics into a student's daily life, are all the rage nationally. Madison again leads by example, forming learning communities at Bradley Hall in 1994 and Chadbourne Hall in 1997.

46 Living room

Memorial Union opened in 1928 and quickly developed into the campus's "living room," a gathering place for students, faculty, staff and alumni. It was the first campus union to offer a craft shop (1930), the first to serve beer following Prohibition (1933), and the first to feature a cultural center when Union Theater opened in 1939. Its terrace view, overlooking Lake Mendota, might be the best in academia. Recognizing how the Union complements the classroom, UW's regents designated it in 1945 as the University Division of Social Education.



Memorial Union's Rathskeller, 1930s

47 Pro bono

At the beginning of the Depression, UW law students began providing legal services to indigent people, establishing a tradition of public-interest law that other schools would seize in the 1960s. By 1974, the law school made public work a formal part of its instruction, creating the Center for Public Representation, which provides free legal assistance to health-care consumers and elderly, disabled and low-income people.

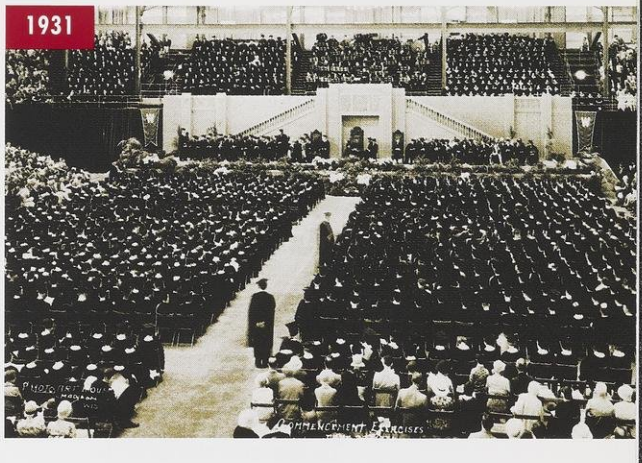
48 The secret life of monkeys

In 1930, Harry Harlow began a remarkable quest to explore intelligence and emotion in nonhuman primates. The first to show us that monkeys could learn how to learn, Harlow demonstrated that monkeys are driven to explore, manipulate and experience affection. He was also able to illustrate through his monkey subjects that there is a biological basis of attachment between mother and infant — findings that earned Harlow the National Medal of Science, the nation's highest scientific honor.

49 Picnic picks

Sweet corn crops quintupled from 1930 to 1950 in Wisconsin, thanks to UW hybrids that adapted well to low temperatures and short growing seasons. And as they have with corn, UW researchers have managed to put on firm ground other crops once ravaged by disease or limited by climate. In fact, almost everything in a Wisconsin picnic has some UW history to tell. UW-inspired cranberries yield an early harvest and a deep-red color; its beans and peas are resistant to three major diseases; and its carrots have a genetic boost of beta carotene. UW research has even helped Wisconsin farmers grow cabbage, without which we would have no kraut.

1931

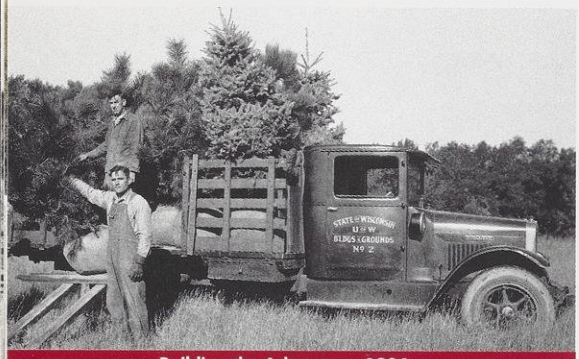


Graduation broke in UW's Field House — and dirtied a few shoes — in 1931.

50 Barn raising

From its first commencement in 1931, held on an unfinished dirt floor, the Field House became the UW's archetypal meeting place. "The Barn" kept the rhythm of campus life, through freshman convocations and graduations, college basketball seasons, high-school tournaments and other momentous occasions. In 1941, UW's president gathered students there after the bombing of Pearl Harbor; another president did the same at World War II's end. While the 1998 opening of the Kohl Center has ushered in semi-retirement, a few UW athletic teams will continue to raise the Barn into its next century.

A play staged by students of UW's Experimental College.



Building the Arboretum, 1934

UW's Hoofers Club has sought new adventures since 1931.

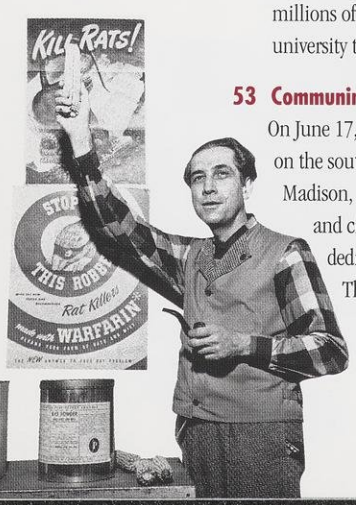
51 Hoofing it

The Memorial Union started the Hoofers Club in 1931 to create an outlet for campus skiing buffs. It soon grew into a smorgasbord of seven outdoor sports clubs, offering stress-burning experiences from rock climbing to horse riding. Today, its sailing club is the third-largest university sailing club in the nation, filling Lake Mendota with a gorgeous tapestry of sails each summer — not bad for a landlocked cow college.

52 A cure for clots and rats

In 1933, biochemist Karl Paul Link began an exhaustive search for the agent in spoiled sweet clover that was making cows bleed to death. Six years and countless bales of rotten clover hay later, Link found and synthesized dicumarol, a blood-thinning compound that would become an essential anticoagulant for treating blood clots. Later, after Link made more than 100 variants of dicumarol, the most potent blend became the basis for Warfarin, one of the most efficient rodent killers in history. Link's discovery saved thousands of human lives, killed millions of rodents and earned the university tens of millions of dollars.

Karl Paul Link's drug killed rats—and saved human lives.

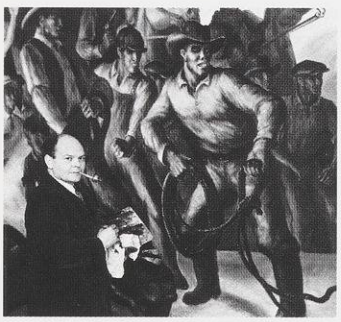


53 Communing with nature

On June 17, 1934, in an old barn on the southern periphery of Madison, a handful of university and civic leaders gathered to dedicate a vision of the past. The UW Arboretum, brought to life with the help of the Civilian Conservation Corps, is now the world's oldest center for restoring lost landscapes. Its mission to reconstruct and understand the prairies, forests, savannas and wetlands of presettlement Wisconsin reflects the collective dreams of Aldo Leopold, John Curtis, Henry Greene and others. And through its work, the much-loved Arboretum has become a model not only for healing the land, but also for restoring our relationship with nature.

54 Securing the future

President Franklin D. Roosevelt's Social Security Act became law in 1935, bringing to the nation progressive ideals that were a direct product of a UW social-science brain trust. UW economist John Witte drafted the legislation while serving as an economic adviser to the president, drawing on even older UW roots. A group of scholars here, led by economists John Commons, Arthur Altmeyer and Witte, had been showing through research and argument how government could help the welfare of millions of working Americans. Their ideas helped rewrite labor laws and create unemployment insurance and anti-trust policy.



55 Painting the town

Painter John Steuart Curry became UW's first artist-in-residence in 1936, and from that position he captured the essence of the American Middle West. Curry's iron-jawed wheat farmers and buckskin-clad frontiersmen, set in landscapes of sweeping plains and looming tornadoes, helped define pictorially our notion of Midwestern life. To encourage rural citizens to find their own artistic expression, Curry inspired a UW program to nurture Midwestern art.

56 Surgical strikes

In the 1930s, Frederick Mohs pioneered a form of surgery that helped rid patients of external tumors such as lip and skin cancers. The technique, known as Mohs Micrographic Surgery, relied on extremely precise dissections of tumors instead of the gross removal of tumor masses. Mohs' method, still in widespread use, has treated thousands of patients' cancers while sparing undamaged tissue.

57 On with the show

At a time when African-American artists were barred from performing in many venues, Memorial Union's theater welcomed them. The famous contralto Marian Anderson, for instance, capped the theater's opening season in 1939, not long after she was refused the use of the D.A.R. Constitution Hall in Washington, D.C. Among other black artists sponsored by the Union were Paul Robeson, Harry Belafonte, Louis Armstrong, Duke Ellington and Ella Fitzgerald.

58 Better breeding through science

In 1939, graduate student Henry Lardy, later a professor of biochemistry, and mentor Paul Phillips found a way to preserve and store mammalian sperm. With this achievement, farming was forever transformed. Within a few months of the finding, farmers were selling bulls and organizing artificial-insemination cooperatives, spawning its practice commercially. As a result, farmers have enjoyed spectacular improvement in milk and meat production from their carefully bred animals.

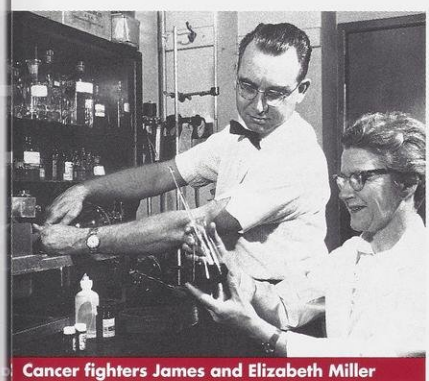
59 Perfecting the potato

Disease and drought once plundered potato crops, but in 1940, UW scientists gave the crop a fighting

chance. Researchers created North America's first seed farm to supply farmers with high-quality, disease-free seed potatoes. Some of the nation's hardiest potato varieties, such as Superior and Snowden, were developed here. Snowden potatoes, released in 1990, proved to be the ultimate spud for potato chips, one of the market niches that helps Wisconsin's potato industry consistently rank among the nation's top five.

60 A battle joined

In 1940, UW opened the McArdle Laboratory for Cancer Research, the first basic-science cancer center



Cancer fighters James and Elizabeth Miller

at a U.S. university, to make progress in understanding and fighting the dreaded disease. And while cures for many cancers still elude us, McArdle forged a rich intellectual nexus that has led the charge. Its founder, Harold P. Rusch, was a cancer pioneer who linked high-fat diets with cancer and identified the wavelength of ultraviolet light responsible for skin cancer. In the early years, McArdle researchers made breakthroughs in treating cancer with drugs, including the 1957 synthesis of fluorouracil, used widely to treat a variety of cancers. Among McArdle's other early findings were the discoveries of Elizabeth and James Miller, who unlocked the secrets of how cancer-causing chemicals work in the body.

61 A Wisconsin welcome

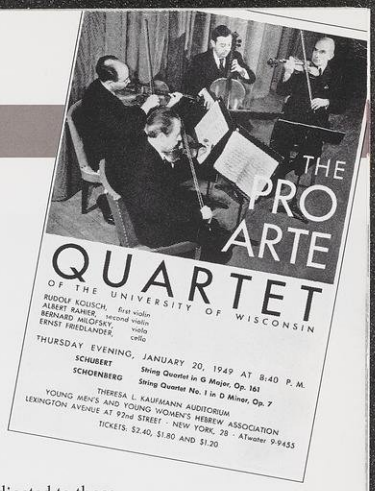
In May 1940, Belgium's Pro Arte Quartet, one of the world's most celebrated string quartets, began a series of Madison concerts amid a backdrop of international turmoil. Hitler's invasion of Belgium cut the artists off from their homeland, stranding them in a new world. From the tragedy, a UW arts institution was born: The university offered the quartet a permanent home on campus, and Pro Arte responded with weekly concerts, radio and television broadcasts, and performances across rural Wisconsin. With a new generation of American musicians, the quartet continues to share timeless music.

62 Digital dad

John Atanasoff, a UW physics graduate, cobbled together a crude computing device powered by vacuum tubes in 1941 that would be used as part of the first electronic digital computer.

63 War heroes

Of the shock waves sent through the university family by World War II, perhaps none was as dramatic as the death of UW alumnus Mildred Harnack, beheaded in Nazi Germany in 1943 on direct orders from Adolph Hitler. Harnack and her husband, Arvin, whom she had met at UW, were executed for the "crime" of forming an underground resistance group inside Germany. At home, the war touched nearly 13,000 UW alumni and students who donned uniforms to fight, causing enrollment to drop by half, and at least 150 faculty who worked on problems of national defense. Two campus buildings — Memorial Library, dedicated to those who served in World War II and the wars that followed, and Memorial Union, to those who served in World War I — stand as enduring landmarks.



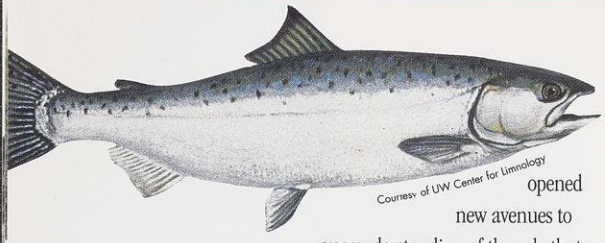
64 Building the big one

While World War II raged, a small army of scientists and engineers — including three from UW-Madison — worked in a secret effort to build the atomic bomb. Chemist John E. Willard, the first UW scientist to assist the wartime effort, helped develop methods for separating plutonium from uranium. As head of a group studying weapons' effects, theoretical chemist Joseph Hirschfelder was the first to predict fallout from atomic explosions. Henry H. Barschall, who joined the physics faculty immediately after the war, had helped monitor the shock wave from the world's first nuclear test at White Sands, New Mexico.

65 The smell of home

Just after World War II, while visiting a mountain stream that he frequented as a child, zoologist Arthur Hassler was struck by the powerful ability of the smell of mosses and columbines to rekindle distant memories. It was that simple clue that led Hassler to solve one of the enduring mysteries of nature: that salmon find their way home by following their noses, homing in on the smell of the very stream where they were born. The discovery

World War II called 13,000 students and alumni into action, while others aided the fight from home.



Courtesy of UW Center for Limnology

Salmon may not have noses, but, as a UW faculty member discovered, they can smell.

opened new avenues to our understanding of the role that senses play in the world around us.

66 Better late than never

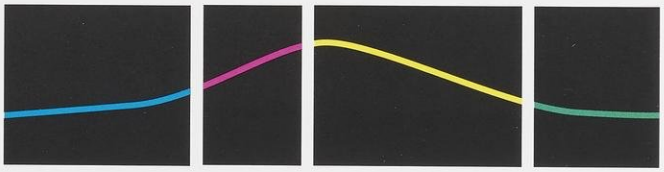
When World War II brought an acute need for antibiotics and blood plasma, a team from the UW botany, bacteriology and biochemistry departments raced to assist. The team found a strain of penicillin culture that would permit the mass production of antibiotics — although the discovery came too late for the war. But, by 1946, the cultures discovered here were saving lives around the world. At the same time, chemist J.W. Williams used a high-powered ultracentrifuge to separate proteins from blood plasma, a technology that is still used today to produce life-saving plasma.

67 Foundation of support

Visionary alumni created the nonprofit University of Wisconsin Foundation in 1945 to assist the university in fundraising — and has it ever raised funds. To wit: The foundation achieved a record for private giving in 1997 for the 30th consecutive year, receiving gifts totaling more than $115 million. That pace puts UW-Madison among the nation's most-productive raisers of private money, helping to fund the university without overburdening state taxpayers.

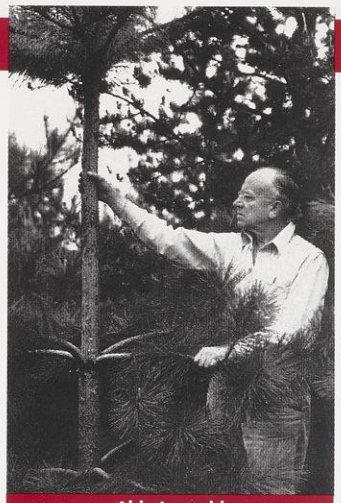
68 Measure by measure

UW changed — nay, erupted — after World War II. Enrollment and operating budget tripled, the size of the faculty nearly doubled, and, to top it off, the biggest building boom in campus history to that point kicked in. As if that were not enough, McCarthyism was abroad in the land. A master of the measured response, E.B. Fred, president from 1945 to 1958, steered UW through it all. Typical was his response to Wisconsin's Joe McCarthy: Saying that "freedom of inquiry at the University of Wisconsin has served to discredit communism, not to strengthen its insidious influence," Fred protected academic freedom while avoiding a potentially damaging confrontation.



69 Spline tingling

In the 1940s, I.J. Schoenberg introduced a mathematical concept that would become essential to a computer's ability to draw smooth curves, produce complex graphic designs or portray the letters of the alphabet. Schoenberg, who joined UW's faculty after his invention, helped make UW-Madison a world center for these techniques — known as splines — which were refined here by mathematics and computer science professor Carl de Boor and today are indispensable tools in computer-aided design and manufacturing, especially of cars and aircraft.



Aldo Leopold

70 This land is our land

Few scientists have captured the emotional and aesthetic nature of their work as well as Aldo Leopold. His forceful and elegant narrative of the beauty and value of land made his 1949 book, *A Sand County Almanac*, a timeless bestseller that has become the wellspring for modern efforts to preserve our environment. The book chronicles Leopold's painstaking work, done on weekends away from his faculty desk, to breathe life into the tired soil of his farm near Portage. But Leopold's accomplishments transcend his ability to write poetically. Joining the UW faculty in 1933 as the country's first professor of wildlife management, Leopold helped found the study of wildlife ecology on campus and served as the Arboretum's first research director.

71 Bacteria revealed

Thanks to Joshua Lederberg, we know a lot about the intimate lives of the bacteria that flourish around and inside us. Lederberg, who discovered as a graduate student that bacteria reproduce sexually, worked out their mating process and mapped genes on their chromosomes after coming to

UW-Madison in 1947. In later studies, he explained why bacteria develop resistance to antibiotics, showing why bacteria that cause diseases such as tuberculosis grow more impervious to the antibiotics designed to combat them. In 1958, his work made him the first UW faculty member to win a Nobel Prize.

72 Technological revolutionaries

Two alumni of UW's electrical and computer engineering department found themselves leading the technological revolution in post-World War II America. John Bardeen, who in 1947 invented the transistor, and Jack St. Clair Kilby, who in 1958 invented the integrated circuit, created the pieces that made the computer age possible, ultimately affecting the lives of anyone who operates a computer, drives a car or uses an electronic appliance. Bardeen, whose transistor won him the Nobel Prize in 1956, became the second person to win the award twice for science when his superconductivity work was honored in 1972.

73 Rooms for growth

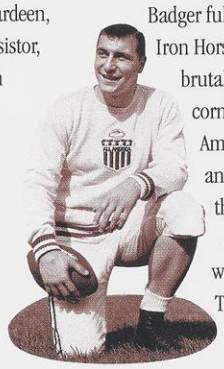
When Wisconsin began consolidating one-room schoolhouses following World War II, concerned parents resisted, believing a good education was being sacrificed in the name of bureaucratic efficiency. But education professor Burton Kreitlow demonstrated in 1949 that the reorganized schools fostered higher levels of student achievement. The study helped ease fears between 1949 and 1965, a period that saw the state cut the total number of schools from more than 5,000 to 641.

Following World War II, when enrollment ballooned, new students lived in temporary metal huts that filled every open area on campus.

74 Going ballistic

Retiring in 1951 after a fruitful career as a chemist, J. Howard Mathews embarked on another journey as a world authority on firearms and ballistics. The driving force behind the state's establishment of a crime laboratory, he virtually invented the practice of using science to investigate crimes involving firearms. His 1961 book is considered the bible of ballistics, used by scientific crime-fighters worldwide.

75 The man called Horse



Badger fullback Alan Ameche, the Iron Horse of Camp Randall, brutalized opponents on all corners of the football field. Ameche played both offense and defense, earning him the "Horse" nickname, on a team that rode all the way to the 1953 Rose Bowl. The next year, Ameche became Wisconsin's first and — so far — only Heisman Trophy winner.

76 Nightmare on Elm Street

Dutch Elm disease swept through American cities in the 1950s, forever changing the urban landscape as avenues of the beloved American elm fell to the disease. For the next four decades, UW plant pathologist Eugene Smalley worked to crossbreed resistant American elms and other varieties, producing resistant new breeds. Most of the new trees have proved to withstand the fatal disease, as have, thanks to aggressive treatment, some of the majestic elms that line Bascom Hill.

77 Waisman's wisdom

Pediatrician and biochemist Harry Waisman helped kick start the fight against mental retardation in the mid-1950s by identifying a way to combat phenylketonuria (PKU), a condition suspected of causing mental retardation through the inability of some infants in the first days of life to effectively metabolize essential proteins in food. It was largely through the efforts of Waisman that mandatory screening for PKU at birth was initiated in Wisconsin and throughout the country. This and other work became a springboard for studies of mental development continued today at the UW-Madison center named for the pioneering professor.

J. Howard Mathews became the father of scientific crime fighting.

78 Green thumbs

The genetic manipulation of plants was made possible in 1955 when botanist Folke Skoog and his students discovered hormones that regulate plant growth. The compounds, which trigger growth by causing cells to divide, have enabled scientists to grow genetically identical plants from single cells and to chemically manipulate plants — capabilities that have allowed scientists to engineer plants, such as food crops that can withstand drought and insects.

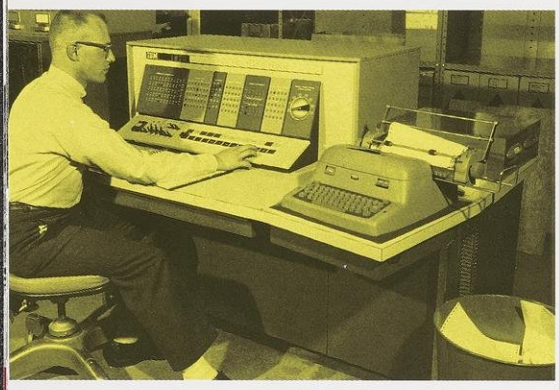
Children with developmental disabilities can find help at a UW-Madison center that follows the path set by Harry Waisman, a pioneer in children's health.

79 Handling pressure

In 1956, neurosurgeon Manucher Javid used in human brain surgery a solution derived from the compound urea. The solution, developed and refined by UW Medical School scientists, made brain surgery easier and safer by reducing the swelling of brain tissue and provided relief to patients suffering from head injuries or viral diseases of the brain.

80 Nothing runs like a Deer

Ada Deer earned her UW degree in 1957, becoming the first UW graduate from Wisconsin's Menominee Indian Reservation and blazing a trail for thousands of minority students who followed. During three decades with UW, Deer, who went on to lead the federal



Computer labs have come a long way since UW's first opened in the 1950s.

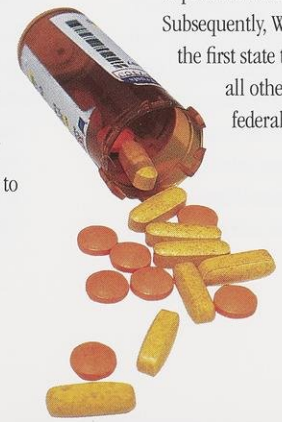
Bureau of Indian Affairs, helped establish new scholarships for minority students and led fundraisers for their support. Since Deer's years, Native American student programs have thrived. Cultural programs like Wunk Sheek ("the people") and an academic curriculum in American Indian studies create a welcoming environment for Native American students.

81 Two terminals, no waiting

In the late 1950s, two electrical engineers built a massive, room-size computer for use by engineering faculty and students. A tad sluggish by today's standards, the machine created a sensation, prompting the college to purchase a pair of bulky IBM 1620 computers and open the first campus computing laboratory. The lab offered free training, a foreshadowing of today's wired campus with more than 15,000 computers.

82 Bitter pills no more

Coating pills with an easy-to-swallow shell took days before UW pharmacist Dale Wurster invented a process in 1959 that did the job in minutes. By floating tablets on a jet of air, Wurster's technique instantly applied a uniform coating to tablets of any shape and ended the days of needing a spoonful of sugar to help the medicine go down.



83 Eye in the sky

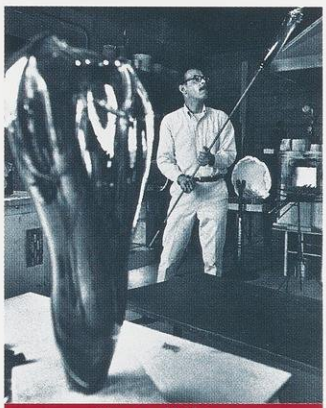
Our ability to see the Earth and its weather from above is a direct consequence of the work of Verner Suomi, regarded as the father of weather satellites. In 1959, Suomi became the first American to conduct a weather experiment from space when NASA launched the Explorer satellite. His subsequent inventions, including a camera capable of taking pictures of the Earth from a satellite, became the foundation for modern studies of weather and gave us a new way to look at the world.

84 World class

In 1961, UW inaugurated its first formal study-abroad program by sending students to India for an academic year. The choice of India was unique in American higher education, where study-abroad programs concentrated on the major countries of Europe. But it was deliberate: We've sought to provide study opportunities that offer a taste of a culture whose flavors are unfamiliar, and thus educationally stimulating. The university began adding programs in Europe — and across the world — by the mid-1960s; today, 8,000 students have attended UW programs in every continent except Antarctica.

85 DDT dangers

While studying the decline of the peregrine falcon in the early 1960s, wildlife ecologist Joe Hickey and his students found the smoking gun: DDE, a byproduct of the pesticide DDT. DDE in their food chain was killing off the falcon, along with many other species, by causing them to produce weak, thin egg shells. Subsequently, Wisconsin became the first state to ban DDT, pacing all other states and the federal government.



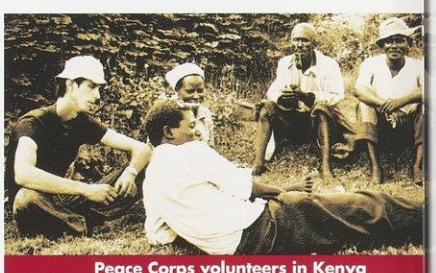
Harvey Littleton

86 A touch of glass

Where most saw windows and bottles, Harvey Littleton imagined the raw grist of a new art form. In 1962, the UW art professor forged the world's first glass-art movement by creating a studio-scale furnace hot enough to mold glass into a work of beauty. Littleton and his protégés produced glass that demanded to be looked at, rather than through, with brilliant, gem-like colors and lifelike shapes. Hundreds of UW students followed Littleton's muse, including Dale Chihuly, the current master of the medium and artist of the strikingly colorful sculpture that adorns the Kohl Center lobby.

87 Giving peace a chance

In the summer of 1962, 41 young teachers pitched tents in a Wisconsin swamp for a four-day training camp. The camp was set up by



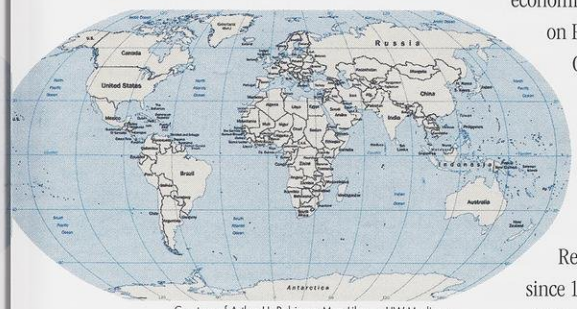
Peace Corps volunteers in Kenya

UW-Madison to help them prepare for the rigors of volunteering in Africa's Ivory Coast, where they would join President John F. Kennedy's fledgling Peace Corps. It was an early gesture in what would become a lasting UW commitment.

Through 1997, 2,237 UW graduates have chosen to defer salaries and careers for a humanitarian calling in the Corps. We have produced more Peace Corps volunteers since 1990 than any college in the nation.

88 Robot motion

Into the boxy world of robotics, John Bollinger tossed a curve. In 1963, he designed a robotics device that could trace contours with deadly accuracy. The device, the first robot welder that could control motion in five directions, helped Milwaukee's A.O. Smith Company automate its welding process and revolutionize the manufacturing of automobile frames.



Courtesy of Arthur H. Robinson Map Library, UW-Madison

89 The world according to Robinson

For 400 years, mapmakers have struggled to accurately reflect a spherical world on a flat map. In 1963, UW professor Arthur Robinson embarked on a mission to minimize the distortions inherent in world maps. Employing then-new computer techniques, Robinson within a year produced a map that improves our view of the world by more accurately reflecting the actual size of the continents. In 1988, the National Geographic Society adopted Robinson's map projection and, to celebrate the society's centennial, distributed 10.7 million copies.

90 What your kids are reading

The nexus of children and books has been blessed ever since the creation of the Cooperative Children's Book Center in 1963 by the schools of Education and Library and Information Studies. The CCBC houses a collection of 30,000 volumes of contemporary and historical literature for children and young adults. Although the books can be examined only in the library, experts on the CCBC staff — at hand by phone or e-mail — help teachers and libraries select the best in the genre. Among CCBC services is a full slate of workshops and book discussions, as well as an annual guide of recommended books.

91 Poverty warriors

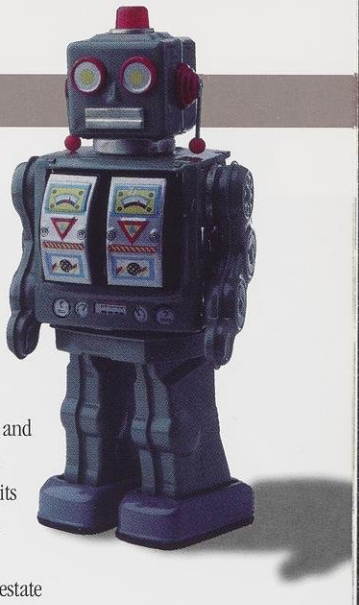
When America waged war on poverty, UW experts were in the center of the action. In 1963, UW economist Robert Lampman served on President John F. Kennedy's Council of Economic Advisers, which devised a battle plan to alleviate poverty. Madison thus became the natural home for the Institute for Research on Poverty, which since 1966 has informed federal and state policies affecting the poor. The think-tank has kept close watch on the well-being of low-income children and families and today leads the way in evaluating the effects of welfare reform.

92 A place in the sun

In the 1960s, dermatologist Derek Cripps helped make a sunny day safe. He measured the ability of various compounds to screen out harmful ultraviolet rays from the sun — work that provided the basis for the U.S. Food and Drug Administration's Sun Protection Factor ratings, now found on virtually all sunscreens and some cosmetics.

93 Real estate's West Point

Jim Graaskamp built the UW-Madison School of Business' real estate program into what was hailed as "the West Point of real estate." From 1964 until his death in 1988, Graaskamp trained some of the most influential real estate professionals — including developers, investment-fund analysts and commercial banking officers — practicing throughout Wisconsin and the country. Today, the department continues its tradition of excellence, ranking among the nation's top three real estate programs.



94 Heart of the matter

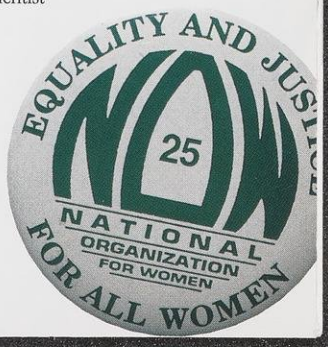
Before Bruno Balke helped determine otherwise in the 1960s, bed rest was the prescription for heart disease. Considered a founding father of sports medicine, the pioneering exercise physiologist was the first to chart the relationship between oxygen consumption, exercise and cardiovascular health. As a result of his work, heart patients now follow a regimen of heart-building exercise. Gaining popularity in the 1970s, the findings were a catalyst for the aerobics and fitness craze that continues today.

95 Digging up 'Roots'

When *Roots* author Alex Haley hit a roadblock in the search for his family's African origins, he came to UW African historian Jan Vansina for help. Vansina's intimate knowledge of African languages helped Haley, who arrived in 1967 armed with only a few phonetic sounds passed on by grandparents. Haley isn't alone in relying on UW to demystify Africa's roots. Our African studies program has assembled the world's most widely used African history textbook.

96 Here and NOW

For nearly every landmark of the 1960s and 1970s women's movement, UW political scientist Kathryn Clarenbach was there. Clarenbach helped guide the women's movement and place women's rights squarely



1967

A 1967 student protest devolved into violence, injuring 74 and touching off a period of controversy and chaos on campus.

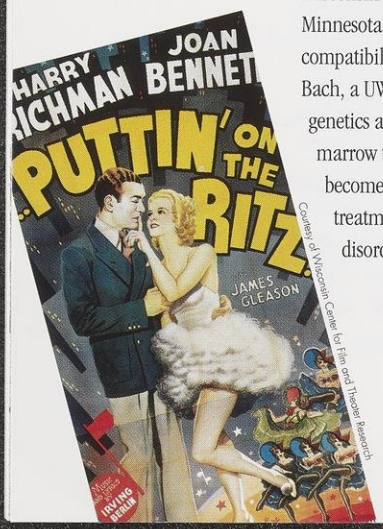
on the national agenda. In 1966, she co-founded the National Organization for Women with Betty Friedan in Madison and became NOW's first chairwoman.

97 Radical ways

The Vietnam War years were among the most tumultuous and agonizing in UW history. While anti-war demonstrations mobilized thousands of students and drew national attention to Madison, they also brought violence. Tensions peaked when an October 1967 student protest of Dow Chemical, a napalm manufacturer recruiting for employees on campus, turned violent, injuring 74. On August 24, 1970, radicals bombed Sterling Hall, which housed the Army Math Research Center, killing a post-doctoral student and hastening an end to anti-war protests on campus.

98 Cutting to the marrow

The world's first successful sibling-to-sibling bone-marrow transplants were performed simultaneously at Wisconsin and the University of Minnesota in 1968. Based on a compatibility test devised by Fritz Bach, a UW professor of medical genetics and medicine, bone-marrow transplants have since become a mainstay in the treatment of diseases and disorders such as leukemia.



Courtesy of Wisconsin Center for Film and Theater Research

99 Star light, star bright

In 1968, a device built at UW became the first observatory to look at space from space. Designed by UW-Madison's Space Astronomy Laboratory, the Orbiting Astronomical Observatory provided a view of the heavens never before seen on Earth and paved the way for future space-based observatories such as the Hubble Space Telescope. UW-Madison was the first university to contribute a scientific instrument to Hubble. A UW telescope also has joined two space-shuttle flights.

100 Lake greats

Perhaps nothing defines the geography of the Midwest more than the Great Lakes, and UW researchers have worked since 1968 to keep them great. Working as part of UW's Sea Grant Institute, scientists have kept an eye on Great Lakes fish populations, alerting the public to depleted species and invasions by damaging non-natives such as the sea lamprey and zebra mussel. Sea Grant researchers also have led the cause for clean water, identifying contaminants in Great Lakes fish and spreading the word about health problems stemming from lake pollution. Their efforts have helped produce the cleanest Great Lakes waters in decades, ensuring that the largest body of fresh water on Earth remains a Midwestern treasure.

101 Reel world

The Wisconsin Center for Film and Theater Research in 1969 inherited a gold mine from the Silver Screen. It welcomed into its archives every Warner Bros. film made from 1931 to 1949, along with a collection of rare print materials. The donation cemented its status as one of the world's most influential film-and-television archives, holding more than 15,000 films and 2 million photos and posters. Everything from "Bat Masterson" to Cold War Soviet cinema can be found. The archives have drawn such visitors as Diane Keaton and Kirk Douglas.

102 The enzyme that roared

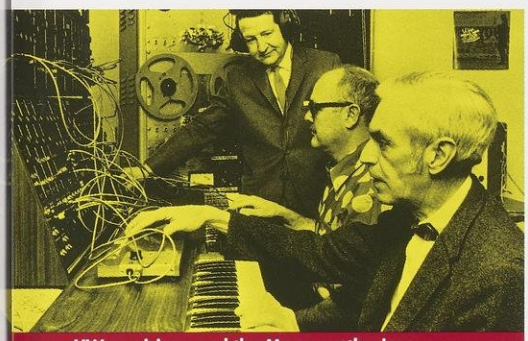
In 1970, Howard Temin identified an enzyme that would help lead to the discovery of the AIDS virus. The discovery of the reverse transcriptase enzyme, a biological catalyst that enables a cell's DNA to receive genetic information from RNA, also turned our understanding of molecular biology on its ear. Temin's discovery ended a lonely battle to convince biologists that viruses can carry genetic information in the form of RNA, and it earned him the Nobel Prize in 1975.

103 Gene genie

In 1970, molecular biologist Har Gobind Khorana made the first gene in a test tube, demonstrating science's ability to manipulate the chemical components of life. This accomplishment, likened at the time to splitting the atom, built on Khorana's earlier work synthesizing DNA, for which he won the 1968 Nobel Prize in medicine.

104 Cultural expansion

At the peak of America's civil-rights movement, UW-Madison opened a new chapter on the African-American experience. The creation in 1970 of an Afro-American studies department gave UW a genuine reflection of America's ethnic diversity, with courses that spanned the liberal arts and social sciences. While many Afro-American programs were stumbling, UW's thrived, adding a master's degree in 1980 and teaching a new generation of students about African-American history, literature, folklore, art and music.



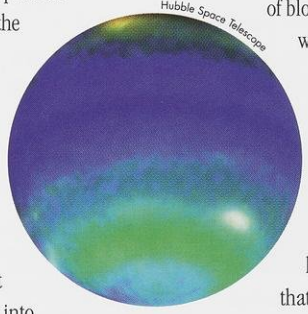
UW musicians and the Moog synthesizer

105 Moog music

UW musicians plugged into the Moog synthesizer long before pop music found its good vibrations. In 1970, Robert Crane drove his station wagon cross-country to purchase the second Moog ever built. Now a museum piece, the Moog symbolizes a UW-inspired revolution to fuse technology with music instruction, begun when professor Bruce Benway hooked the Moog up to early personal computers to create an electronic tool for instruction. Today, the campus has 16 work stations for computerized music instruction and a center that specializes in technology's use in music.

106 In the planets

Since opening a center for the study of space science in 1970, UW planetary scientists have been looking to the sky to explain some of the bizarre phenomena that occur on our neighboring planets. We have measured the winds of Neptune — a stiff breeze that can exceed 900 miles an hour — and built space-traveling sensors, such as a probe that in 1996 delved deep into Jupiter's gaseous atmosphere.



Neptune

107 Bone builders

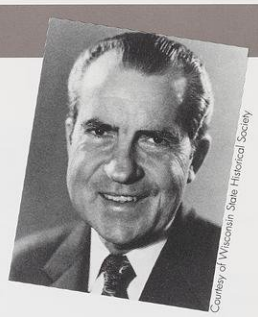
As recently as the early 1960s, no one knew how vitamin D worked inside our bodies to build bones. It took but a decade for biochemist Hector DeLuca and his students to find the answers. DeLuca determined how vitamin D was converted into hormones that regulate calcium in the body. With that knowledge, UW scientists have been able to create vitamin D derivatives to treat osteoporosis, a painful bone-thinning disease that affects 15 million Americans. Those same supplements show promise as therapy for diabetes, multiple sclerosis and cancer.

108 Blood brother

During his freshman year, John Krieck decided UW had just about everything — except a place to donate blood. The American Red Cross blood-donation center that he helped open in 1973 is now the only one permanently located on a university campus. More than 100,000 students and faculty have donated at the Youngblood center in Union South, helping to save the lives of up to 300,000 people.

109 Seeing through you

Charles Mistretta and Paul Moran helped invent new ways to see the hidden dangers inside of us. In 1973, Mistretta began experimenting with television and special-purpose computers to sharpen X-ray images of blood vessels. The result was digital subtraction angiography, now a standard technique that allows physicians a safe means to assess the health of our arteries. Moran in 1985 helped invent a method that allowed doctors to see blood flow in our bodies using MRI — magnetic resonance imaging. A standard part of all MRI scanners, Moran's invention allows doctors to see the hidden effects of stroke, heart disease and other human ailments.



Courtesy of Wisconsin State Historical Society

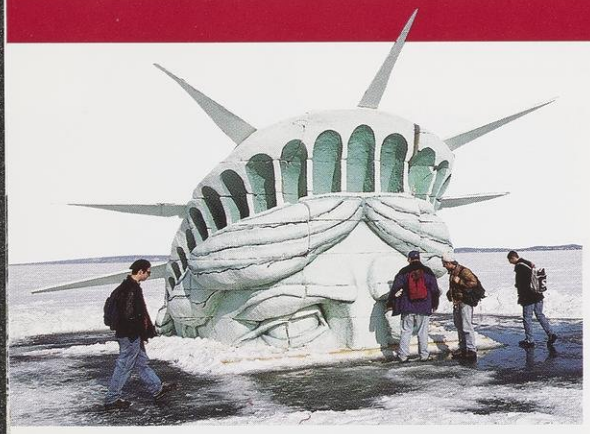
110 Kutler versus Nixon

When Richard Nixon resigned as president in 1974, the public knew little about the inner workings of his scandal-plagued presidency — until Stanley Kutler helped unearth the whole story. Kutler, an emeritus historian and law professor, won a hard-fought court battle in 1996 that brought about the public release of more than 4,000 hours of Richard Nixon's tape recordings made in the White House during the Watergate scandal. In his 1997 book, *Abuse of Power*, Kutler sifted through the tape to provide one of the clearest looks into a dark chapter of presidential history.

Building on X-ray capabilities available in earlier decades, UW researchers in the 1970s and 1980s developed greatly enhanced diagnostic tools for physicians.

111 The size of the world

A few years after UW-Madison created a Center for Southeast Asian Studies, Southeast Asia came to Wisconsin. In the final days of the Vietnam War, thousands of Hmong refugees fled Laos for sanctuary; 32,000 Hmong people settled in Wisconsin, one of the largest concentrations of Hmong immigrants in the nation. The university's Southeast Asian studies experts have been making a difference in the lives of these new Americans, helping state teachers work with Hmong students to bring Hmong culture and history into their classes. Today, Hmong students at UW are able to study a heritage they were once at risk of losing.



One of Madison's most famous sight gags: a half-submerged Statue of Liberty on Lake Mendota.

112 Let it snow

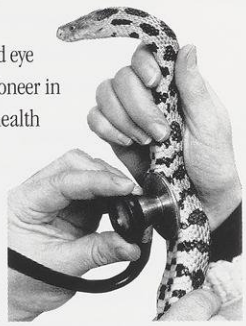
Any skier who's schussed through fresh powder can appreciate Marv Woerpel. The 1943 UW chemical engineering graduate found a better way to make snow when Mother Nature falls short. In the 1970s, Woerpel, a longtime Wisconsin Alumni Research Foundation employee, created snow in warm weather by "seeding" water with harmless bacteria. Patent royalties returned more than $120,000 to UW's chemical engineering department, seeding a new generation of inventions.

113 Send in the clowns

The Pail and Shovel Party won election to UW student government in 1978, vowing to give campus issues "the seriousness they deserve." Campus got what it had coming. Jim Mallon and Leon Varjian pulled off two of the most memorable sight gags in UW history, installing a head-and-torch Statue of Liberty on frozen Lake Mendota and filling Bascom Hill with a garish flock of pink flamingos. But the fun was lost on some. When 60 students demanded back their student fees for the stunt, Varjian wrote out 60 checks for 10 cents each. Other "campaign promises," such as flooding Camp Randall for faux naval battles and having all deans stuffed and mounted, never materialized.

114 Animal magic

The School of Veterinary Medicine is a monument to persistence. First proposed in 1947, its believers battled three decades of setbacks before winning over lawmakers in 1979. It took a fraction of that time to prove its value. Practicing veterinarians statewide refer tough cases to the Veterinary Medical Teaching Hospital, where researchers have perfected new treatments for cancer, hip dysplasia and eye disease. A pioneer in innovative health care for family pets, the school also boosts Wisconsin's agricultural and recreational efforts with world-leading programs in livestock and equine medicine.



115 Lost in cyberspace

In 1981, UW-Madison researchers were among the first civilians to wander into cyberspace. A multi-university computer science team led by Lawrence Landweber launched a federal project to build a "network of networks" for academic use. Called CSNet, it eventually linked 200 research organizations and provided the first large-scale test for the services that permeate today's Internet. UW contributions included an electronic directory service that is used throughout the world. UW computer scientists are now working on the next-generation Internet2 network and creating better tools for searching the World Wide Web.

116 Super trees

In the 1980s, UW horticulturists set their sights on a tree like none other — one that would grow faster, develop more fully and naturally resist disease. After growing thousands of tiny pine and spruce trees in test tubes, the team, led by horticulturist Brent McCown, developed genetically engineered trees that were naturally toxic to insect pests, reducing the need for pesticides. One of these super trees may be your next Christmas tree: Wisconsin farms are beginning to use UW breeds to ensure fast-growing, healthy timber.

117 The good earth

Thanks to Francis Hole, we have a state soil: The soil-science professor led a grassroots campaign in 1983 to so anoint Antigo silt loam. But Hole may be best known for his offbeat classroom show, "Conversations with the Soil." Delighting children with violin playing and puppet shows, Hole has become UW's poet laureate of dirt. His work in the classroom and the community, which spans 40 years, has enlightened thousands on the critical importance of conserving soil as a natural resource.

118 Dishing up Petri

Petri, the world's first test-tube rhesus monkey, was born on campus in August 1983. Still a resident at UW's primate center, Petri followed the first human test-tube baby, Louise Brown, born in 1978. But because rhesus monkeys develop at a much faster clip than humans, Petri is a window to what the future holds for Brown and other people whose lives were first touched in the lab.

119 No more pain

Since 1984, when Congress considered legalizing heroin as a treatment for intractable cancer pain, pharmacologist June Dahl has been in the vanguard of the effort to make controlling pain a priority in health care. She opposed making heroin available, but in doing so she sparked a national movement to teach health-care workers and patients how to effectively manage pain, an evolution that is making life bearable for the estimated 38 million Americans who suffer from chronic pain.

120 Cold comfort

Virologist Roland Rueckert, collaborating with a Purdue University colleague, produced the first three-dimensional picture of a cold virus in 1985. The atom-by-atom rendering revealed that no cold vaccine could ever be developed, as the places where a vaccine would work are deep in the virus, inaccessible to antibodies. But the map also brought promise, pinpointing the targets for synthetic drugs that may one day help us nip a cold in the bud.

Cloning cattle

121 Fertile ground

In 1985, Warzyn Engineering became the first company to sink roots in University Research Park, now a booming corporate center on Madison's west side. The park gave UW-Madison fertile ground to transplant bright ideas from the laboratory into the private sector. The "grow-your-own" approach has worked: The park is now home to 68 companies employing more than 2,000 people. Half the park's companies directly apply UW research, from new life-enhancing drugs to problem-solving software.

122 The sound of America

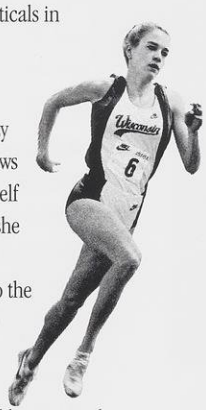
Like the taste of half-smokes? Pestered by chizzywinks? Somewhere in America, the locals will catch your drift. For the rest of us, there's *The Dictionary of American Regional English*, an exhaustive ode to the colorful, lyrical qualities of regional lingo. Chief editor Frederic Cassidy led a dozen wordsmiths in publishing the first volume in 1985. Today, three sprawling volumes, through the letter "O," are complete, and DARE has become the ace-boon-coon (best friend) of people who delight in the wit of everyday language. For the record, a half-smoke is a New Jersey hot dog, and a chizzywink is a Florida mosquito.

Chiz•zy•wink *n* : Also *chizzle wink, jizzywig*
[Etym uncert: prob in part echoic, but cf-wig (as in *earwig*), *DJE merrywing* mosquito, and *EDD winkie tiny*]
chiefly FL CF **blind mosquito**
A midge (family Chironomidae)

123 Hello, Dolly

In many respects, Dolly, the famous cloned sheep, exists because of the pioneering work of UW animal scientist Neal First. In 1986, First produced the world's first cloned cattle from cells taken from an embryo (as opposed to cells from an adult animal, as was the case with Dolly). First's lab pioneered nuclear transfer — the process of moving genes from a cell nucleus in one animal to the unfertilized egg of another — which made Dolly possible and could effectively remake the barnyard. The technique may someday be used to clone chickens that produce low-cholesterol eggs, pigs with lean meat, and cows that produce pharmaceuticals in their milk.

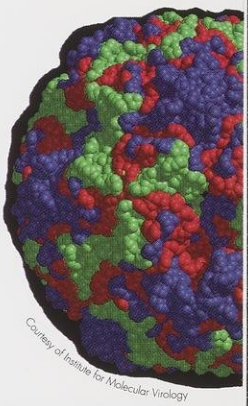
124 Gaining favor



Distance runner Suzy Favor Hamilton knows how to separate herself from the pack, and she helped Wisconsin women's athletics do the same. From 1986 to 1990, Favor Hamilton vaulted Badger track and field to national prominence as the winningest woman in NCAA track history. The two-time Olympian's fame highlights the swift evolution of UW women's intercollegiate athletics, which since 1974 has produced 16 Olympians and five national championship teams. A program that once shared uniforms and shoes among teams now boasts a $4.75 million budget, 12 competitive sports and a growing legion of fans.

125 A transplant solution

A UW solution that dramatically increases the time an organ for transplant can survive outside the body is used by hospitals worldwide. Invented in 1987 by surgeon Folkert Belzer and biochemist James Southard, the preserving solution, which reduces the rate of cell deterioration, has helped save lives by providing time — time to make better matches between donated organ and patient, and time to transport livers, kidneys and pancreases over greater distances to reach patients who need them.



Courtesy of Institute for Molecular Virology

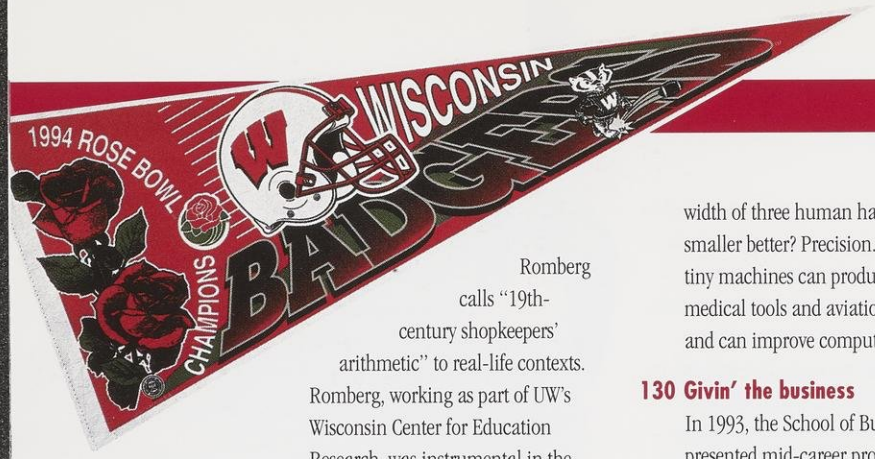
A cold virus, as modeled by UW scientists.

126 Return of the falcon

In 1988, a batch of six peregrine falcons was released on campus by the Wisconsin Department of Natural Resources, marking the return to Wisconsin of a magnificent bird that by 1970 had all but vanished from the United States. Nearly made extinct by the overuse of pesticides, the falcon flies high because of the work of wildlife ecologist Stanley Temple and a flock of biologists who intervened in nature. Temple helped prove that falcons could be bred in captivity and successfully reintroduced into their habitats. Similar techniques are helping ensure the wild future of the California condor, the trumpeter swan, the whooping crane and the Hawaiian crow.

127 Math that adds up

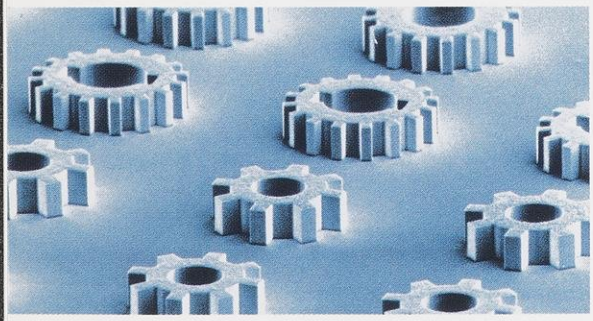
Many American schoolchildren are learning afresh how to navigate the often-labyrinthine world of numbers because of UW-Madison researchers. Education professors Tom Romberg, Elizabeth Fennema and Tom Carpenter have helped move mathematics education from what



Romberg calls "19th-century shopkeepers' arithmetic" to real-life contexts. Romberg, working as part of UW's Wisconsin Center for Education Research, was instrumental in the development in 1989 of national standards for teaching math, which replace trivial problems — like runaway trains hurtling toward each other at different speeds — with everyday situations to be solved by student teams.

128 Tales from the drug front

Historian Alfred McCoy dodged drug lords, gangsters and the Central Intelligence Agency en route to a detailed history of the international drug culture. Decades of field research culminated in two books, published in 1972 and 1991, in which McCoy charged that the Cold War-era CIA turned a blind eye to the burgeoning heroin trade, aggravating the American drug crisis. The books cemented McCoy's place as one of the world's leading experts on international drug trafficking.



Tiny gears designed by UW engineers are helping land jets and power microcomputers.

129 Motorhead

Don't sneeze in Henry Guckel's lab — gears and pistons might skitter across the room. In 1991, the founder of the Wisconsin Center for Applied Microelectronics made the world's first working metal micromotor, no bigger than the width of three human hairs. Why is smaller better? Precision. Guckel's tiny machines can produce new medical tools and aviation controls and can improve computing power.

130 Givin' the business

In 1993, the School of Business presented mid-career professionals with a way to earn an MBA without interrupting their careers. The executive MBA program, which offers classes on weekends and an MBA degree at the end of the two-year curriculum, has helped make professional business training available to Wisconsin's businesses. An evening MBA program was introduced in fall 1998 for professionals with one or two years of experience.

131 Roses in winter

The sweet smell of roses wafted through Wisconsin on New Year's Day 1994, as the Badgers claimed victory in Pasadena, California, over UCLA. Formerly winless in paradise in three attempts — 1953, 1960 and 1963 — the Badgers triggered passionate celebrations and a merchandising blitzkrieg. The win had a cascading effect on and off campus, as Badger alumni worldwide rekindled old connections with the university.

132 Marching on

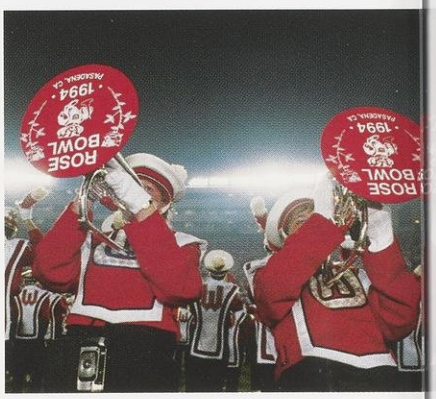
When the UW Marching Band high-stepped its way onto the field for the halftime show of the 1994 Rose Bowl, it demonstrated to a national TV audience what Badger fans have known for years: The band simply blows away the competition, as it did the UCLA band that day. Founded in 1885, the band has become famous not only for its halftime shows but for the Fifth Quarter, a post-game performance filled with fight songs, polka tunes and renditions of "Varsity." An institution that has been featured in the *New York Times* and *Washington Post*, the 240-member band gives fans a blast, regardless of who wins the game.

133 Cells to order

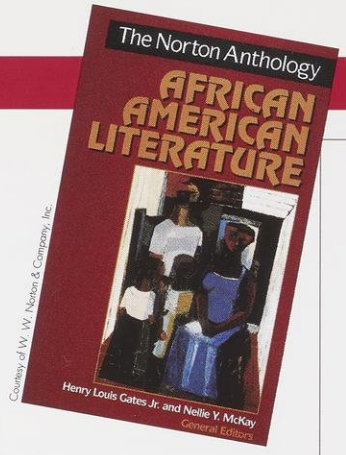
In 1995, UW scientists made the first step toward growing human blood, bone, muscle and other tissue for transplant. That feat may be possible using stem cells, which act as parents to all other cells in the body. Researchers at UW-Madison's primate center have harvested and grown stem cells from monkeys, and scientists may one day be able to direct human stem cells to develop into virtually any tissue in the body.

134 Good for the soul

UW researchers are among the first community of scholars to investigate the role our emotions play in our health. In 1996,



UW-Madison founded the HealthEmotions Research Institute on campus, bringing together a group of researchers who are tapping into the biological basis of our states of mind. Current research from the institute is helping to identify parts of our brain that may trigger depression, which is allowing doctors to identify and treat patients with clinical depression in its early stages.



Courtesy of W. W. Norton & Company, Inc.

135 Houston, we have a tuber

We can put a man on the moon, but can we feed him curly fries? In 1996, the university's space-engineering experts made a giant leap in that direction when they grew potatoes aboard the NASA space shuttle, marking the first time a food was grown successfully in space. Using a pint-size plant growth chamber, the study demonstrated that plants can grow in near-zero gravity, which may promise a way for astronauts to grow food on long-term space missions or in space stations.

136 Fight the violence

What are your children watching tonight? Communication arts professor Joanne Cantor has armed parents with an informed way to answer the question. Her research and 1997 testimony before the U.S. Senate helped force the television industry to add information about a show's content to its rating system. As part of the National Television Violence Study, Cantor showed how

standard age-based ratings produce a "forbidden-fruit" effect with kids, stimulating their interest.

137 Canon fire

Literature professor Nellie McKay expected scholars to embrace the 1997 *Norton Anthology of African-American Literature*, which she co-edited with Henry Louis Gates Jr. of Harvard. To her surprise, the book immediately became a mainstream sensation, selling faster than any anthology in Norton's history. The collection covers more than 250 years of well-known works and recovered lost treasures. It's an eclectic journey, from examples of the oral tradition to Langston Hughes and Toni Morrison to current gospel and rap lyrics.

138 Whole lotta pizza

In 1997, a survey sought to find out how much money UW-Madison contributes to the state economy. The answer: $3.7 billion annually. All UW System campuses combined have an $8.2 billion economic impact on the state — a $10 return on every dollar of state tax money invested. Having trouble grasping the purchasing power of $3.7 billion? Let's put it this way: We could pay for a UW undergraduate's annual tuition and fees (at current levels), and throw in $10 a day in pizza money, for the next 536,000 years.

139 Cheese whizzes

Speaking of pizza, in the past few years, UW dairy scientists have patented a new pizza cheese with the perfect "stretch factor" and made a low-fat cheddar that rivals full-fat taste. And with UW's help, Wisconsin has become a hotbed for producing specialty cheeses like gouda and brie — a reinvention of the cheese wheel that has enhanced profits for state farmers and has helped Wisconsin maintain its rank as the king of cheese.

140 Lessons learned

In the 1990s, the work of UW medical historian Vanessa Northington Gamble helped the nation come to terms with an ugly scar in our history: the Tuskegee Syphilis Study. That federally sponsored study, which ran from 1932 to 1972, deliberately denied medical treatment to 399 poor black sharecroppers from Alabama, and it remains a bitter metaphor for racism, ethical misconduct and government abuse. Gamble's work as chair of a national committee studying Tuskegee's legacy greatly influenced President Bill Clinton, who in 1997 made a landmark national apology to victims and their families.

Courtesy of Center for Dairy Research

UW dairy researchers are hot on the trail of the perfect pizza cheese—one with just the right "stretch factor."

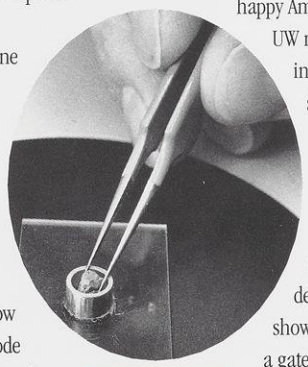
141 Globetrotters

UW alumni planned a unique stop on Gov. Tommy Thompson's 1997 trade mission to Asia — they arranged an audience with the King of Thailand. The effective assistance of UW graduates living in Thailand confirms the international power of UW's alumni, a truly global group that has branched out to all corners of the Earth. In Madison, UW each year welcomes students from just as far. Consistently ranked among the largest international communities on an American campus, the nearly 4,000 students from foreign countries on campus make up almost 10 percent of UW's enrollment.

You've never seen a sports arena quite like the Kohl Center, whose glass doors opened in January 1998.

142 Cracking the code

Most of us may only associate Escherichia coli — E. coli — with health risks, but scientists love the humble little bacterium. Its tremendously complex genetic makeup has made it one of the most studied forms of life on the planet. In 1997, a team led by geneticist Frederick Blattner completed the 10-year task of deciphering every one of E. coli's 4.6 million base pairs, creating a road map of its genetic building blocks that has given scientists the most complete look at how strings of genetic code become life. With E. coli as their Rosetta Stone, biologists are now moving on to unlocking the secrets of even more-elaborate forms of life.



Mars meteorite

143 Mars attacks

Did Mars once harbor microscopic life? In 1997, geologist John Valley joined the international hunt for signs of life in a small meteorite from Mars that had smashed into Antarctica and launched a debate about whether life once existed on the planet. While the scientific jury remains far from a verdict, Valley's isotopic analyses have suggested that the conditions for supporting life may have indeed existed on the Red Planet.

144 Undermining Alzheimer's

A finding by two faculty members in 1997 has opened the window to a possible treatment for Alzheimer's disease. Chemical engineer Regina Murphy and chemist Laura Kiessling have found a way to disrupt the proteins that form poisonous deposits in the brains of Alzheimer's patients. Murphy and Kiessling have designed "inhibitor molecules" that interfere with the poisonous clumping of otherwise harmless proteins, giving promise to a future treatment for a disease that now has none.

145 Better with age

In the next century, one in five people will be over age 65, and UW researchers are working to ensure that an aging America remains a happy America. Faculty at a new UW research center, established in 1997, are examining how some people are able to stay positive and vibrant throughout the setbacks of growing old. Involving more than 100 faculty from 45 UW departments, the team is showing how good nutrition is a gateway to health and happiness in old age, and their work is bringing us closer to cures for Alzheimer's, osteoporosis, eye disease and other problems that interfere with our golden years.

146 Altered reality

Perry Kivolowitz has made George Washington smirk, dogs speak French and humans melt into metallic puddles. Now he's teaching those tricks to UW-Madison students. Kivolowitz joined the computer science department in 1998 to teach computer graphics, drawing from expertise as co-inventor of an image-morphing software called Elastic Reality. Kivolowitz won an Academy Award in 1997 for technical achievement, and his software's work graces 200 Hollywood films (and counting), including 1998's Oscar-hogging blockbuster "Titanic."

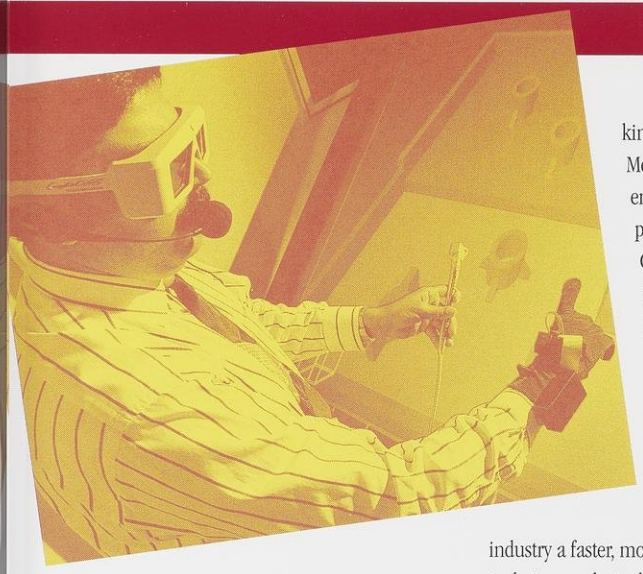
147 Cool Kohl

On January 17, 1998, a crown jewel of campus real estate had its coming-out party. Supported by U.S. Sen. Herb Kohl's $25 million donation, the Kohl Center sports arena is an architectural knockout, complete with terrazzo floors, Portuguese limestone tile and a blown-glass sculpture bursting with color. The vital statistics: 460,000 square feet, 17,142 seating capacity, 26 bathrooms, 18 concession stands, complete disability access and — thanks to unique cantilevered decks — zero bad seats.

148 Equal-opportunity computing

Nearly every operating system for computers today — from Macintosh to Windows 95/98 — has built-in disability-access features designed by UW's Trace Research and Development Center. Rejecting the idea that people with disabilities need separate technology, UW engineers have blazed the trail with unique products for people with hearing, visual or physical disabilities. Now the center is making information kiosks, ATM machines, the World Wide Web, and mobile computers and phones usable by everyone.

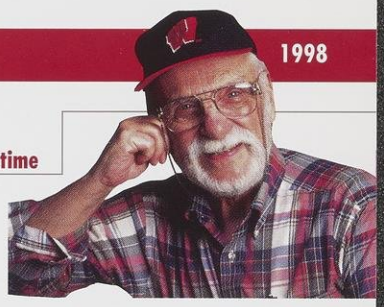
Courtesy of Avid Technology, Inc.



149 Virtual joyriding

Somewhere around the bend, auto engineers may be strapping on goggles and gloves for a different kind of wild ride. Mechanical engineering professor Rajit Gadh is using virtual reality to help engineers visualize and design the next generation of cars. His research will soon give industry a faster, more-versatile way to design products than offered by often-complicated computer-aided design systems. Companies such as Ford, Pratt & Whitney, Boeing and Caterpillar are lining up to give virtual design a test ride.

150 Resource for a lifetime



UW graduate Henry Anderson majored in—what else?—history.

In May 1998, UW student Henry Anderson earned his bachelor's degree in history — at the remarkable age of 77. But in another way Anderson, a retired 3M employee who decided to complete an education he started as a young man, is not remarkable. Forty percent of the students on UW's campus fall outside the "traditional student" 18-to-22 age bracket. And thousands of younger and older students attend an array of age-based enrichment programs. Each one brings a special blend of past, present and future — making UW-Madison a resource for a lifetime.

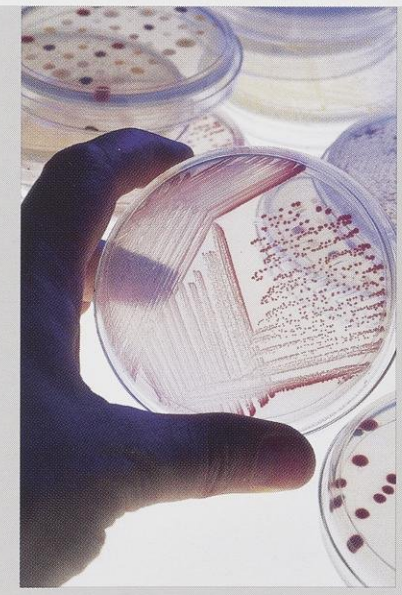
. . . and counting

Enough with the past. If these 150 "ways" were the end of our story, UW-Madison's sesquicentennial would hardly be worth celebrating. Let's shift our gaze to the future and consider what could be called the 151st way — the one that captures the momentum propelling UW-Madison into the future.

Wouldn't it be fun if we could peek at the chronicle of the next 150 years? Though the future is mostly terra incognita, we can give some shape to what we're calling the 151st way.

- Teaching and learning will remain at the heart of UW-Madison's mission, but it will happen in new ways that may be unimaginable to us today. Computers and other technology will further amplify the power of the inquiring mind, perhaps letting a student with a laptop tap the great libraries of the world — or communicate directly with the great minds of the world. And distance education will fling open the university's doors.
- Research will continue to change the way we understand the world, the way we live, even how long we live. Biotechnology and genetic research, for example, will ferret out the causes of certain diseases, point to possible cures and perhaps extend human lives by decades. UW-Madison will fuel research on a dizzying array of other topics, helping improve everything from the food we eat to the way we raise our children to our environment.
- The university will seek out new partnerships with business, public schools and government to demonstrate the power of collaboration, even in a society dominated by white-hot competition.

Whatever the 151st way brings, it will leave a legacy like that of the stories on these pages. And because that legacy will be vibrant — no musty list from history — it will send ripples through Wisconsin and around the world.



Go your own way

If you know "ways" that you think we should have counted, please let us know. Tell us your favorite UW stories at our World Wide Web site (www.uw150.wisc.edu/150ways/moreways.msql).

150 Ways was prepared by the Office of News and Public Affairs ■ Director Susan H. Trebach ■ Associate Director Amy E. Toburen ■ Periodicals Director Cindy Foss ■ Editors Erik Christianson, Michael Penn ■ Writers Terry Devitt, Jeff Iseminger, Brian Mattmiller ■ Design Jeffrey Jerred ■ Photography Jeff Miller ■ Historical photographs courtesy of University of Wisconsin-Madison Archives ■ Research Assistants Jessica Baumgart, Eileen Gilligan, Alexis Oppermann, Debby Sumwalt ■ Funding provided by University of Wisconsin Foundation

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Sesquicentennial Events

Chancellor David Ward, on behalf of the University of Wisconsin-Madison, thanks the following for their support of the Sesquicentennial:

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- Sesquicentennial Coordinator Peyton Smith
- Dean of Students Office
- United Residence Hall Board
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- Wisconsin Student Alumni Board
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UNIVERSITY OF WISCONSIN MADISON 150 YEARS

UW Sesquicentennial Inauguration

September 10-12, 1998

To mark the 150th anniversary of the university's charter, the governor has been invited to launch the commemorative event with the signing of a proclamation declaring the start of the sesquicentennial celebration.

Celebration Week

February 5-12, 1999

To commemorate the first day of classes, Celebration Week will include activities for students, faculty, staff and community members, featuring a scholarship fundraiser dinner, an anniversary concert and a week-long strategic planning forum.

UW-Madison on the Road

February-June 1999

UW-Madison faculty, staff, students and friends will travel to all corners of Wisconsin, showcasing the many ways in which the university is "Your Resource for a Lifetime."

Alumni Week

May 2-7, 1999

Starting with the International Alumni Convocation and culminating with Alumni Weekend, activities will include special sesquicentennial events.

Open House

August 21-22, 1999

UW-Madison will throw open its doors for two days of fun, education and entertainment with dozens of campus activities, including tours, demonstrations and performances, and even a special sesqui-edition Babcock Hall ice cream flavor.

Homecoming

October 16, 1999

Wrapped into this annual event will be special celebrations, a downtown parade and, of course, a festive halftime football extravaganza.

Grand Finale

October/November 1999

To cap off the sesquicentennial celebration, a prominent national speaker has been invited to address university and community members.