

## University of Wisconsin 125th anniversary (1974). 1974

[Madison, Wisconsin]: [s.n.], 1974

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The UW-Madison Graduate School, founded 70 years ago, has responsibility for research and advanced training programs that consistently rank Wisconsin among the top 10 schools in the nation.

The University granted its first master's degree in the early 1880's, and its first Ph.D. went to Charles Van Hise (later UW president) in 1892. A faculty committee supervised graduate work until 1904, when the Regents established the Graduate School.

By that time, the UW had granted 276 advanced degrees, and 115 graduate students were enrolled. Today the University has about 9,200 graduate students, and over the years has granted more than 47,000 master's degrees and 16,000 Ph.D.'s.

G. C. Comstock, head of the Washburn Observatory, was the Graduate School's first dean. When he retired in 1920, Charles Sumner Slichter, a professor of mathematics, was appointed to the position.

Slichter's time as dean set the Graduate School and the University on course toward the top ranks in the nation, though that would have been hard to predict in 1925.

In that year the Regents accepted \$12,500 from a fund endowed by John D. Rockefeller, and the Progressive



Wing of the Republican Party protested this "tainted" money. The Regents then passed a resolution not to accept any more gifts from educational endowments or similar organizations.

For the faculty here and for young scholars who might come, this action marked Wisconsin as a university where support for research and graduate studies was at best uncertain. The quality of the University could have begun to decline at that point. But other events were about to overcome this setback. Biochemistry Professor Harry Steenbock had patented a process for creating Vitamin D in milk and other foods.

This discovery brought great benefits to mankind in the prevention and cure of rickets. It also led to the founding of the Wisconsin Alumni Research Foundation (WARF) which now has provided, through the Graduate School, over \$65 million for research and training at the University.

Steenbock proposed a non-profit corporation, and the Regents approved plans for a foundation that would assist faculty members with patent applications and use its income to support research.

WARF's two <sup>most</sup> profitable patents have been those on vitamin D and on Warfarin, a discovery of Biochemistry Professor K. P. Link. Warfarin prevents blood coagulation and is used as both a rat poison and a treatment for

blood clotting in humans.

Most of the funds WARF gives the University each year come from investments of patent income.

In 1930 the Regents lifted their ban on gifts. When Slichter retired in 1934 and E. B. Fred, a bacteriology professor, became dean, graduate enrollment was over 1,000. By that time the tradition of graduate work at Wisconsin, and the role of the Graduate School, had been well-established. In 1938 Fred wrote:

"The purpose of the Graduate School is the promotion of research and the enrichment of scholarship...This means that it has the responsibility of training candidates for the degree of Doctor of Philosophy, selecting highly-qualified fellows, scholars, and research assistants, and providing in other ways the nucleus of a selected graduate group.

"The leadership of the Graduate School in the promotion of research also means that it should have the funds to support through grants-in-aid a number of the most promising research projects of the faculty. . ."

Fred also noted another function of the Graduate School was to manage the "attic of the undergraduate college," by which he meant master's degree programs that were intended for professional training in such fields as "business, engineering, journalism, music, etc."

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While most funding, and the responsibility for day-to-day operation of graduate programs, is handled through the departments and colleges, the Graduate School mission is still as Fred described it. Graduate School activities to promote graduate scholarship include setting admission standards for students, establishing minimum requirements for degree programs, reviewing all new degree proposals, and administering fellowship programs.

Current Graduate School Dean Robert M. Bock points out that in graduate programs, education and research are inseparable--not competing--activities. Bock says, "The great majority of our research projects involve graduate students, and are part of their education. The Graduate School's role in promoting research over the years has helped with graduate training as well as with the discovery of knowledge."

The Graduate School's impact on research has come mainly through its Research Committee's allocation of the funds WARF provides. Each year this committee of about 30 faculty members reviews 500 to 1,000 faculty requests and is able to grant about half the funds asked for. It draws on State and Federal funds provided for Graduate School research as well as the annual WARF grant.



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While this committee allocates only about five per cent of all research funds that come to the campus, it does so in a way to magnify the impact. The money goes to promising projects still in their early stages, and to young faculty members starting their research careers. Thus new work gets underway, and can then grow and attract outside support. Graduate School "seed money" in years following can go to still newer work. Over the years this seed money has gone to more than 12,000 projects, in almost every department on campus.

The standards of quality set by the Graduate School, and its flexibility in funding new research areas, will be important in meeting today's problems in graduate activities. Federal agencies and national foundations have decreased their support to outstanding graduate students. Federal research support has shifted between fields as crises occur, and has moved from basic research to the more applied and short-range topics. University merger, State budget pressures, price inflation, and sharp rise and fall in job markets have brought other difficulties.

At the same time, outstanding research students are needed ~~to work~~ to find answers to the energy crisis, food and materials shortages, and environmental problems. In these and other needs of society, the Graduate School's

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contribution will continue to come, as E. B. Fred  
said in the 1930's, through the "promotion of research  
and the enrichment of scholarship."





75 years of research  
in the service of mankind

1883-1958  
AGRICULTURAL EXPERIMENT STATION  
UNIVERSITY OF WISCONSIN

## *THE BIRTH OF WISCONSIN'S AGRICULTURAL EXPERIMENT STATION*

On a September evening in 1883, the farm committee of the University of Wisconsin Board of Regents met at Madison with the three members of the University's agricultural faculty to chart the future of the Wisconsin agricultural experiment station.

The experiment station had been authorized by the state Legislature some five months earlier. It was to open officially on October 1, 1883.


Only half a century had passed then since the first substantial farm settlement had been made in Wisconsin. In the 1880s large tracts of land in the state were still waiting to be made into farms. Farmers had done well in wheat raising for several decades. But chinch bug, declining soil fertility and competition from newer lands further west were making wheat farming in Wisconsin hazardous. Many farmers were seeking a more dependable type of agriculture.

What resources did the new Agricultural Experiment Station have when it opened 75 years ago? A small group of trained scientists, a charter directing their attention to the "agricultural industries pursued in the state," and a farmer constituency eager to obtain a "more comprehensible and scientific knowledge of agriculture."

Even at the start, many of the problems which came to the station were so complex that they required the cooperative efforts of specialists in several fields. The development of this kind of collaborative research was of profound importance not only in the development of research at Wisconsin, but also in shaping the whole pattern of 20th century industrial research. Moreover, from the nature of the problems which came before it, the station had to be concerned from the beginning with both basic and applied research to the enormous enrichment of both.

In 1907 Dean H. L. Russell reminded his colleagues that Dean Henry's work had been "that of a pioneer—a pathmaker rather than a pathfinder, for in those early days there was no precedent which could be followed."

The path W. A. Henry and his associates marked out during the 1880s has long since widened into a broad highway leading into many fields of learning and serving the needs of humanity. It is the aim of this booklet to point out a few landmarks along this highway.

AKE A WEEKEND DRIVE along any highway in the state. Hit the back roads, travel the main highways, visit the small towns, and explore the largest cities. On all sides—and not just on the farms—you'll see the benefits of 75 years of painstaking research by scientists at the Wisconsin Agricultural Experiment Station.

The Experiment Station, which celebrates its 75th birthday this year, is your University of Wisconsin's agricultural and home economics research branch.

Its highly trained scientists bring the physical, biological, and social sciences to bear on questions important to all of us now or looming as problems of the future—in general, applying their sciences to make possible a better way of life for all of Wisconsin's people.



LET'S START OUR WEEKEND TOUR of research results by travelling north from Madison. We're hardly out of town when we meet a truck loaded with pea vines or see the vine silage piled next to a viner.

These are symbols of one of the state's largest agricultural businesses—canning. It's a business that brings about \$90 million into the state each year, and it was largely made possible by early work at the Wisconsin experiment station—research on proper methods for sterilizing canned peas.

In 1895 Wisconsin bacteriologists studied the young industry's biggest problem—cans that exploded in storage—and found that usual processing temperatures weren't high enough. A change of temperature and time of heating put the industry on its feet.

Since that time the canning industry—growers and canners alike—has received help from experiment station geneticists and agronomists in developing peas which bring more profit, and help from pathologists and entomologists in controlling disease and insect pests.

Marketing specialists, soils scientists, and those doing research in food processing have all done their part to aid the canning industry.

In the heart of the canning country, springing up on the fertile soils of Empire Prairie near the Dane and Columbia county line, is the experiment station's newest research plant—an experimental farm covering some 1,800 acres well suited to research. This farm, financed by sale of the old farms which are now in the Madison city limits, will be home base for outdoor soil, plant and livestock research in future years. It will be opened formally with a Farm Field Day in 1959.



Twenty-five miles or so north of the new research center you see more evidence of the experiment station's service to commercial vegetable growers and canners. It's the expanding truck crop area in drained marshes around Endeavor and on the irrigated sandy lands around Hancock and Plainfield.

Early work by soils scientists and agricultural engineers concentrated on problems of drainage. Some of the same principles have recently been applied to drain the central and southern Wisconsin marshes which now raise large crops of lettuce, onions, carrots and other muck crops.

Experiment station scientists were first to show the high vegetable yields that proper irrigating methods made possible on the Hancock sand—an area well suited for potatoes, snap beans, cucumbers and other vegetable crops on large irrigated acreages.

The University's Branch Experiment Station at Hancock is the proving ground for new practices in the area.

Moving north again, cranberry farmers in Stevens Point and elsewhere have also profited from experiment station research which is showing them how to use new chemicals for easier control of insects, weeds and diseases. Their market has been expanded by research on cranberry processing and new cranberry products.

Dairy farmers in this area have made use of experiment station research, too. Recently, they called on agronomists and veterinary scientists to seek the cause of mysterious cattle abortions occurring on lowland pastures. Weedy pastures were shown to be at fault, and a weed spraying program offers a way to avoid the abortions and to get better cattle feed as a bonus.





The paper mills at Mosinee, Wisconsin Rapids, and on north can also testify to the benefits of Wisconsin experiment station research.

A forest entomologist recently studied losses from insects which caused wood decay in pulpwood storage yards. He prescribed a treatment which will save the paper industry thousands of dollars each year.

Forest soils men, disease specialists and geneticists have worked with the paper companies to find solutions to forest soil fertility problems, tree disease troubles, and to seek out higher yielding tree families.

Station poultry scientists and nutritionists have found ways to make use of an important paper mill by-product, Torula yeast, as a poultry feed.



**L**EAVING THE PAPER MILL CITIES, the road darts through what was formerly known as Wisconsin's cloverland.

Alfalfa production—made possible by research on proper liming and fertilizing practices and development of a low-cost surface drainage system—has done much to put this agricultural area on its feet by providing large amounts of high-protein forage for the dairy herds there.

The development of new and better varieties of alfalfa to withstand winter-killing, diseases and insect pests is a constant obligation of experiment station researchers.

The Marshfield Branch Experiment Station is the agricultural nerve center in the area. It was there that farmers were shown the benefits of liming and fertilizing and where the surface drainage system was perfected.

Currently, a forage feeding project at Marshfield is big news for all Wisconsin. Scientists are measuring whether it's best to let cows pasture strips of forage, haul the feed to the cows daily, or store it as silage and hay for dry lot feeding all summer. So far, they say, stored feeding is best.

There, also, is a good place to see clean stubble of fields which have just yielded a bumper crop of oats—a crop that would be rare in the state if experiment station plant breeders were not constantly keeping ahead of changing rust diseases with new resistant varieties.

As recently as 10 to 15 years ago, 60 per cent of Wisconsin's corn crop went into the silo; now 60 per cent is harvested as grain—even in such northern counties as Barron and Washburn. Corn breeding work centered at the branch experiment station near Spooner has pushed the corn belt north with hybrids which start well even in cold spring soil and make hard corn before frost hits.

Corn research has made Wisconsin one of the leading states as far as per acre yields are concerned and has made efficient livestock feeding possible in Wisconsin's north country.

Corn yields in 1930 were from 30 to 35 bushels per acre.

The 1957 state average was 58½ bushels per acre. Some fields yield well over 100 bushels per acre.

North of Spooner a high-producing herd at the Ashland Branch Experiment Station shows how dairying can be profitable at the very northern tip of the state.



Heading east the road cuts through tall timber. Rural land zoning—an idea born and developed at the Wisconsin experiment station—has insured that this forest land is put to its best use—forestry and recreation. By “zoning out” low-income subsistence farming, it has saved money for taxpayers in the area who would otherwise have had to support small schools, build roads to be used by only one family, and provide county services over a wide geographic area. Farmers here have benefited too, by being directed to land where their labor will bring a better return for their families.

Prosperous potato farms near Antigo, Rhinelander and Eagle River are direct beneficiaries of experiment station research. These are fields which produce some of the highest quality seed and table stock potatoes in the nation—the result of a long-time program of seed certification and research on potato virus diseases.

New varieties and better methods for growing old varieties have boosted potato yields from a statewide average of 80 bushels per acre in 1935 to around 215 at the present time.

Across the state, at the Sturgeon Bay Branch Experiment Station, the University researchers have a potato “zoo” where they cultivate potatoes from many foreign lands and search for ways to use their desirable qualities in future new varieties.

Sturgeon Bay, on Wisconsin's Door Peninsula, is also Wisconsin's Cherryland, thanks to help from experiment station research. Orchardists there constantly get new recommendations for spraying, fertilizing, pruning and other cultural tips from the team of research men at the Sturgeon Bay Branch Experiment Station. They're also looking for new processing methods to make cherries more attractive to the consumer.

Fruit marketing also comes under study by specialists from the branch station and the Madison campus.

Now travel south through the lakeshore area where a new agricultural industry—feeder pigs—has been catching hold. Farm economists at the experiment station worked with producers to establish efficient methods of marketing feeder pigs.

A treatment for suckling pig anemia, proper rations needed for raising fall pigs, and effective methods of processing soybean oil meal are other experiment station accomplishments which have aided hog growers.

A few miles west of this area is the Emmons Blaine Jr. research farm. This is the site of long-term experiments to determine the effect of inbreeding dairy cattle and crossing of the inbred lines.





The big artificial cattle breeding cooperatives all over the state owe their existence to the experiment station's discovery of a good medium for keeping sperm cells alive in stored, refrigerated semen. Artificial breeding is one of the prime reasons for higher herd production brought about by improved strains of cattle on our farms. Advice from experiment station workers guided the state's cooperative breeders through their developmental years.

Notice also some of the new barns going up along the highway. They're loose-housing barns—an idea introduced and perfected by an experiment station farm engineer. And for those who prefer a new stanchion barn, experiment station research will supply tips that can make the design less expensive and better adapted to modern labor-saving farming.

Some farmsteads include a laying house, broiler house or turkey house—with no outside pens. Poultry flocks in Wisconsin and all over the nation went on a year-round production basis about 30 years ago when experiment station research workers discovered that furnishing vitamin D in the feed made sunlight unnecessary.

**N**EAR RACINE AND KENOSHA you'll see the large fields of cabbage. In 1910 this important crop was threatened with extinction from a disease known as cabbage yellows. Experiment station plant disease specialists brought it back to life by finding a single head of cabbage that survived infection.

They guarded the head night and day until fall, then moved it to Florida where it produced seed for field trials the next year. The resulting plants also resisted the disease, and this line of cabbage became the foundation stock of the industry. Since then, 20 yellows-resistant varieties have been developed and Wisconsin farms have produced some 50 million dollars worth of cabbage.





Many binder tobacco fields in southern and western Wisconsin are planted to a mosaic-resistant variety developed at the experiment station. Seedbeds were prepared by a method developed years ago by a Wisconsin scientist to prevent heavy disease losses.

The work is easier than it was 25 years ago, and it will become even less back-breaking as the tobacco specialists find better ways to handle this important Wisconsin crop.

Southern Wisconsin also serves as an example of another kind of experiment station research.

Population is expanding here, and city people are moving into the country. Inevitable issues arise between the new residents and the farming population—they have differing traditions and ideas about education, recreation, sewage disposal, taxation and similar matters.

Experiment station rural sociologists and economists are studying the problems first-hand and are ready to offer guidance toward solutions agreeable to all sides.

Now head west along the lower tier of counties. Green county cheese factories are prominent along the roads. The production practices modern cheese makers use were developed and tested at the experiment station, starting as early as 1890.

Research on curing practices, flavor development, use of pasteurized milk in cheese, and tests for cheese quality have assured the nation's cheese lovers of good quality dependable cheese.

Agricultural economic research has aided the cheesemaker and other milk processors by establishing methods of payment, aiding establishment of consolidated cooperatives, and recommending better business practices.

Contoured and terraced fields—seeded to nutritious grass-legume mixtures—show the influence of the agronomist and soil scientist in Wisconsin's hilly southwest.

The Upper Mississippi Erosion Control Experiment Station at La Crosse is the center for soil conservation research in this type of country. These conservation practices are essential for protecting the productivity of these side-hill farms.

The forage harvester you will see working on the contour hay fields was originated by a University of Wisconsin agricultural engineer in 1927.

So were the electric fences which make livestock farming on the contour an easier job.

Agronomists and agricultural engineers developed a shallow grass planting system and equipment that saves Wisconsin farmers over \$2½ million each year. It would take this much money for extra seed to get today's yields with the old method of deep seed planting.

And then there's the round silo—trademark of Wisconsin agriculture. A Wisconsin experiment station scientist can take credit for introducing the round silo to the state before 1900.





Those are a few of the Wisconsin experiment station's contributions to farming. But you can see the results in town, too.

Wisconsin's people are healthy and strong. They eat good food, and it has been made more nutritious by research. Scientists first became aware of vitamins some 40 years ago when experiment station biochemists set out to find an explanation for the results in feeding certain kinds of calf rations.

In 1924 a Wisconsin biochemist learned that you can increase a food's vitamin D content by exposing it to ultraviolet light. Now the bread you eat, the cereal you have for breakfast, and the milk you drink can all be fortified with this important vitamin. The scientist gave his discovery to the people through the Wisconsin Alumni Research Foundation, which supports further research in several important areas.

The result—you never see children with rickets, though the disease was commonplace 35 years ago because foods then lacked vitamin D.

Wisconsin home economists continue to study diets, learn what may be lacking, and recommend better foods for better nutrition.

The biochemists have also continued their vitamin studies. Among other things, they found that nicotinic acid could cure pellagra—a serious disease in many parts of the U. S. until this vitamin was isolated.







**Y**OUR DOCTOR FINDS everyday use for other products of experiment station research. All over the world, doctors use a Wisconsin-developed drug to prevent blood clots after operations and in cases of heart and blood vessel diseases. (A related chemical, Warfarin, can rid entire cities of bothersome and disease-carrying rats.)

At any hospital, a "shot" of penicillin is about the least expensive thing you can get—thanks in no small part to Wisconsin experiment station research. A team of botanists, biochemists, and bacteriologists found penicillin-producing organisms that give higher yields and would produce large amounts in commercial fermentations.

The result—the cost of penicillin used in the standard treatment of 300,000 units dropped from \$60 in 1943 (if you could get it at all) to about 12 cents today.

Currently, athlete's foot and ringworm are being treated with a drug developed by an experiment station bacteriologist who was conducting basic research with molds.

Experiment station biochemists have also recently found a substance in oat hulls which helps prevent tooth decay and which may become a common food additive.

The safe and nutritious milk you drink is another result of a host of Wisconsin research contributions, including such things as testing for butterfat, new methods of pasture renovation, better feed, protection from spoilage and contamination, and more efficient marketing.

A new concentrated milk process developed at Wisconsin may make other large changes in the way we get our milk in the future. This milk can be canned and stored for long periods with no impairment of taste or quality.

Much agricultural research is designed to solve immediate farming problems. But all agricultural research benefits the consumer ultimately, and much of it is done directly for the consumer's good.

About 25 per cent of the average American family's income goes for food.

In most other countries, families spend 40 to 80 per cent of their income on food—and do not eat as well.

In its 75 years of research, the Wisconsin experiment station has made no attempt to draw a line between basic and applied research. The scientist usually takes a practical farm problem and then digs as deeply as he can in science to find the answer.

The results:

. . . a scientist seeking the cause of sweetclover poisoning in cattle develops a drug valuable in treating heart disease, and then goes on to develop a related compound into a powerful rat-killing chemical.

. . . a research worker seeking an explanation for the effects of sunshine in curing rickets discovers the vitamin-activating powers of ultraviolet light.

. . . a bacteriologist studying mold metabolism finds a safe and effective treatment for certain common skin molds.

Systematic agricultural research was born when farmers were facing new problems in a young country. Science was harnessed to provide answers to these problems. The resulting progress in agriculture has been fully comparable to the progress in any other American industry.

Because of research—centered at the Agricultural Experiment Stations of the Land-Grant Colleges and at the U. S. Dept. of Agriculture—America has taken a leadership in farming methods that brings admiration and imitation from all over the world.

But agricultural and home economics research has offered much more than this to the people of Wisconsin. It has yielded new medicines and drugs, new knowledge of health and nutrition, and even new ways of looking at social and economic problems. Its stimulating effects have been felt throughout Wisconsin's agriculturally based economy, on both sides of the "city limits" signs all over the state.



SIGNIFICANT DATES IN THE HISTORY OF THE  
WISCONSIN AGRICULTURAL EXPERIMENT  
STATION

- 1883 Wisconsin agricultural experiment station authorized by the state legislature.
- 1890 Babcock test for butterfat developed. (Still an official test and common method of payment for milk.)
- 1894 Tuberculin testing of cattle started. (These were among the first tests in the nation.)
- 1895 Station bacteriologists work out proper methods for pasteurization of milk and heat treatment of canning peas.
- 1897 Cold curing process for cheese described. (Principles are still used in cheesemaking.)
- 1911 Plant pathologists start research on yellows-resistant cabbage.
- 1912 Steaming of tobacco beds introduced. (Still commonly used on tobacco farms to prevent diseases in seed-beds.)
- 1915 Vitamin studies begin.
- 1924 Food irradiation developed.
- 1928 Copper and iron salts found to prevent anemia.
- 1931 Experiment station enters rural zoning field.
- 1937 Nicotinic acid found to cure pellagra.
- 1939 Improvements in storage of bull semen laid the cornerstone for our artificial dairy breeding organizations.
- 1941 Coumarin derivative from spoiled sweetclover found to be anticoagulant; now used for blood clot prevention in medicine.
- 1942 Work on penicillin production started.
- 1948 Sexual processes discovered in bacteria. (The Nobel Prize was awarded for this work ten years later.)
- 1949 Rat-killing chemical, Warfarin, announced.
- 1956 Development of nuworld and dariworld cheeses.
- 1958 Development of sterile concentrated milk.

# feature story

*Handwritten:* DW 1/25

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

**6/28/74 ha**

**ATTENTION: Music Editors**

MADISON--The University of Wisconsin-Madison's special 125th anniversary celebration, "Summer Scope-125," July 5-7, will have something for every musical taste. Fans of rock, jazz, dixieland, or classical music will not be disappointed.

At the Memorial Union, the music will continue all weekend, with a different group every night. Friday night's TGIF entertainment will be held from 7-11 p.m. on the Union terrace, featuring Bimini, a new five-piece jazz-rock group from Madison.

"Saturday in the Stiftskeller" will present bluegrass music by Dave and Ruth, two members of the group Colonel DeKalb and the Corn People, from 8:30-11:30 p.m.

Sunday night at the Union will be a special treat for those familiar with dixieland music. After the fish boil on the terrace, the well-known, seven-piece dixieland band, the Riverboat Ramblers of Milwaukee, will be playing from 6-9 p.m. The Ramblers have appeared in numerous concerts throughout Wisconsin and Illinois.

All musical entertainment at the Union is free.

The senior session of the UW's 1974 Summer Music Clinic will be playing all day Saturday in the Humanities Building. Called the "Festival of Music," the concerts by high school students will be held from 9 a.m. to 3:30 p.m. in Mills Auditorium, Morphy Recital Hall, and 3650 Humanities.

- more -

Add one--music at Summer Scope

Musical theatre, performing excerpts from Bernstein's Mass, with bands, choruses, chamber music, rock ensembles, jazz ensembles, swing choirs, and orchestras, will be open to the public.

An admission fee of \$2 will admit one adult for the whole day (accompanying children free), and \$1 will be charged for one concert for one child under 14.

Tickets are available at the door only. Honors groups will be playing in the afternoon.

In addition, a program of Victorian music at 3:30 p.m. Friday in the Historical Society Auditorium will open a new exhibit, "The Victorians."

There will be a recital at 3 p.m. Sunday by Prof. John W. Harvey at the Carillon Tower, with doors open to the public at 2:45 p.m.

The Madison Sidewalk Art Show will fill the Square July 6-7. A number of bands and drama groups will be appearing on the Square both days, including a drum and bugle corps.

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UW-5-12

Release: Immediately

6/17/74 jb

MADISON--It's called "Summer Scope-125," this special series of events on the Madison campus of the University of Wisconsin July 5-7.

It also could be called "Badgerama," or "the biggest birthday party on any university campus in the state."

The three-day smorgasbord of varied programs was arranged for the general public to join in observance of the UW-Madison's 125th anniversary this year.

There will be 30 open houses in all areas of the campus; 37 musical events ranging from Dixieland to a swing choir to chamber music; 31 demonstrations and exhibits; 28 special tours; and a series of special events, including possibly the first fish boil in the Madison area.

Programs are available at Memorial Union, the Campus Assistance Center, and Union South or by calling 262-2116.

The mid-summer festival will include art shows--on campus and in downtown Madison, concerts, stage presentations, films, visits to such places as the zoology museum and the animal pens, photo displays, theatre in the park (at Gordon Commons), and much more.

And it is all free, except for small charges made for Festival of Music events.

The entertainers include barbership groups, folk-dancers, the River Boat Ramblers, Chicago Daily Blues Band, high school students taking part in the summer music clinic, the cast of a musical theatre offering, and dozens of others.



Add one--summer scope

The Elvehjem Art Center feature will be a photo exhibit titled "125 Years Through the Camera's Eye."

The special exhibitions and demonstrations cover such areas as off-loom weaving and batik landscapes, health photos, all-day "flicks" in Memorial Union Rathskeller, cow milking, drug information, weather satellite, computing center, labs for recorded instruction, and environmental design. These are both educational and entertaining, from one end of the campus to the other.

University officials are suggesting visitors to the campus make this a holiday weekend, tying in the campus events with the Madison Sidewalk Art Show and Festival of the Arts on Capitol Square.

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uw-  
125th

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

5/16/74 ksg

## UW RECEIVES CONGRATULATIONS OF LEGISLATURE ON 125th ANNIVERSARY

MADISON--The University of Wisconsin-Madison Thursday received congratulations on its 125th anniversary from the Wisconsin Legislature.

Chancellor Edwin Young received a legislative citation presented by State Sen. Daniel O. Theno, Ashland, which stated, "Through the support and devotion of the people of Wisconsin, the University has become an outstanding public institution of higher education."

The resolution was co-sponsored by Senators Theno, Carl W. Thompson, Stoughton, Fred A. Risser, Madison, and Clifford W. Krueger, Merrill; and Representatives Mary Lou Munts, Marjorie Miller, Norman C. Anderson, and Edward Nager, all of Madison.

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Release: Immediately

5/14/74 jb

ATTENTION: BUSINESS EDITOR

## METALWORKING RESEARCH CONFERENCE SLATED MAY 20-22

MADISON--More than 200 registrants are expected for the second annual North American Metalworking Research Conference on the Madison campus of the University of Wisconsin May 20-22.

Fifty-six papers will be presented by experts from Brazil, Canada, England, Iran, Japan, Switzerland, West Germany, and the United States.

Taking active roles in the sessions at the Wisconsin Center, 702 Langdon st., will be four representatives from the Giddings and Lewis Machine Tool Co., Fond du Lac, Orville Ehrhardt, B. C. Cuppan, B. R. Beadle, and S. M. Marathe; Joseph R. Roubik, Kearney and Trecker Corp., Milwaukee; and D. C. Patel, Miller Compressing Co., Milwaukee.

UW-Madison faculty members on the program include W. Robert Marshall, dean of the College of Engineering, who will greet the visitors; and Profs. John G. Bollinger, Marvin F. DeVries, Donald S. Ermer, Donald L. Ewald, S. M. Pandit, and Shien-Ming Wu.

Topics to be covered include metal shaping and cutting, tools, computer programming, forging analysis, noise reduction, design improvements, manufacturing systems, and materials.

The conference is sponsored by the UW-Madison College of Engineering in cooperation with the American Society of Mechanical Engineering, Canadian Society for Mechanical Engineering, and the Society of Manufacturing Engineers.

It will be a feature event on the University's 125th anniversary calendar.



# feature story

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

5/13/74 meb

SPECIAL TO THE STOUGHTON COURIER-HUB, SYTTENDE MAI EDITION

By UW NEWS SERVICE

MADISON--Norwegian settlers began arriving in Wisconsin in the 1830s, lured into the land of forests and lakes by the promise of rich farm land and prosperity.

They brought only the household goods and farming equipment that would fit in a wagon or on a raft but with them came a wealth of Scandinavian customs, folk songs and stories, recipes for Norwegian food, and pioneer stamina.

They also brought a deep concern about the education their children would receive in the new land.

It was only about 10 years after the first of the settlers began to clear the forests and establish farms in Wisconsin, that a group of Norwegian clergymen headed by H.A. Preus began talking about university training for their children. Many of the new immigrants wanted to make sure especially that their second generation of Lutheran ministers would have a good education.

The group approached President John H. Lathrop at the University of Wisconsin in Madison about their ideas for educating Norwegian students and establishing courses in their native language. They believed classes taught in Norwegian would win the confidence of parents worried about their children losing track of their own culture at an American university. Although Lathrop expressed interest in the idea, nothing materialized so Preus and the others went to Decorah, Iowa, where they founded Luther College.



## Add one--Scandinavian education

The matter of Scandinavian education in Wisconsin rested until the late 1860s when Rasmus B. Anderson, a second generation settler who was born in Madison, came to the University with suggestions for establishing a chair in Norwegian.

Anderson was a controversial man who was often in trouble with his superiors. He had been kicked out of Luther College and was teaching at Albion Academy when he approached Pres. Paul A. Chadbourne at the UW about a job. Although he was offered a position in 1868, Anderson refused it, using the job offer to try to better his position at Albion.

The following year he was fired from Albion. Some say he had attempted to take over the college by coup, enlisting the support of some of the students.

Chadbourne, approached a second time for a job, was skeptical about hiring Anderson after hearing the rumors about his insubordination. But the president was won over finally by Anderson's convincing arguments in his own behalf.

Anderson worked hard for the young University and for Scandinavian education while he was a professor at the UW. He brought Ole Bull, a world-famous violinist who had emigrated from Norway, to Madison for a concert to raise money for a Norwegian library. During the summer of 1872 Anderson went to Norway to purchase 500 volumes of Norwegian literature. Many of those books are still in collections at the UW. He translated articles and speeches into Norwegian for Pres. Chadbourne so they could be read in the Norwegian communities.

Anderson's successor was Julius Olson, also a second generation settler, who taught at the UW from 1884 to 1931. Olson was a popular professor who used a book of Norwegian songs as a text in one of his classes. He sat on a scholarship committee and it's said that when the applicant for the scholarship was a pretty girl from a Norwegian family, he would ask her to sing. If she could sing a Norwegian folk song well, she would get the scholarship. He would not even look at her other qualifications.

From those small beginnings 100 years ago, education in Scandinavian studies at the UW-Madison has grown. And although the number of students majoring in Scandinavian languages is still rather small, courses taught in English about Scandinavian life and culture are among the most popular elective courses at the University.



# feature story

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

5/6/74

## TRADITIONS BIG PART OF UW'S 125 YEARS

By BONNIE BRESSERS

MADISON--Traditions never really die. During the University of Wisconsin-Madison's 125 years of existence, some traditions have flourished, some faded, and all helped shape the spirit of things to come.

Few students graduate without waving their arms after singing "Varsity" during football games. "Varsity" actually was written in 1898, but the arm-waving did not become a practice until 26 years later when band leader Ray Dvorak asked fans to wave their hats after the song as a salute to UW Pres. Glenn Frank.

At homecoming games, law students parade on the field during half-time and throw canes over the goal posts. This custom is an outgrowth of a feud that began on March 17, 1912 when students argued about whether St. Patrick was a lawyer or an engineer. In 1923, the lawyers-to-be abducted the engineers' St. Patrick mascot, and battle lines were drawn. The conflict raged every St. Pat's Day for years, until in 1938, when Madison police decided that St. Pat was neither an engineer nor a lawyer after a 5,000-person free-for-all.

One of the earliest traditions began in the 1850s when upperclassmen used a pump in front of North Hall to "baptize" freshmen. This probably was the fore-runner of the "lake rush" tradition where freshmen and sophomores vied for possession of a strip of the shoreline. After several years and not a few near-drownings, this tradition was replaced by the "bag rush." Ten straw-filled canvas bags were placed at opposite ends of the campus. Freshmen and sophomores tried to capture each other's bags...and each other's clothing.

## Add one--traditions

In October, 1909, after sophomores discovered what fun it was to leave freshmen locked in barns outside of city limits, upperclassmen issued a proclamation ending such harassment. But the edict also stated that freshmen could not smoke except in the Wisconsin Union until after May 1; that freshmen could not wear corduroy pants; and that they could not enter saloons. With their green beanies and lapel buttons, it was impossible for freshmen to remain incognito.

The Wisconsin Union Rathskellar has been a favorite gathering place of students since its opening in 1928. "For Men Only" signs were posted from the beginning and little was done to allow women to enter until 1941 when coeds were allowed after 2:30 p.m. World War II began, increasing numbers of men left campus, and women gradually filtered in during forbidden hours. By the war's end, desegregation had become a way of life.

Although at first the University tried to prevent the "unnecessary extravagance," the first prom was held in 1896. The early dances, with all the grandeur of imperial balls, were rivaled by the annual military ball which began in 1897. Times have changed, however, and the early 1970s saw the first of the so-called anti-military balls.

Freshmen don't wear green beanies anymore, and prom is no longer the social event of the year. But anyone who has heard 76,000 fans sing "Varsity" knows that if the traditions have changed, the spirit has not...and that spirit lasts long after the stadium empties.



# news

UW  
125

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release:

Immediately

5/2/74

(125th ANNIVERSARY SERIES--Picture Available)

By JACK BURKE

MADISON--This is the story of two buildings on the Madison campus of the University of Wisconsin--and both named Science Hall.

In the early 1880s, when the hall was the main teaching facility for the students, Engineering Prof. Allen D. Conover warned the regents that the structure was falling apart, that it should be replaced. But his warning was not heeded.

In 1883 the hall burst into flames. For some reason or other, the Madison Fire Department thought the alarm was a student prank, and refused to respond. Students who sought to put out the fire were unable to do anything about it because the building's fire-fighting equipment had been locked up to prevent vandalism.

Along with Science Hall, the University's Lapham library, its art collection, and geological specimens, including the bones of Gen. Sherman's horse, were all destroyed.

Plans were developed to erect a new, fireproof Science Hall. As usual, the University was low on funds. Some \$41,000 came from insurance and \$150,000 from the State Legislature. But this still was not enough. Bids were all high.

Prof. Conover was named construction supervisor. His assistant was a man destined to be a leading figure in world architecture, Frank Lloyd Wright, then a student.

Midway through construction of the facility, the legislature discovered that the regents had incurred debits totaling \$30,000 at Madison banks.

- more -





Add one--science hall

Upset over this "ruthless" expenditure," the lawmakers refused to budge. They came through, however, with an additional \$170,000 for completion of the hall in 1887.

The hall was well built. One professor said "the whole building is now fireproof, and it will serve its purpose for many generations to come. The only things that can destroy it would be an earthquake or a hurricane. "

The structure continues to be a classroom, laboratory, and office facility on campus. The departments of geology and geography are housed in the hall, along with the geology museum and an office of the U.S. Geological Survey.

The Campus Planning Committee this week approved creation of a historic district on Bascom Hill which recognizes the historic and architectural importance of certain buildings, including Science Hall.

###

Immediately

5/1/74

*UW-  
125th  
anniversary*

SPECIAL TO THE MADISON AREA GUIDE

By BILL HOWE

In this 125th year of existence, the University of Wisconsin can turn to the various structures on its Madison campus and remember the achievements and contributions made by former faculty.

The wide variety of buildings on campus lives on with the memories of great individuals who helped the University grow.

Bascom, Birge, and Babcock weren't just names randomly selected. They are names that represent the fine quality of people associated with the University over the years.

Sterling Hall, for instance, memorializes the life and work of John W. Sterling, the UW's first professor. Along with Chancellor John H. Lathrop, he constituted the entire instructional staff on the campus until 1850.

For his teaching of mathematics, natural philosophy, and astronomy, Sterling earned the respectable sum of \$500 a year.

The "jewel of the campus," the Elvehjem Art Center, now houses the University's valuable collection of over 1,300 works of art.

The center was completed in 1969 at a cost of \$3.2 million. It honors the late Conrad A. Elvehjem a renowned biochemist who served as the University's 13th president.

- more -

Babcock Hall, another facility, was named after Stephen Moulton Babcock. He was a professor at Madison from 1888 to 1931, and his research in nutrients led to discoveries of import in vitamin and mineral nutrition.

Described as the "Laughing Saint of Science," Babcock was best known for developing the test for butterfat content in milk.

Bascom Hall, described by one historian as "the eye of the campus and the state," derived its name from John Bascom. When the building, originally named Main Hall, was opened in 1860, it was said to be "the best building for educational purposes that has yet been erected in the West."

Its namesake, John Bascom, was UW president from 1874 to 1887. His vigorous leadership resulted in increased financial aid to the University and improvements in the high school system in the state. He also is favorably remembered for his attempts at placing young women "on precisely the same footing in the University with young men."

Professors aren't the only ones that receive this kind of recognition.

Carson Gulley Commons is dedicated to a devoted employe of the division of residence halls for 22 years.

He was a talented chef who appreciated the value of a good food service program. Through radio, television, and personal appearances, he convinced thousands of the beauty and value of fine food.

The agricultural library on campus was named after Dr. Harry Steenbock, one of the world's leading biochemists and nutritionists. His research led to the understanding of vitamins.

His research with Vitamin A led to the virtual disappearance of rickets in children. This was considered one of the outstanding medical achievements of the century.



Add two--uw

There are dozens of other campus facilities, too, bearing the names of faculty members and others who played a role in making the University one of the world's greatest institutions of higher learning. Names like Van Vleck, Van Hise, Russell, Slichter, Gordon, Barnard, Waters, Chadbourne, White, Cole, Peterson, Holt, and others, all made notable contributions.

With special programs and events, the UW-Madison is celebrating its 125th birthday this year.

###



# news

UW  
125

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

4/16/74

ATTENTION: Spotlight, The Wisconsin State Journal, Marie Pulvermacher,  
The Capital Times, Feature Section

PROFS. TAYLOR, WATROUS TO APPEAR ON 'PARTY LINE,' MONDAY, APRIL 22

MADISON--The University of Wisconsin-Madison's 125th Anniversary will be the topic of WISM radio's Party Line show, Monday, April 22 at 1 p.m.

Guests of News Director and Party Line Host Wayne Wallace will be UW Profs. Robert Taylor and James Watrous. Both have been active in formulating the UW's year-long celebration.

Party Line is a public service program heard at 1480 AM on your radio dial from 1-1:55 p.m. weekdays. Anyone with questions or comments may call 271-1480 during the show.

###



# feature story

VW-  
125<sup>th</sup>  
anniv.

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

4/4/74

By JACK BURKE

MADISON--Hanky-panky was on the sparse side in the early days of the University of Wisconsin-Madison.

Students had to trod a straight and narrow trail, and if they missed a class, failed to recite, entered a saloon, or attended a theater, they were penalized.

They had to follow specific hours of study and recitation--6 to 7 a.m., 9 a.m. to noon, 2 to 5 p.m., and 7 to 9 p.m.

On Feb. 5, a year-long celebration of the UW-Madison's birthdate was launched. It was 125 years from this date that the first class met in a borrowed classroom in downtown Madison and, without fuss, played a role in the founding of what is today one of the world's great universities. Special programs, events, and historical sketches will be presented in 1974, celebrating this anniversary.

At the beginning of each school term, each student in the 1850s was credited with 100 points in scholarship and another 100 points in deportment.

For each academic failure or lapse from grace, as reckoned by the faculty, the student was charged with one to 50 points. He lost points for inability to recite, for missing a test, for failing to render an assignment properly.

Chancellor John H. Lathrop maintained a big book in which he recorded the debits.



Add one--straight and narrow

Rules governing deportment were most exacting. Absence without excuse from chapel, declamations, or recitations cost two points, while each unexcused tardiness cost one, as did absence from a study room without an excuse.

Causing a "disorder" cost one or more points, at discretion of the professor. "Personal violence" could cost a student 50 points, and missing an examination 10 more.

Entering a saloon cost five points.

These lapses and others were reported weekly to the chancellor who spent considerable time at his bookkeeping.

If during a term, a student picked up more than 25 debits, he was warned and his parent or guardian notified. Accumulation of 50 and 75 points resulted in a second and third warning and further notification. Once 100 points were charged, the student was "separated from the institution," and not all were allowed to re-enter on probation.

Getting into a fight was considered five times worse than missing an examination and 10 times as bad as visiting a saloon. Missing a recitation was a more serious offense against the rules of deportment than against the rules of scholarship. This suggests that regularity and promptness were more esteemed than diligence in studies.

On the other hand, the professors were ever alert to defend the students. In 1861, Prof. Sterling publicly stated (in the village's two newspapers), there had been gossip that the deportment and scholarship of the students were bad. He denounced these rumors as being without foundation. He retaliated:

"We take this occasion to brand them as false and slanderous, and we affirm that in deportment and scholarship the students of the Wisconsin University will bear favorable comparison with those of any similar institution in the land."



UW Economic Impacts

Norb Hildebrand  
(UIR-263-2840)

3/24/74

The University of Wisconsin might be described as an economic "tap-root" for the Madison area. For during its 125 years of existence, the University has provided a substantial life-force in the physical development of the city along with sustaining roots in the cultural, intellectual and scientific growth marking UW's own rise to national prominence.

This symbolic relationship began even with the founding of the University--when a 50-acre site on the western edge of the village of Madison was purchased for the future campus. This was thought excessive and so a portion was subdivided into 174 village lots and 12 five-acre "outlots." Receipts by 1854, when most of these had been sold, amounted to more than \$12,000 giving the University a profit of about \$7,000. (This land was not part of the federal land-grant acquisition, which provided an initial allotment equivalent to two townships to be used for the establishment and support of state universities). Over a hundred years later the University was buying some of these lots back again at prices several times higher than the original cost of the entire tract--one example of UW's economic influence on Madison.

(more)

While this kind of impact is obvious, there are many facets of the University-Madison relationship not so apparent.

A study made in 1970 by the University's Bureau of Business Research and Service revealed some more recent financial inputs on the <sup>Madison</sup>area economy made by the University, its students, employees, and UW visitors. Professor William A. Strong, who directed the study and has provided some current updating, reports that direct expenditures by the University community provided \$230 million in 1973 and stimulated an additional indirect dollar flow of \$291 million, as a result of multiplier effects on economic activities. Industries identified as major beneficiaries in this financial flow were finance, insurance and real estate (\$61 million); food stores (\$55 million); automobile sales and service (\$41 million); general merchandise and other retail stores (\$40 million) and transportation, communication, and utilities (\$39 million).

Another aspect brought out by the study showed that student and employee families make up 37 per cent of Madison's total population (their growth in the decade studied (1960-1970) accounted for 67 per cent of Madison's population growth and 51 per cent of Dane county's increase) and their expenditures constitute about 17 per cent of Madison's annual net cash income and 13 per cent of the county's.

(more)

Economic 3-3-3-3

The details revealed by this study, establish clearly that the University makes significant contributions to both city and county economic activities.

Not so readily assessed is the University's long history of interfacing with the agricultural, industrial and commercial interests of the community. Its role of providing assistance through education, research and public service to the State commonwealth is only partially documented in the more dramatic instances--such as benefitted the dairy industry, food processing and other large components of the State's industrial activities.

In an effort to develop some of this historical perspective the University-Industry Research Program (an agency of the UW-Madison Graduate School) began tracing the effects of some University research activities on Madison industry.

Beginning with the most likely research interests in agriculture, the biological and physical sciences and in engineering, UIR found about 25 industries and commercial laboratories in the city with substantial research relationships, past or present. About half of these came to Madison or were established here because of specific UW research achievements or resources; many of these firms begun by UW faculty or graduates.

(more)



Economic 4-4-4-4

This group represented over 1,200 jobs, an annual payroll of some \$11 million and an annual business in excess of \$20 million.

Another 20 industries, which located in Madison for various reasons having little to do with the University's presence, were found to have had substantial economic benefits resulting from UW research contacts largely related to product/process improvements. Employment in these industries was about 5,000.

Another economic aspect of UW research on the Madison community is the \$40-\$50 million spent annually in research funds from non-state ~~resources~~; such as the U.S. Department of Health, Education and Welfare and its various agencies, the National Science Foundation, the Atomic Energy Commission, National Aeronautics and Space Administration and others. (In 1972, for example, a total of almost \$104 million was received in gifts, grants and government contracts by the whole UW System).

But UIR still found many parts of the economic picture yet to be assessed. Additional industrial interests for instance, were identified in other UW research and educational activities--such as the banking and insurance fields which have become major components of the Madison business community. UW's educational interests in business

(more)

Economic 5-5-5-5

management, economic theory and practice date back to 1892 with the organization of the School of Economics, Political Science, and History under Dr. Richard T. Ely--who himself made history in the business community. (It was Dr. Ely who provoked the formulation of UW's famous "sifting and winnowing" quotation). Today's School of Business, now considered among the top ranking in the nation, together with its Bureau of Business Research and Service provide many links with Madison's industrial community.

Madison is also the home of 70 credit unions, serving about 75,000 local area owner-members who are probably unaware that UW faculty had an early role in the credit-union movement of the 30's to meet financial problems of those depression years. Nor that UW's Extension work in promoting farmer cooperatives was part of the same concern for solving economic problems.

While there is little farming left in Madison now (the current interest in gardening may alter that statement), the city is the market center of the richest agricultural county in the state--and home of some of the oldest farm-related businesses, long associated with UW's agricultural scientists.

The University's first <sup>agricultural</sup> ~~research efforts in the area~~ began in the 1880's with studies of livestock feeding, construction of farm facilities and equipment and the

(more)

Economic 6-6-6-6

development of Wisconsin-adapted seed stocks, starting with corn, oats and potatoes. You can continue to get your "Wisconsin Certified" seed potatoes for example, from a Madison industrial pioneer--the L. L. Olds Seed Company, now 87 years-old. This certification process, incidently, includes field and bin inspection by UW's College of Agricultural and Life Sciences working with the State Department of Agriculture. (And if you're really interested in potatoes, the world's largest collection of potato varieties is maintained at UW for seed stock sources).

A later pioneer in Madison industry--dating from 1914--is Madison Silos, Division of Chromalloy--which began building concrete silos to meet the Wisconsin farm demand for the round design advocated by America's first professor of agricultural physics, UW's Franklin M. King. It was King's studies of silo construction in the 1890's which established the round silo as a design standard. And in meeting the competition of wooden silos, the new firm benefitted from the concrete research of UW's then newly established Engineering Experiment Station research which still includes work with concrete, among hundreds of other projects. (If you think the market for concrete silos is past, the Madison firm reports it sold 2800 of them last year for some \$20 million. (About 60 per cent in Wisconsin).

(more)



Whenever Madison's economy is discussed, credit for the city's long-term financial stability is give<sup>n</sup> to the high percentage of residents employed by state government (including UW-Madison). Approximately 36 per cent of the 127,700 nonagricultural employees in Dane county (47,100) work for the government. While the stability of such employment is historically true, since the response to shifting economic conditions is not as sensitive as in private industry, this stability was not originally part of government employment. It came about through the Civil Service System instituted in Wisconsin under the political and social reform legislation of Governor Robert M. La Follette. Playing an important advisory role to the governor on social and labor legislation was a noted UW economist, Prof. John R. Commons. He is individually credited for writing the Industrial Commission Act and with a large influence on the social-ethical concerns of which marked this formative period in Wisconsin's legislative history. He also helped establish an important role in University State relationships--that of using the competence of faculty people to serve government--a special aspect of the Wisconsin Idea which was to gain wider application and recognition over the years. A survey made by UIR several years ago identified some 300 faculty members providing various kinds

(more)

Economic 8-8-8-8

of advisory services to governmental agencies, commissions and special groups at local, state and national levels.

Thus the UW tap root goes deep and the end of it is still unknown. For, in a figurative sense, this root system is a living thing--growing and responding to the needs of the University's own socio-economic environment and providing a vital force in the Madison community. As the tap root thrives, so does the tree it nourishes. Madison has always been known as a city of treasured trees.

# # # #

# THE WISCONSIN UNION

MEMO TO Jack Newman:

FOR YOUR INFOR- MATION	NOTE AND FILE	NOTE AND RETURN	ATTACH DATA	WRITE	FOR YOUR ACTION	SEE ME CONCERNING	YOUR RECOMMENDATION?
Take Up With					When Wanted		

This is the material Porter gave to me. The sections marked in the margin he thought to be of particular note. This copy, by the way, is for a fund-raising brochure so if it is used or considered for use, I will rewrite it.

One other tie-in that Porter mentioned is that this is the 70th year since President Van Hise first suggested the idea of a Union in his inaugural address. That speech inspired the fund raising efforts that led to the Union.

3-22-74

DATE

SIGNED






## THE FIRST 50 YEARS...

Some of the Union's Contributions, ~~over the Years~~. Remember?

- X
- . The Union theater (built and maintained with gift funds and Union earnings -- no tax money).

-- "Probably the most complete community theater center to date."

### (Architectural Record)

-- "No intimate theater is more beautiful. It is splendidly planned and certainly has the most beautiful site in the world." 

(Sinclair Lewis)

-- "One of the 25 most distinguished contemporary buildings in America." (San Francisco World's Fair).

-- "This theater is epoch making from the point of view of creative use of leisure, and makes not only the Wisconsin Union but the University a leader in the field." (Lee Simonson, New York Theater Guild).

- X
- . The presentation, beginning in 1919, of renowned concert artists, symphony orchestras, operas, dance companies, Broadway drama, and experimental plays -- a performing arts program scarcely matched on any campus elsewhere. (A Governor's creative arts citation for this.)



- . More than 350 free Sunday music hours.
- . Annual Tudor Singers dinner-concert ushering in the Christmas season on the campus, beginning in 1933. (Now -- Great Hall filled for six performances).
- . The first University art gallery; and the <sup>creation</sup>~~erection~~ of the Wisconsin Salon of Art <sup>in 1936,</sup> identifying the University with, and supporting, the on-going art life of the state.
- . First <sup>U.W. organization</sup> to commission mural paintings (the Paul Bunyan murals).
- . The only recreational craft shop on the campus (and the first in any union).
- . An all-student crafts exhibition, outdoor sculpture contest, and annual student art exhibition -- providing stimulus and rewards for student creative art non-existent before the Union endeavors began.
- . A weekly program of distinguished documentary, foreign, art, and contemporary films long before the first "art cinema" appeared in the state.
- . Travel ~~A~~ Adventure film series (always sold-out houses).

. "movie time" in the Play Circle -- films you missed seeing, films you want to see again -- now 4 afternoons and nights each week.



- . Loans of original paintings to students for their rooms (first venture of its kind).
- . Organization of the U.W. centennial art exhibition.
- . Development of a permanent art collection of more than 600 works.
- . Sponsorship of an annual student creative writing contest, and publication of the only campus literary magazine.
- . Production of the only U.S. film illustrating, in color and sound, union purpose and program (winner of Screen Producers <sup>guild</sup> award; still circulating, in the U.S. and abroad, after 20 years).
- . The University's memorial to students and alumni who served in the Civil, Spanish-American, and first World wars.
- . *Recreation and dining center for 8000 armed forces trainees during World War II.*
- . 10,000 roses distributed when Wisconsin made its first Rose Bowl trip (and the Union helped organize and "chaperone" the special Rose Bowl train).
- . Bus excursions for summer students to picturesque Wisconsin areas . . . and a train trip to the Chicago World's Fair in 1933.

*Operation of a community center for veterans and their families near Bamboe after the war.*

*Now, all told, 42,000 contributors to the memorial Union Building fund (in the initial campaign, one of every 6 who ever attended the University).*



- . The first job and careers conference on the campus.
- . The first lecture and discussion series on courtship and marriage.
- . The first college night club (1932).
- . Venetian Night, Winter Carnival, Summer Prom -- in an earlier, picturesque era.
- . First union in the U.S. to serve beer (1933).
- . Organization of rooming houses for intra-mural sports and social purposes (mid-1930s).
- . Development of a comprehensive social program for graduate students and foreign students.
- . "Family Nights" for faculty members, graduate students, and their children.
- . Movies and story-telling hours for children.
- . Construction and operation of the Muir Knoll ski jump and Observatory Hill toboggan slide (early 1930s).



. Open houses and orientation for new students.

. Operation of a general campus information booth at Park and  
Langdon Streets.

X . Establishment, in cooperation with the School of Education and  
Department of Sociology, of a bachelors and masters degree program  
in community recreation.

X . First short course at any college for the professional training  
of union staff members.

X . The leading center of union research and publication in the U.S., by far.

. *meals for 24¢, and coupons, on credit, to buy them -- to help  
students stay in school during the depression.*

. ~~Recreation and dining center for 8000 armed forces trainees during~~  
~~the war.~~

. *Pre-season training table for the football squad.*

X . In the neighborhood of 70,000,000 meals served since 1928 -- some years  
at a small profit, some years at a loss -- making the Union a low-cost  
dining cooperative of immeasurable economic (and social) value to its  
student, alumni, and faculty members.

. *Employment for 350 to 500 students each year.*



- 2.
- . Subsidization of an experimental evening and weekend bus service across the campus (now considered indispensable).
  - . Success in the struggle to gain parking in the lower campus area, including 200 spaces in the new library across from the theater.
  - . Housing and housekeeping services, for many years, for student government, student publications, ~~I~~nter-fraternity and Pan-Hellenic Councils, Wisconsin Players, Student Employment Office, U.W. Student organization advisors, the Alumni Association, and countless U.W. conferences.
  - X . Comprehensive utilization of the lake as part of the campus recreational facilities -- for the first time. 65 sail boats, 70 canoes to rent, shop for building kayaks, a swimming pier.
  - . Teaching of sailing, canoeing, skiing, mountaineering, and horse riding skills. Sponsorship of intercollegiate skiing, sailing, and horse riding. (Four Wisconsin students on U.W. Olympic ski teams; one sailer a consistent winner in international yacht races.)



- X . Largest and most varied outing program at any college. (5500 student dues-paying members of the Union Hoofers outing club.)
- . Charter vacation trips to Europe and the U.S. West -- for student, faculty, and alumni members of the Union.
- . Comprehensive new Union facilities serving the growing population at the west and south sides of the campus.
- . 30 Mini-courses each semester, with        students and alumni Union members enrolled. (1 to 3 week "how-to-do-it" or refresher courses -- in whatever field students express an interest. A successful equivalent of the "Free Universities" attempted in recent times in many communities.
- . Voter registration service.
- X . An extensive program of volunteer student service for welfare and school agencies in the Madison community. (500 student volunteers contributing more than 50,000 hours of service annually.)
- X . In sum, 200 kinds of campus community services and programs that never existed before.



X . And perhaps most important of all: encouragement of thousands of student Union committee members to volunteer their talents and time for the common welfare -- as one of the essential ingredients of good citizenship -- with assistance from the Union staff in learning how to do it well. (One of the outcomes: innumerable former Union committee members now, as alumni, continuing as University and civic leaders, doing all manner of good works for the University and their home communities.)



FOR "A MORE PERFECT UNION" . . . FOR A FINER WISCONSIN

X  
The campaign to build the Memorial Union, beginning in 1919 --  
organized by former Gov. Walter Kohler, Sr. (then president of the  
University Regents) and by former presidents of the Alumni Association --  
X  
was the first general fund-raising effort ever undertaken by alumni  
and other friends on behalf of the University.

X  
It was the success of this pioneering venture that led alumni  
leaders to realize fully the potentials of private support of the  
University, and, later, to create the University of Wisconsin Foundation  
as a medium for continued widespread giving to the University.

You know the outcome of the major role the Foundation has played  
over the years: Gifts of millions of dollars which produced the  
Wisconsin Center, the Alumni House, the Elvehjem Art Center (and  
important art works), professorships, and student scholarships.

The Union Outcome? Remarkable

Meanwhile, the Memorial Union itself has continued to benefit the  
University community in countless ways of immeasurable value. You may  
remember, ~~or even have benefited personally, by~~ some -- or many --



*or even have shared in ~~the~~ personally.*  
 of the Union endeavors. (For a refresher on the part the Union  
 may have played in your University experience, scan quickly the  
 accompanying listing of Union contributions to the life of the  
 University.)

Remarkable achievements . . . which, among other things, have  
 made Wisconsin's Union probably more influential in shaping the course  
 of the now world-wide union development than any other union.

#### The Building? A Different Story

But the physical plant built in 1928 and 1939 to serve 15,000  
 students (now 34,000) is far behind those of other leading universities  
 in size and serviceability. And what we have is run down at the heels.  
 We need space badly, and a general face lifting of the building.

We've known this for a long time. A master plan was developed  
 22 years ago, and some of it -- the expansion of the cafeteria and  
 outing quarters, the redecoration of some halls -- has come to pass.  
 The plans have been drawn for the rest -- but postponed time after time  
 as the University's and Union's financial capabilities have worsened.



3.

Time for a Change

The Trustees of the Memorial Union Building Association, representing the 42,000 past donors to the Union fund, and the University administration have concluded we have all waited long enough. The Trustees themselves, aided by gifts from former student chairmen of Union committees and by life member subscriptions from hundreds of graduating students, are contributing \$165,000 to opening up and expanding the main ground level entry to the Union.

But there is much more to be accomplished: an addition to the art gallery, more meeting space, a large reception-dining-meeting room adjoining the Great Hall and expanding the hall capacity, a coffee house, the replacement of worn out furniture, the development of the new barren theater plaza overlooking the lake, the improvement of sailing facilities at the lakeshore, and on and on. The estimated cost: \$1,000,000.

X

So the Union, with an eye on the 50th anniversary of the opening of the Union in 1928 has launched a five-year program aimed at achieving all improvements possible before the 1978 birthday celebration.



## And We Are on Our Way

Some of the classes which, in student days, were instrumental in raising funds for the original building, have already answered the call. The Class of '24 is making the reception-dining room on the Great Hall floor its primary Golden Anniversary fund-raising objective. The Class of '25 is at work on plans to finance the new art gallery. Other classes are considering other special Union rooms.

But this is not a class venture only. All alumni and friends are invited to join in the Union's <sup>new</sup> Golden <sup>ann</sup> Anniversary project. ~~And~~

Individual gifts, large or small, are indispensable in achieving the hoped-for result.

And we can give you this assurance:

A gift to the Union does just about the maximum good possible -- for more people and more diverse groups -- that a gift can do.

The Union serves students, <sup>parents,</sup> faculty, alumni, visitors, and conference groups. Fifteen thousand people enter the Memorial Union every day, on average. In a typical year there are more than 8,500 organized group functions, with the total attendance of members of the University community reaching 600,000.



*Budget (which derives mainly from student fees)*  
Any gifts which relieve the Union operating fund of the cost

of necessary additions and improvements enable the Union to do a better job of holding down prices for its services -- including food service at the two Unions, the Wisconsin Center, Lowell Hall, and the University Club (which, in turn, conditions food prices in the whole campus area for everyone); also admission prices for cultural events in the theater.

*A Golden Era Ending, a New One Beginning*

So it is that gifts to Union go very far, indeed -- in holding down costs of dining, recreation, and daily services for thousands . . . in making our old and well-worn campus center more attractive and serviceable . . . in expanding the Union's <sup>all-campus</sup> cultural-social-recreational program . . . in helping to achieve, in short, a finer Wisconsin.

Gifts from 42,000 friends in the past made it possible for us to have the Union when you were a student, or when you later visited the

campus. Your gift now, as we approach the Golden Anniversary of the opening the Union, will help usher the Union into a new <sup>golden</sup> era of service and cultural enrichment for usefulness to alumni, faculty, and the new generations of students

to come. *For thousands upon thousands your gift will be a gift of golden hours.*



Join us in the enduring satisfactions of making Wisconsin

still a finer University.

# feature story

UW-  
125<sup>th</sup>

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

3/22/74

(Editors: This is the third in a series of  
feature stories concerned with the  
UW-Madison's 125th anniversary)

By JACK BURKE

MADISON--Student life in the early days of the University of Wisconsin-Madison was simple, Spartan, and not at all costly.

The first Badgers got by on less than \$100 a year, often cooked their own meals, slept on straw mattresses, and attended daily compulsory chapel.

To lighten this monastic existence, there were few legal pleasures for them to enjoy. So it sometimes happened that the rules of campus department were bent by drinking bouts, gambling, scrapping, and theater-going.

Alumni, friends of the University, students, and others are taking a look back at the early days because 1974 will see a year-long celebration of the 125th anniversary of the UW-Madison. Feb. 5 marks the day when the first class gathered in 1849 in a borrowed classroom in downtown Madison, and without ceremony played a role in the founding of the University, now one of the nation's finest.

Meals were available in town for less than \$2 a week, but some students boarded themselves, the first chancellor John H. Lathrop reported, for no more than 80¢ a week. Initially, tuition was \$20 a year, later \$12, and then \$10. Starting in 1851, a room could be rented in North Hall for \$5 a term (20 weeks).

Whether he had come to Madison by train (after 1854), stagecoach, farm wagon, or afoot, the new student sought out the first professor, John W. Sterling, or Chancellor Lathrop, to make arrangements to be tested and assigned to the appropriate class.

-more-



Add one--campus life years ago

Dormitory rooms were unfurnished, so finding a few items was an early chore, too. This meant securing a bed, pine table, a wooden chair or two, a book stand, an oil lamp for light, and a spirit lamp for cooking. The rooms seldom boasted any carpeting, and the students cleaned their own rooms.

Straw for the mattresses was generally found on a nearby farm.

The North Hall central heating system failed to provide sufficient heat, so stoves had to be installed in the rooms, with the students finding their own fuel. Not until after the Civil War was running water installed. Students had to draw and carry their water from the University well.

Many of the students lived on little more than bread and water, according to one diary. Roasted potatoes were described as a "rare treat." Another diarist wrote: "We generally have coffee in the a.m., potatoes and meat at noon, and pudding and milk at supper."

Chapel was a part of the program, and some students, including famed naturalist John Muir, began and ended the day with prayer.

Amusements consisted of boating and fishing (which helped the meal fare), looking for berries in the woods, the theater (frowned upon by the faculty!), fighting causing disturbances in the community, and visiting saloons and gaming houses.

# # #





# University of Wisconsin-Madison

## OFFICE OF THE CHANCELLOR

Bascom Hall  
500 Lincoln Drive  
Madison, Wisconsin 53706

March 13, 1974

VW-gh  
125

Mr. John F. Newman, Director  
University News and Publications Office  
10 Bascom Hall  
University of Wisconsin-Madison  
Madison, Wisconsin 53706

Dear Mr. Newman:

Last week you requested a report on the source of revenues and program expenditures for the period between 1849 and the present. This report was to be incorporated into a news story to be featured in the State Journal. Since we received your request I have had a staff member working to accumulate the information, but for the early years of the University we were unable to locate very satisfactory records.


The first reasonably complete group of financial records for the University covers the year which ended September, 1877. At this time John Bascom was President of the University and was paid a salary of \$3,500. The attached Treasurer's Report for that period indicates the nature of the operation of the University at that time. You will note that this report includes a mixture of capital, operating, and trust funds and does not provide the program expenditure description which we have become accustomed to in more recent years.

The revenue and expenditure report for 1972-73 is the last complete year for which records have been fully reconciled. We are still in 1973-74 and if we were to use this year we would have to give you a mixture of budget and expenditure figures. Therefore, the 1972-73 actuals have been provided.

Although the earliest records of the University exhibit something less than the best accounting form, we did uncover a Treasurer's Report for 1850 which listed liabilities and assets of the Board. Since this report is illustrative of the way the University was financially managed shortly after its creation, I have included this report for your use.

If you have any questions about this material, please contact Phyllis Schwartz at 263-4569. Phyllis did the research for the accompanying documents and I believe she could answer your questions more fully than could I.

Sincerely,

  
Glenn Watts

cm

xc: Phyllis Schwartz, w/enc.



# TREASURER'S REPORT, 1850

## Paid into Treasury

Up to 2/1	By students for tuition the 1st year in Primary Dept.	\$ 364.00
2/16	By state treasurer on account of loan	10,513.29
7/5	By same on account of University fund	300.00
8/5	By state treasurer on account of loan	12,024.27
11/20	Students on account of tuition fees 2nd year	175.50
11/20	On account of premium received on loan deposited in New York, less postage paid on temporary loans made by treasurer	101.43
11/20	On account sales of lots in University addition to Madison	236.09
		<u>\$23,714.58</u> ✓

## Expenditures

Purchases of sites for University buildings	\$ 3,833.33
Fitting up and furnishing room and providing fuel for Preparatory Department	177.85
Salary of Chancellor and Professor	2,841.66
Plans and drafts of University buildings and for surveying and leveling for the same, fencing and improving grounds	379.25
One year's interest on amount of loan received	1,577.62
Printing educational documents, advertising, and printing circulars	533.50
Cabinet and libraries and for feight on boxes of books and specimens and for cases necessary for the same	409.22
Miscellaneous items, including incidental expenses of inauguration, purchase of blank books, tools for laborers on public grounds	50.50
Dormitory building	13,549.77
	<u>\$23,352.70</u> ✓

Balance \$361.88

## Other Sources

Cash in treasury	\$ 361.88
Balance due on loan	2,462.44
Due from students	138.00
Due on sale of village lots	552.66
Village and out lots valued	13,449.61
	<u>\$16,964.59</u>

~~3361.88~~

~~1736.47~~

1726-

TREASURER'S (FRED KUEHN) REPORT FOR FISCAL YEAR ENDING 9/30/77

Receipts

Income from productive University fund	\$15,249.75
Income from Agricultural College fund	19,198.41
State tax, Chapter 117, general laws of 1876	42,359.62
From appropriation for Science Hall	25,000.00
Sale of soldier's orphan's home	5,000.00
Interest on sale of soldier's orphan's home	1,025.27
Students - For tuition, heat, light, and rent	5,271.55
For laboratory bills	232.70
For diplomas	126.00
For damages	2.58
Income from experimental farms - Sale of products	735.32
Interest on lots sold	65.00
Rent of brick house	157.50
Sale of grey mare	100.00
From City of Madison, for grading Park Street	100.00
Interest on Lewis Medal fund	18.81
Sale of stove and gas burner	6.00
Sale of catalogues	4.84
John Bascom, contingent fund returned	100.00
	<u>\$114,753.35</u>

Disbursements

Salaries of instructional force	\$34,877.44
Expenses of Regents	512.84
Insurance	1,123.75
Repairs	2,182.01
Incidental expenses	6,845.98
Fuel and light	6,562.71
Printing and advertising	904.88
Library	1,474.58
Furniture	5,618.19
Cabinet of Natural History	153.91
Apparatus	2,668.44
Improvements	13,933.76
Experimental farm	4,165.11
Lewis prize	20.00
Contingent fund to John Bascom	100.00
Science Hall	44,688.31
	<u>\$125,831.91</u>

Total receipts	\$114,753.35	
Total disbursements		\$125,831.91
Balance 9/30/76	23,435.76	
Balance 9/30/77		12,357.20
	<u>\$138,189.11</u>	<u>\$138,189.11</u>



NOTES ON TREASURER'S REPORT FOR FISCAL YEAR ENDING 9/30/77

University Fund - The fund consists of proceeds from the sales of land granted by Congress for the support of a university.

Agriculture College Fund - Fund consists of proceeds of the sale of 240,000 acres of land granted by Congress to the state for the support of an institution of learning.

University lands unsold 9/30/77 - 4,367.16 acres

Agriculture college lands unsold 9/30/77 - 49,791.46 acres

(University lands sold from \$2-\$3/acre)

(Agriculture college lands sold at \$1.25/acre)

Lewis Medal Fund - The fund consists of a \$200.00 donation by ex-Governor James T. Lewis in 1866. A \$20.00 prize was given each year to a deserving student. The \$200.00 was invested in U.S. Bonds.

Johnson Endowment Fund - The Honorable John A. Johnson donated \$5,000.00 (half paid 1/1/77 and half paid 1/1/78) for the aid of needy students.

SOURCE OF FUNDS SPENT \*  
U. W. Madison  
1972-73

From the State	\$ 80,085,077
Federal Grants and Contracts	56,339,260
Hospitals	25,103,181
Student Fees	23,179,326
Auxiliary Enterprises	17,494,079
Gifts and Donations	13,130,553
General Operational Receipts	12,337,766
Fee Remissions	5,832,915
Federal Appropriations	<u>2,111,140</u>
	<u>\$235,613,297</u>

HOW FUNDS WERE SPENT \*  
a functional breakdown  
of 1972-73 expenditures  
U. W. Madison

Research	\$ 75,948,850
Instruction	64,796,212
Hospitals	25,197,788
Physical Operation	18,516,913
Auxiliary Enterprises	17,808,970
Student Aid	12,334,075
General Operations and Services	7,050,496
Libraries	5,248,972
Student Services	5,119,439
Extension and Public Service	2,159,179
Farm Operations	<u>1,432,403</u>
	<u>\$235,613,297</u>

\* The above figures do not include \$7,273,077 of plant additions from current funds, nor do they include \$8,997,623 of debt service on academic facilities.



## 1924-1974--FIFTIETH ANNIVERSARY OF UNIVERSITY OF WISCONSIN HOSPITALS

This year University of Wisconsin Hospitals celebrates 50 years of service to the people of Wisconsin. The Hospital was built in 1924 in response to two major needs: A hospital was needed so that the University could establish a four-year medical school curriculum which would allow the clinical experience necessary for third and four year medical students. A state hospital would also provide free medical care to Wisconsin residents who were unable to obtain it locally.

The hospital, a memorial to World War I veterans, was built with unexpended moneys from the WWI soldiers' bonus fund. The Hospital's facade has changed since 1924 with the addition of two seven story wings and a one story entry and administrative area. In the future, University Hospitals will move to the new Center for Health Sciences complex being built on the west side of campus.

The State Legislature made University Hospitals, then known as Wisconsin General Hospital, a referral hospital. Patients who could not otherwise obtain medical care were referred here, and the costs were assumed by the counties and State.

The reasons for patient referral to University Hospitals have changed over the years. Community hospitals in Wisconsin have increased in quantity and quality; more specialists practice medicine throughout the State; and residents now possess buying power for health care through insurance, prepayment and federally funded programs. Today patients are referred to University Hospitals if they require special care, when the referring physician wants advice or consultation for a patient or when we provide special services unavailable in a patient's local hospital.

--More--

Fiftieth Anniversary - Add One

Today University Hospitals has approximately 625 beds with 14,500 admissions and 162,000 outpatient visits a year.

Various activities celebrating the Hospital's 50th Anniversary are being planned, the majority occurring in September (the actual time of opening) and the Fall.

3/21/74



# feature story

UW-  
r 25  
min

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

3/6/74

(This is the second in a series of stories concerned with the University of Wisconsin-Madison's 125th anniversary this year)

By JACK BURKE

MADISON--More than a century ago, the University of Wisconsin had a president who fought against the admission of co-eds on the Madison campus.

As a physiologist, he opposed, not merely coeducation, but any higher education for women in the lines pursued by men "because of female frailty."

Paul A. Chadbourne served as president in 1867-70. He arrived just seven years after the first co-eds, 30 in number, had registered for the special normal (teaching) course. At that time, they had the privilege of attending and reciting in any class they selected.

But in 1868 Chadbourne organized a "female college," with a special course of study. This the girls generally ignored. Since 1869 they have taken the same degrees which the men receive.

To pry Chadbourne away from Williams College, the regents agreed to set up a separate female college in Madison, a concession to his conservatism. It was true that his views were contrary to the sentiment of the people of the state and that earlier outlined by the regents. In the late 1850s, the regents had declared it to be their policy to receive women for preparation as teachers, with the added inducement later of access to other academic areas.

It does not appear from the record that the women of Wisconsin had been making any noisy clamor for admission to the UW. If they had done so, it might have been the impetus that the normal department most needed.



Add one--Chadbourne and coeds

The University in Madison trailed three private Wisconsin colleges in admitting co-eds into the classroom. Milton Academy received them in 1844, Ripon College in 1853, and Lawrence University a year later.

After 1870, there was no distinction except separate commencement exercises, and these were abolished in 1874. For some reason, the female college stayed in the catalogue until 1873, although it no longer existed, thus causing some confusion.

During the Civil War, with two-thirds of the male students away in battle, the women far outnumbered the men on campus.

The men grumbled when forced to move into a more crowded dormitory, but they eventually accepted their female counterparts. One literary society invited the girls to attend their meetings, another banned them.

Under Pres. Chadbourne's successors, John H. Twombly (1871-74) and John Bascom (1874-87), the female role grew markedly, with equal status in the classroom, dormitories, and other areas of the schools.

It is truly ironic that a girls' dormitory on the Madison campus was named later for Chadbourne, the only president who actively opposed them as students.

As alumni, students, friends of the University, Wisconsin residents, and others take a look back at the UW's early days, they join in a year-long celebration of the 125th year of teaching, service, and research provided by the institution.

It was on Feb. 5, 1849, that the first class met in a rent-free, borrowed classroom in the Madison Female Academy in downtown Madison.

A series of special programs and events will be presented during this anniversary year.



uw-  
125th

Release: Immediately

3/5/74 jb

MADISON--Dr. Philip H. Abelson, one of the world's most versatile scientists, will be the first speaker in the University of Wisconsin-Madison Hilldale Lecture series, a feature event of the campus's 125th anniversary observance this year.

President of the Carnegie Institution of Washington, Dr. Abelson will speak at 8 p.m. March 27 in 204 Educational Sciences Building. The public is invited to attend the lecture, prepared to appeal to relatively wide interests, rather than to a highly specialized academic audience.

A physical chemist, the guest lecturer has worked in nuclear physics, radio-chemistry, biochemistry, physiology, microbiology, geochemistry, paleobiochemistry, and chemical engineering.

Dr. Abelson was the co-discoverer of a new chemical element, prepared the first plans for a nuclear-powered submarine, and is a leading expert on the biochemistry of fossils.

Editor of the weekly magazine Science, he received the UNESCO's Kalinga Prize for the Popularization of Science in 1972. Currently he is concerned with the problems of energy sources in the next decade and has specific recommendations for their solution. This will be the subject of his presentation in Madison.

Funded by Hilldale Trust funds, the lectures are sponsored by four divisions of the University--humanities, biological sciences, social studies, and physical sciences.

Two other lectures in the series have been scheduled for later this spring. Prof. Carl Huffaker, University of California-Berkeley, will speak April 10, and Prof. Benjamin I. Schwartz, Harvard University, April 23.

# news

*UW-Madison  
125th anniversary*

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

2/19/74 jfn

## NEWS BRIEFS FROM THE MADISON CAMPUS

MADISON--Election of three new directors to the University of Wisconsin Credit Union was reported Tuesday. They are: Peter Livingston, assistant managing director, CUNA; Frank Rice, physical plant director, and Prof. John R. Schmidt, agricultural economics, both UW-Madison.

- o -

MADISON--Four University of Wisconsin educators will discuss turning points in the institution's 125-year history on the WHA Radio Roundtable program at 11 a.m. Friday, Feb. 22.

Taking part will be UW-Madison Chancellor Edwin Young, University Extension Chancellor Henry L. Ahlgren, Emeritus Dean Mark H. Ingraham, History Prof. Robert C. Mesbit, and Roy C. Vogelmann, WHA, moderator.

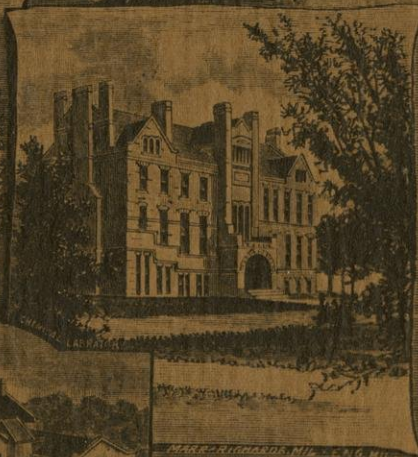
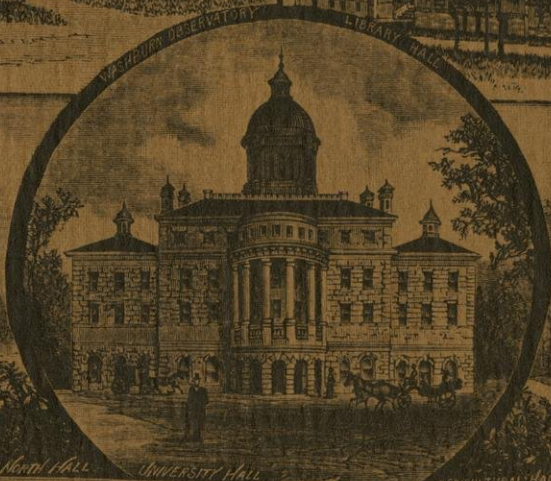
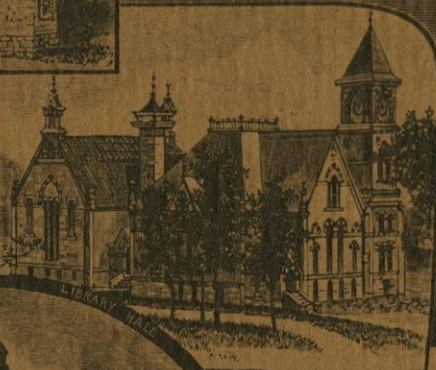
The program, "The University of Wisconsin at 125: Routes of Greatness," will be rebroadcast on State Network stations at 4 p.m. Sunday.

(ADVISORY TO PROGRAM DIRECTORS: Wisconsin stations may record the program off-the-air without prior permission but are asked to credit WHA with origination.)

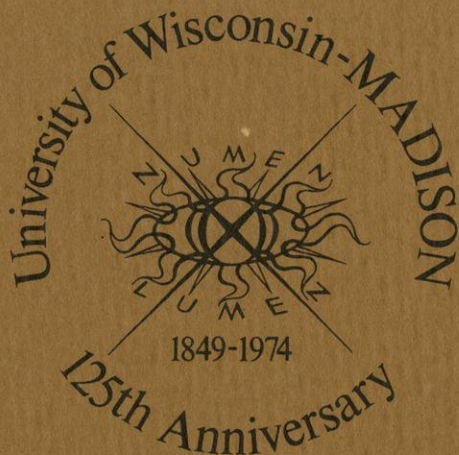
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The University of Wisconsin-Madison marks its 125th Anniversary from February 5, 1849, the date on which its first Preparatory Class opened.

For your enjoyment, a sampling of memorabilia from the University Archives

And a most cordial invitation to participate in the many events that will continue to mark this Year of Celebration.



destined to exert a great and salutary influence on the moral intellectual, and social character of the people of this state for all time to come. Over this institution we have called you to preside, and upon your counsels we shall rely, for the guidance of its instruction and promotion of its interests. In all your labors in the discharge of your high official responsibilities, you may depend upon our faithful co operation. We shall endeavor by all means that may lie in our power, to make your position honorable and useful,—and the institution over which you preside a blessing and an ornament to the state.

In the earnest hope, and with the fervent prayer, that great success may attend all your efforts for the prosperity of the University, I now resign to you the chair, which you are authorized to occupy as legally constituted President of the Board.

The Chancellor being conducted to the chair by Messrs. COLLINS and SMITH, responded as follows:

#### GENTLEMEN OF THE BOARD OF REGENTS:

In assuming the duties of this chair, as every duty connected with the high trust to which I have been called by your favor—I rely, as I have a right to rely, on the cordial, consistent, intelligent, and indulgent support of this body, and of each of its members.

With this support, I am strong. Without it, the office with which you have invested me, is one of crushing responsibilities, unattended with the power to sustain and to discharge them.

I need not admonish you, Gentlemen, that in a great enterprise, requiring a common opinion, a common judgment, and a common effort, no valuable results can be expected, without the harmonious, as well as the vigorous action, of those who are entrusted with the control—the regency—of the whole matter.

We, Gentlemen, are the Regency in such an enterprise. We are all embarked on the same bottom, richly laden with the hopes and the interests of Wisconsin. Let us throw overboard every separate interest, every personal consideration. Let us do what man can do—at the helm—before the mast—everywhere—to bring the gallant ship through the perils of the voyage—and the voyage has its perils—in safety to the desired haven.

For myself, Gentlemen, I only say—it is all I need say, and all it becomes me to say—that it will be my pleasure and my pride, as well as

Wednesday, the 16th of January, was designated as the day for the inauguration of the Chancellor.

After the transaction of the above and some further business preliminary to the stated meeting on the 15th January, the Board adjourned.

(Signed) J. T. CLARK, Sec'y  
of Board of Reg'ts.

## WISCONSIN EXPRESS.

MADISON, WIS.

TUESDAY, JAN 22, 1850.

### Inauguration of Chancellor Lathrop.

The Inauguration of the Chancellor of the Wisconsin University, which came off on Wednesday last at the Assembly Hall, was indeed one of the most imposing and impressive scenes we have ever witnessed in Wisconsin. The Gallery was filled at an early hour, to overflowing with ladies whose gay attire intelligent and cheerful faces, seemed to impart an additional charm to the occasion. The Chancellor, was escorted into the Hall by the Governor, followed by the Judges of the Supreme Court, Lieutenant Governor, Members of the Senate and Assembly Students of the University and band of music, which was very agreeably interspersed with the other exercises of the day. When we took into consideration the importance of the occasion, the character and magnitude of the audience, we could not but feel a glow of pride; aye, state pride, that the educational interests of Wisconsin, had now a head and front; and one too, acknowledged and sanctioned by the highest authorities of the state.

We could but look upon it as the birth day of Wisconsin's intellectual greatness—the creation of a great fountain head of education, science and literature whose power would be known and felt to the remotest school district in our young and



destined to exert a great and salutary influence on the moral, intellectual, and social character of the people of this state for all time to come. Over this institution we have called you to preside, and upon your counsels we shall rely, for the guidance of its instruction and promotion of its interests. In all your labors in the discharge of your high official responsibilities, you may depend upon our faithful co-operation. We shall endeavor by all means that may lie in our power, to make your position honorable and useful,—and the institution over which you preside a blessing and an ornament to the state.

In the earnest hope, and with the fervent prayer, that great success may attend all your efforts for the prosperity of the University, I now resign to you the chair, which you are authorized to occupy as legally constituted President of the Board.

The Chancellor being conducted to the chair by Messrs. COLLINS and SMITH, responded as follows:

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I need not admonish you, Gentlemen, that in a great enterprise, requiring a common opinion, a common judgment, and a common effort, no valuable results can be expected, without the harmonious, as well as the vigorous action, of those who are entrusted with the control—the regency—of the whole matter.

We, Gentlemen, are the Regency in such an enterprise. We are all embarked on the same bottom, richly laden with the hopes and the interests of Wisconsin. Let us throw overboard every separate interest, every personal consideration. Let us do what man can do—at the helm—before the mast—everywhere—to bring the gallant ship through the perils of the voyage—and the voyage has its perils—in safety to the desired haven.

For myself, Gentlemen, I only say—it is all I need say, and all it becomes me to say—that it will be my pleasure and my pride, as well as my duty, in this chair, and in every official position, to co-operate with you in your endeavors to secure, under God, the success, the prosperity, the usefulness, the honor, the accomplishment of the GLORIOUS DESTINY of the University of Wisconsin.

After the reading of the journal of the previous meeting the Board passed an ordinance relative to the organization of the Faculties of "Science, Literature and Arts," and of the "Theory and Practice of Elementary Instruction," and to the gratuitous instruction of the teachers of the public schools of the state: also, resolutions providing for the preparation of a code of By-Laws; for a plan and estimates of University Buildings; and for procuring a suitable device and motto for a common seal.

Wednesday, the 16th of January, was designated as the day for the inauguration of the Chancellor.

After the transaction of the above and some further business preliminary to the stated meeting on the 15th January, the Board adjourned.

(Signed) J. T. CLARK, Sec'y  
of Board of Regents.

## WISCONSIN EXPRESS.

MADISON, WIS.

TUESDAY, JAN 22, 1850.

### Inauguration of Chancellor La Chap.

The Inauguration of the Chancellor of the Wisconsin University, which came off on Wednesday last at the Assembly Hall, was indeed one of the most imposing and impressive scenes we have ever witnessed in Wisconsin. The Gallery was filled at an early hour, to overflowing with ladies whose gay attire intelligent and cheerful faces seemed to impart an additional charm to the occasion. The Chancellor, was escorted into the Hall by the Governor, followed by the Judges of the Supreme Court, Lieutenant Governor, Members of the Senate and Assembly Students of the University and band of music, which was very agreeably interspersed with the other exercises of the day. When we took into consideration the importance of the occasion, the character and magnitude of the audience, we could not but feel a glow of pride; aye, state pride, that the educational interests of Wisconsin, had now a head and front; and one too, acknowledged and sanctioned by the highest authorities of the state.

We could but look upon it as the birth day of Wisconsin's intellectual greatness—the creation of a great fountain head of education, science and literature whose power would be known and felt to the remotest school district in our young and vigorous state.

The exercises were opened by a brief, but eloquent address on the part of the board of Regents by the Hon. A. Hyatt Smith, followed by the inaugural address of the Chancellor. We should do injustice to the address, were we to attempt an analysis of its interesting, elegant and beautiful arranged parts.

Nothing short of a perusal of it entire, can give the reader an adequate idea of its true merit.—Presuming that some provision will be made for its publication for general circulation we await such action; besides the crowded state of our columns forbid its insertion at present.



# WISCONSIN EXPRESS.

MADISON:

TUESDAY, AUGUST 23, 1849.

## University of Wisconsin

**T**HE next term of the Preparatory school will commence on the first Wednesday of September next, under the direction of Professor STERLING.

### COURSE OF STUDY.

Reading.  
Writing and Book-Keeping.  
Arithmetic.  
Eng. Grammar  
Ancient and Modern Geography.  
Algebra.  
Elements of Geometry and Surveying.  
Latin Lessons.  
    " Prose Composition.  
    " Prosody and Metre.  
Cæsar's Commentaries.  
Æneid of Virgil.  
Sallust.  
Cicero's Select Orations.  
Greek Lessons.  
Greek Grammar.  
Greek Reader.  
Anabasis of Xenophon.  
Greek and Roman Antiquities.

In addition to the above course, particular attention will be given to exercises in composition and declamation.

Students can enter and pursue any of the branches embraced in the above course, who may have no intention of taking a full course in the University.

Text Books can be obtained at a book store in Madison.

### Terms of Admission

For admission to the preparatory school it is required of each applicant that he should have a knowledge of arithmetic as far as vulgar fractions, and of the elements of geography and English grammar, and that he should be over ten years of age. Testimonials of good moral character are also required.

### Expenses.

Good board can be obtained for from \$1.50 to \$2. per week, making the expenses of each term nearly as follows:

Tuition, [to be paid in advance.]	\$10 00
Incidental expenses.	50
3 1/2 weeks board, at \$1.50,	30 00
Washing, &c.,	5 00

Total, \$45 00

### Terms & Vacations.

There are two terms of 20 weeks each in a year. The first term commences on the first Wednesday of September, and second term four weeks after the close of the first. There are therefore two vacations in a year, one of four weeks, in the winter, and one of eight weeks in the months of July and August.

By order of the Board of Regents.

JULIUS T. CLARK, Sec'y.

# WISCONSIN EXPRESS.

MADISON, WIS.

TUESDAY, JAN 15, 1850.

## WISCONSIN UNIVERSITY.

**T**HE third term of the Preparatory School will commence on the 20th of Feb., 1850, and continue 20 weeks.

The primary object of this school is, to fit students for the Freshmen and higher branches in the University; but others, wishing to pursue the English branches only, are received for one or more terms.

None are admitted under ten years of age, nor any who are not acquainted with the elements of the common English branches.

Tuition will be required in ADVANCE, to be refunded in case of sickness only.

We are happy to state that during the coming term, the pupils of the Preparatory School, besides the services of Prof. Sterling, will enjoy the privilege of instruction by the Chancellor of the University, who will devote to their improvement the time not required by other duties.

J. T. CLARK,

Cl'k of Board of Regents, &c.  
Madison, Wis., Jan. 14, 1850.

**L**IST OF LETEERS remaining in the Post Office at Cottage Grove, Wisconsin, December 31st, 1849.

Thomas Atkins	James Weedham
M. S. Foster	Rev. S. Curtiss
James D. Peterson	Eld. John Paine
A. Griffith	David Houston
John N. Nickles	R. H. Bryant
Alex. Stillwell	Jacob Hollabush
Charles G. Wild 2	Ronald Knutson 2
Christian Everson	John Longfield
Philetus Hurd	Hope Ward
Ole Olsen	Hiram Potter
John Mayhew	Miss Jane Bliss

AMOS BEECHER, P. M.

# THE ARGUS.

"UNION, CONCESSION, HARMONY."

Madison, Tuesday, January 23.

☞ The preparatory department of the State University will be opened a week from next Monday, under the charge of Prof. J. W. STERLING. We call attention to the subject at this time for the purpose of correcting an erroneous impression which prevails to some extent, respecting the conditions and qualifications upon which students will be admitted to the institution.

It is not true, as some have supposed, that students must be *far* advanced in English studies, nor that they must enter for a college course, nor that they must enter for the entire course of the preparatory department. All that is required is a knowledge of the *elements* of Arithmetic and Geography, and that they should enter for a full *term*, which is five months.

# THE ARGUS.

"UNION, CONCESSION, HARMONY."

Madison, Tuesday, February 6

## Report of the Board of Regents.

This able document was submitted to the Assembly on the 30th ult. A brief glance at its recommendations and general outlines is all that our limits will permit. It is well remarked, that the University will occupy the highest place in our educational system; that from its design it must necessarily embrace a wide range of study, and a severe course of mental discipline; and that hence the plan upon which it shall be conducted, and the organization of the several departments in accordance with the advanced progress of science, is an undertaking of no ordinary difficulty. In view of this, and to avail themselves of all the light on the subject, which they may be able to derive from the wisdom and experience of others, an extensive correspondence has been opened with eminent literary men. From the combined result of all these suggestions, and guided by sound practical reason, they indulge the hope of build-

ing up an institution of the highest order of excellence.

The preliminary measures deemed necessary to be taken, prior to their further action, are thus substantially stated:

1st. *Site for University*.—Collego Hill, one mile west of the Capitol, is unanimously recommended. The ground can be purchased for about \$15 per acre, which is a very reasonable price; and the contract ought at once to be authorized.

2d. *Preparatory School in First Department*.—This school is already organized, and commenced its first term yesterday, in the lower room of the new academy, under the charge of Professor J. W. Sterling. The tuition fees are fixed at \$20 per annum, which it is believed will support the Department until further provision is made.

3d. *Election of Chancellor*.—In accordance with their duty to select this officer, the Board at their first meeting, unanimously chose JOHN H. LATHROP, the present accomplished president of the University of Missouri, at a salary of \$2000 per annum. This was undoubtedly the best selection that could have been made, as Mr. L. is one of the most experienced men, and ripest scholars in the Union. The salary is about the medium rate usually paid by the higher order of American colleges, and considering the difficulties and responsibilities to be encountered in founding this new institution, is comparatively low. We should regard a failure to secure the services of Mr. L. as a heavy blow to the interests of education in our state.

4th. *Formation of a Cabinet*.—A very respectable collection has been already made by the agent appointed to solicit contributions of specimens; of which a list is published in the report.

6th. *Expenses*.—The expenses incurred thus far are about \$75. Before any thing is realized from the sale of lands, other expenses will be necessarily incurred. The board suggest that the sum of one thousand dollars be placed at their disposal by the state, to defray such contingent expenses, and cover the first payment of the University site, to be repaid out of the college fund, as soon as realized. No doubt exists that several thousand dollars will be realized from the sale of these lands, as soon as offered in market, and this request ought to meet with favor and a prompt compliance.

Should the action of the legislature be such as to meet public expectation and the wants of the state, and the necessary steps be authorized, the University buildings will be immediately commenced, and completed. Every day's delay, only adds to the final expense of the work. We trust that the measures taken, will be immediate, prompt, and decisive.



# WISCONSIN EXPRESS.

MADISON:

TUESDAY, FEB. 6, 1849.

## University of Wisconsin.

### PREPARATORY SCHOOL.

**THE REGENTS** of the University, at their meeting in October last, established a

#### Preparatory School

in the First Department, to go into operation at Madison, on the first Monday of February next, under the charge of

*Prof. J. W. Sterling.*

The design of this school is to prepare students to enter the Freshman or higher classes of the University.

The following is the course of study to be pursued as necessary to admission to the Freshman class:

- Arithmetic, (Davie's.)
- Ancient and Modern Geography.
- English Grammar, (Brown's.)
- Algebra, (Davies's.)
- Anton's Latin Lessons.
- " " Prose Composition.
- " " Prosody and Metro.
- " Cæsar's Commentaries.
- " Æneid of Virgil, (six books.)
- " Sallust.
- " Select Orations of Cicero.
- " First Greek Lessons
- " Greek Prose Composition.
- " " Grammar, (the old)
- " " Reader.
- " Anabasis of Xenophon.
- " School Dict. of Antiquities.

In addition to the above course, there will be daily exercises in composition and declamation. Arrangements will be made to suit the wants of those who wish to pursue only a part of the above course in connection with other branches.

Text books may be found at a bookstore in Madison.

For admission into the preparatory school, the applicants are required to possess a knowledge of the elements of Arithmetic, Grammar and Geography.

Parents wishing to enter their sons in this school are requested to notify the subscriber as soon as may be practicable, in order that necessary arrangements may be made.

J. T. CLARK,

Sec'y of Board.

Madison, Dec. 11, 1848

5-1f

# WISCONSIN EXPRESS.

MADISON:

TUESDAY, FEB. 6, 1849.

## Wisconsin University.

The first Term of the Preparatory Department of this Institution, was commenced yesterday. We learn that 17 young gentlemen have already entered the school. As there may be some misunderstanding in the community we would state, that it is not required of students that they shall be prepared to enter upon a collegiate course of studies in order to obtain admission, but that all branches taught in ordinary Academies will be taught here, and all who could gain admission into the Academies of the country, will be received into the preparatory Department of this Institution, and of course will be classed according to their advancement in studies.

## THE DEMOCRAT.

MADISON, WISCONSIN.

SATURDAY, DECEMBER 15, 1849.

## WISCONSIN UNIVERSITY.

A special meeting of the Board of Regents was holden at the Governor's Room, in the Capitol, on Wednesday, the 21st ultimo. Messrs. COLLINS, of Madison, and SMITH, of Janesville, were deputed to wait on Mr. LATHROP, the Chancellor elect, and to introduce him to the Board. The committee having discharged the duty assigned to them, the President pro tem, addressed the Chancellor in substance, as follows:—

MR. CHANCELLOR LATHROP:

I am desired by the Board of Regents, and on their behalf to congratulate you on your safe arrival in our state, and to welcome you most cordially to this your new field of labor,—and to the affections and confidence of the people of Wisconsin. You bring with you, in aid of the great cause in which you are engaged, an honorable fame, which, to a considerable degree, you consent to place in our keeping. Rest assured, Sir, that we shall cherish it with pious care, and guard it as a most sacred trust.

We are about laying the foundations of an institution of learning, which, we believe, is

# WISCONSIN UNIVERSITY.

## ORIGINAL SPEAKING.

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MADISON, JANUARY 24, 1850.

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### MUSIC.

James M. Flower, - - - *War.*  
Chas. T. Wakely, - - - *Annexation of Canada.*  
J. H. Lathrop, Jr. - - *Progress of Geographical Discoveries.*

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### MUSIC.

Charles B. Smith, - - *Kossuth.*  
Geo. M. Pinney, - - *Civil and Religious Liberty.*  
Levi Booth, - - - *Position of England in respect to American Slavery.*

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### MUSIC.

H. K. Smith, - - - - *Modern Revolutions.*  
\*William Stewart, - - *Fashion.*  
\*George W. Stoner, - - *The Present Age.*  
\*William Locke, - - - *Duelling.*

Horace Rublee, - - - - *Salutatory.*

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### COLLOQUY.

*Bumble*---George W. Stoner,  
*Gammon*---Charles T. Wakeley,  
*Do'em*---Horace Rublee,  
*Weasel*---Charles B. Smith,  
*Putty*---Levi Booth.

### MUSIC.

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\*Excused.



# COMMENCEMENT Of the State University.

July 26th, 1854.

## SCHEME.

MUSIC.

PRAYER.

MUSIC.

SALUTATORY - Addresses, in Latin. - - - LEVI BOOTH,  
ORATION - The Eastern Question. - - - JAMES M. FLOWER.  
Nature, Man's best Teacher. - - - SIDNEY FOOTE.

MUSIC.

ORATION. - The Ideal Man, - - - H. K. SMITH.  
The Legal Profession. - - - JAMES HICKOX.

MUSIC.

ORATION. - Imperfections of the Social System. - LEVI BOOTH.  
The Course of Liberal Study: with the  
VALEDICTORY ADDRESSES. CHAS. T. WAKELEY.

MUSIC.

## Degrees Conferred.

MUSIC.

BACCALAUREATE ADDRESS, by the Chancellor.

MUSIC.

## BENEDICTION.

Page 1

Tuesday, Oct. 7<sup>th</sup> A.D. 1848.

The first meeting of the Board of Regents of the University of Wisconsin, was held at the Library room of the Capitol in Madison, convened on request & notification of four members of the Board, to-wit, Messrs. Collins, Sutherland, Clarke & Mills,

Present Messrs. Eleazer Root, John Bannister, Tho<sup>s</sup>. M. Sutherland, Hiram Barber, Rufus King, Alex<sup>r</sup>. L. Collins, John H. Rountree, Julius T. Clark, Simon Mills and Henry Bryan, members of said Board of Regents, duly commissioned as such by His Excy. Nelson Dewey, Governor of the State of Wisconsin.

For the purpose of organizing the Board, — on motion of the Hon. H. Barber,

Eleazer Root was chosen President pro. Temp. and Julius T. Clark was chosen Secretary.

On motion of Tho<sup>s</sup>. M. Sutherland Esq. the Board then proceeded to the division of its members into three Classes, as directed by law, with the following result:—

First Class Alexander L. Collins, Edward V. Whiton, John H. Rountree & Julius T. Clark.

Second Class Eleazer Root, Simon Mills, Henry Bryan & Rufus King.

Third Class Tho<sup>s</sup>. M. Sutherland, Cyrus Woodman, Hiram Barber, & John Bannister.

After some general & pertinent remarks relative to the business proper & necessary to be transacted by, and to receive the care & attention of the Board, at its present sitting, Messrs. Root, Sutherland and Bannister were chosen a committee to embody the same in resolutions. —



2  
The Committee, on consultation reported the following:-

First. Resolved, that a Preparatory Department of the University be established at Madison, and that J. M. Sterling who is hereby appointed & chosen Professor in the University, have charge of the same at a salary of \$500 dollars per annum, and that said Department be opened for the reception of pupils on the first Monday in February next. —

Second. Resolved, that the following be the course of study in said Department; —  
For admittance thereto, a knowledge of the elements of Arithmetic, grammar & Geography. —  
For admission to the Freshman Class in the University proper, and to be pursued in the preparatory Department,  
Latin Reader,  
Caesars Commentaries,  
First Six Books of the Aeneid of Virgil,  
Ciceros Select Orations. —  
Sallust. —  
Greek Reader —  
Pensophons Anabasis.  
Arithmetic & elements of Algebra. —  
Antiquities of Rome & Greece. —  
English Grammar. —  
Ancient & Modern Geography. —

Third. Resolved, that be appointed an agent to procure information in regard to the manner in which the University should be organized, and to report drafts of practical plans for University buildings, and that for this purpose he be authorized, if he shall deem it necessary, to visit the University of Michigan at the expense of the Board —

Fourth. - Resolved, that <sup>be a committee</sup>  
to negotiate for the purchase of "College Hill",  
including the 'Vanderpool quarter section', and  
such other lots adjoining as may be sufficient  
for the site of the University buildings & grounds.

E. Post  
John Pannister  
Thos. W. Sutherland.  
Committee.

The above Resolutions were adopted by the Board,  
and the Committee discharged from the further  
consideration of the subject.

On motion, the first blank in the first of the  
above resolutions was filled with the name of  
John W. Sterling of Waukesha, (who was chosen  
Professor of Mathematics), and the second blank  
in the same resolution, with the sum of five  
hundred.

The blank in the third resolution was filled  
with the name of E. Post, Pres. pro. tem. of this  
Board, and that in the fourth resolution with  
the names of Thos. W. Sutherland, Julius T. Clark,  
A. S. Collins & Lincoln Miley.

An election for Chancellor coming up for  
consideration, - on motion of Mr. Perry an  
John H. Lathrop, the present President  
of the University of the State of Missouri was  
unanimously chosen by this Board to be  
Chancellor of the University of Wisconsin, with  
a salary of two thousand dollars per annum, -  
the salary to commence at the time he enters  
upon the discharge of the duties of said office.

The Hon. President pro. tem. of the Board was then  
requested to communicate with the Chancellor  
elect, - notify him of his election, and on behalf  
of the Board, solicit his acceptance -



On motion of Mr. Mills,

John H. Rountree was chosen Treasurer

and

Julius T. Clarke, Librarian. —

Mrs. Sutherland, Collins & Clarke were appointed a committee to prepare a suitable device for the Corporate Seal of the Board, and procure the same to be properly engraved. —

A Resolution was unanimously passed that H. A. Tenney be requested to make collections of geological & mineralogical specimens and Natural & Artificial Curiosities, on behalf of the Municipality.

The Board then adjourned to meet again at the same place on Tuesday, the 16<sup>th</sup> day of January next, at 7 O'clock p.m. —

J. T. Clarke Secy. —

Vol. I.]

JANUARY, 1857.

[No. 1.

THE  
STUDENTS'  
*Miscellany.*

CONDUCTED BY  
MEMBERS OF THE ATHENÆAN SOCIETY,  
OF THE  
WISCONSIN STATE UNIVERSITY.

"HÆC STUDIA ADOLESCENTIAM ALUNT."

MADISON, WIS.:  
ATWOOD & RUBLEE, PRINTERS.  
BRUEN'S BLOCK.

*L. J. Jones*



## OUR INSTITUTION.

We cannot close this already lengthy article without, for a single moment, urging upon the attention of our readers the claims of our University. Citizens of Wisconsin, we feel that you undervalue your privileges—that you esteem too lightly the important position which this institution holds in the educational system of our State. Believing that this is owing mainly to ignorance of its true character, or to a want of confidence in those who are at the head of it, we venture to say a few words.

We came from the home of the Pilgrims—the land of the church and the school-house; most of our education was obtained in her common schools, her academies, and one of her most noted colleges. Hence we speak what we know, and without fear of contradiction by any intelligent and impartial mind, when we say that in all the elements of a high literary institution, this is not one whit behind the best. Liberally endowed by the national government, it needs but a wise and judicious expenditure of its funds to surround us with all the advantages of Libraries, Cabinet and apparatus, which are enjoyed by the oldest institutions in the country. Already it has a faculty who are every way worthy of their high position, and who enjoy the unbounded confidence and esteem of all the students of the University. In their appropriate character as teachers, they are daily opening to us new fields of thought, instilling our minds with high Christian principles, and giving us more comprehensive and liberal views of society, of government and man's duties to himself, to his fellow men, and to his God. And in addition to this, by the happy arrangement which has been made for boarding in the halls, we are permitted to enjoy the society both of themselves and their families—a feature in our institution which cannot be too highly commended; and we should do injustice to the better feelings of our nature, did we not take this opportunity to express, both to them and theirs, our appreciation of the hearty welcome which they have ever given us to their homes, and of the kind interest which they have ever manifested in our welfare.

The whole number of students for the year 1856 has been 167, of whom over one hundred have been in attendance during the past term. Of the whole number 61 are residents of Madison. 74 are from other portions of Wisconsin, 6 from Illinois, 5 from New York, 5 from Ohio, 2 from Canada West, and 1 each from Maine, Indiana, Kentucky, Missouri, and California.

The first term of the present college year closed December 16th. The annual exhibition of the united literary societies was held in the Baptist Church, on the evening of the 17th. The Hesperian society was represented by S. W. Botkin, president of the evening, T. D. Coryell, and E. Marsh, orators, and Wm. F. Vilas, editor; The Athenæum by H. Gardner and C. Shackelford, orators, and J. F. Smith, editor.

The next term will commence January 7th. The lectures of Professor Carr upon the subject of Chemistry will be open to citizens of the town, and we most cordially invite all—especially our lady friends, to avail themselves of this opportunity of becoming acquainted with that most interesting and important branch of natural science.

# UNIVERSITY OF WISCONSIN.

## REORGANIZATION.

In accordance with the act of 1866, reorganizing the University of Wisconsin, and the amendment to said act passed in 1867, the Regents have elected a President and have organized the following departments of instruction :

1. A COLLEGE OF LETTERS, embracing a four years' course in Mathematics, Ancient and Modern Languages, Literature and Science.
2. A COLLEGE OF ARTS, embracing a three years' course in Mathematics, Modern Languages and Literature, and Natural Science, in their application to Agriculture and the Arts. This department will afford a wide range of optional studies.
3. A PREPARATORY DEPARTMENT, in which young men may be fitted for entering the University. And the Regents wish it to be distinctly understood that this department, which is not required by the late reorganization of the University, is maintained expressly for the purpose of fitting students for the University classes, and not to do the work of common schools. A tutor will be employed in this department. The course of study will embrace three years. One new class will be formed at the commencement of each Collegiate year, and all who desire to enter the department must enter one of these classes, on strict examination.
4. A FEMALE DEPARTMENT, embracing a three years' course in Language, Literature and Science. Instruction in this department will be given by the different Professors as heretofore, but the recitations will be distinct from the College classes. The students will, in addition to the prescribed course, be instructed in any optional study taught in the University for which they are fitted. They may also attend all University Lectures. It is the design of the Regents to provide suitable buildings for this department at an early day and to form from it a fully organized Female College. For the present year the South Dormitory building will be occupied by this department as heretofore.
5. After the present year a Post-graduate course will be provided for, in which graduates and others who are prepared to do so may devote one year to Engineering or Natural Science, under the direction of the President and Professors of the University.

The above is a general outline of the courses which the Regents consider necessary in order to carry out in good faith the law reorganizing the University. As means are given them, and the progress of education in the State demands it, they hope to make these departments more complete and to organize others.

Those students who propose to graduate are required to conform to the prescribed course of studies, but students who are properly prepared may enter at any time and pursue such studies and attend such lectures as they desire, under the direction of the President and Faculty. But no new classes will be formed for their accommodation. They will be entered as UNIVERSITY STUDENTS and will be entitled to a certificate of attendance.

It is required by law that instruction shall be given in Military Tactics. It is confidently expected that ample provision for this department of instruction will be made by the general Government. The Regents have not deemed it advisable to make any special provision in this department until it is known what the action of Congress will be.

All necessary provision will be made for furnishing board at low rates, and for diminishing other expenses of the students.

The Catalogue for 1867, giving the course of instruction and other necessary information, will be published in August, and may be had on application to the President.

The next term will commence Wednesday, August 28th, and continue thirteen weeks. It is specially desirable this year, that all students be on the ground promptly at the opening of the term.

### CHARGES:

Tuition, per term,.....	\$6 00
Room rent, per term,.....	2 00
Fuel for public rooms, per term,.....	1 00

Payment of these charges is required strictly *in advance*.

Wood will be furnished to students at cost.

Students will provide their own furniture, except stoves.

Tuition free to one pupil from each Assembly district in the State, such pupil to be nominated by the member of Assembly for that District. Blank forms for such nominations can be had upon application to the Secretary of State.

**N. B. VAN SLYKE,**

Chairman Executive Committee.

Madison, July, 1867.



# On, WISCONSIN!

MARCH SONG



CARL BECK

WORDS BY  
**CARL BECK**

MUSIC BY  
**W.T. PURDY**

PUBLISHED BY  
**JOSEPH FLANNER,**  
MILWAUKEE, WISCONSIN

*Yours truly  
William T. Purdy  
Carl Beck*

1915

# On, Wisconsin!

## March-Song and Two-Step.

Words by CARL BECK.

Music by W. T. PURDY.

The musical score is written for piano in 2/4 time, featuring a key signature of two sharps (F# and C#). It consists of four systems of music, each with a grand staff (treble and bass clefs). The first system begins with a fortissimo (ff) dynamic and includes a melodic line in the right hand and a bass line in the left hand. The second system continues the melody and includes a fortissimo (fz) dynamic marking. The third system also features a fortissimo (fz) dynamic. The fourth system concludes the piece with a first ending (marked '1') and a second ending (marked '2'). The score includes various musical notations such as beams, slurs, and dynamic markings.

Copyright, 1909, by W. T. Purdy.

Transferred October MCMX to Joseph Flanner, Milwaukee, Wis.



*cresc.* *ff* *mf*

*cresc.* *f*

**TRIO. ♩**  
On, Wis - con - sin!

*mf* *ff*

On, Wis - con - sin! Plunge—right—thru—that—line! . . . . .

Run the ball clear 'round Chi - ca - go,\*—A touch - down sure this

\* Run the ball 'round Minnesota.  
On, Wisconsin! 3—2.

time. . . . . On, Wis - con - sin ! On Wis - con - sin !

Musical score for the song "Fight on for her fame." The score is written for piano (p) and includes lyrics. The melody is in treble clef, and the accompaniment is in bass clef. The key signature has one sharp (F#). The tempo is marked "Allegretto." The score consists of six measures. The first measure is marked "crescendo." and the second measure is marked "f". The lyrics are: "Fight on for her fame. . . . . Fight! fel - lows!"

The image shows a musical score for the hymn 'The Battle Hymn of the Republic'. It is written for a piano accompaniment in 2/4 time, with a key signature of one sharp (F#). The score is divided into six measures. The lyrics are: 'Fight! And we will win this game. . . . . Fine.' The melody is primarily in the right hand, with the left hand providing a harmonic accompaniment. The final measure ends with a 'Fine.' marking.

The second system of the musical score, labeled "D. S. al Fine." at the end. It consists of two staves, Treble and Bass. The Treble staff begins with a treble clef, a key signature of one sharp (F#), and a 3/4 time signature. The music continues with various notes and rests, including a measure with a fermata. The Bass staff begins with a bass clef, a key signature of one sharp (F#), and a 3/4 time signature. The music continues with various notes and rests, including a measure with a fermata. The system concludes with a double bar line and the instruction "D. S. al Fine." followed by a repeat sign.



Projected "View of the University of Wisconsin"  
from Gleason's Pictorial Drawing Room Companion,  
September 6, 1851. The two outside structures  
never were built. The magazine's description:

## **UNIVERSITY OF WISCONSIN.**

The Institution is founded on a grant, by Congress, of seventy-two sections of land for the support of a State University. The Institution was chartered in 1845. The Corporation is a Board of Regents, with general university powers. It is already accumulating the means of imparting knowledge, by the formation of a library, the collection of cabinets, &c., &c., and with the manifestations of proper liberality on the part of the public, will confer immeasurable benefit on the present, and future generations. In addition to the undergraduate department, the Charter provides for departments of Law, Medicine, and Normal instruction. The site is a beautiful eminence, in the town of Madison, one mile west of the Capitol, commanding a view of the valley of the Four Lakes—a scene of unrivalled interest and promise, embracing the flourishing town of Madison, with a broad and lovely margin of agricultural lands. Considering the advantages of its position, and the probable value of its public endowment, it bids to become the leading Institution of the Northwest.





VIEW OF THE UNIVERSITY OF WISCONSIN.



Students Observatory  
Built in 1880 for \$800.

Removed in 1959 and  
Given to Madison  
Astronomical Society

Washburn Observatory Built  
in 1878 for \$42,000  
Donated by Gov. Washburn

Now Houses  
Institute for Research in the Humanities.

Library Hall, Originally  
Assembly Hall, Now Music Hall,  
Built in 1879 for \$40,000.

Now Houses Urban and Regional Planning  
and provides Rehearsal and Performance  
Auditorium for the Opera Workshop and  
the Dance Department.

North Hall,  
Built in 1851 for \$20,000,  
the First University Building.

Now Houses  
Political Science

University Hall, Later  
Called Main Hall, Now  
Bascom Hall, built in 1857 for  
\$63,200. Dome Burned, 1916.

Now Provides General Classrooms,  
Overflow Offices for the School of Business,  
and Houses the Chancellor,  
Graduate School, Dean of Students,  
and Other Madison Campus  
Administrative Offices

Agricultural Hall,  
Now South Hall,  
Built in 1855 for \$21,000.  
Second University Building.

Now Houses College of  
Letters and Science.

Ladies Hall, later Chadbourne Hall, Built in  
1871 for \$135,000.

Removed in 1957 to Provide Site for New  
Chadbourne Hall.

Chemical, later Chemical Engineering,  
Built in 1887 for \$65,000.

Removed in 1969 to Provide Site  
for Helen White Library.

Machine Shops, Successively Housing  
a Variety of Departments, Built in  
1887 for \$45,000.

Removed in 1969 to Provide Site for  
Helen White Library.

# news

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: AFTER 6 p.m. SATURDAY, FEB. 16

2/16/74 jlb

UW-  
125  
Anniversary

MADISON, Wis.--A special birthday gift of \$1 million from University of Wisconsin-Madison alumnus Lewis G. Weeks, Westport, Conn., was announced by Madison Chancellor Edwin Young Saturday evening.

The gift, presented to the UW Foundation, will be used for Phase One refinements as well as for Phase Two to complete the Lewis G. Weeks Hall for Geological Sciences. Phase One was initiated in 1971 with a \$1.5 million gift from the world-renowned geologist, a 1917 graduate of the University.

Speaking to members of the Madison Alumni Club, gathered to mark Founders Day and the University's 125th anniversary, Chancellor Young stated:

"We of the University community are tremendously grateful to Mr. Weeks for his outstanding loyalty and generosity. His second major gift in less than three years will provide added encouragement and inspiration, not only to our faculty and students, but to our great alumni body."

The chancellor said the new gift was in the form of stock related to the donor's oil discoveries in Australia. After paying tribute to past and present geology faculty members, Dr. Young continued.

"This great heritage and our current faculty inspired Lewis Weeks to say to us when making this gift 'I want to do what I can to keep Wisconsin at the top. It has been there since my student days, and we must maintain this high stature.'"

- more -





Add one--Weeks' gift

After retiring as chief geologist for Standard Oil of New Jersey, Weeks was engaged by the Australian government to take over their up-to-then futile search for oil and gas. His discoveries of vast off-shore deposits took Australia out of the "have not" nations and made it a "have energy" nation at a most opportune time.

Currently, Weeks is engaged in a study for the United Nations on the world's off-shore energy resources. He has been the recipient of numerous honors, including an honorary Doctor of Science degree from Wisconsin in 1970.

The Geology-Geophysics building, named in his honor, is located on W. Dayton and N. Orchard streets.

###

# UW cutlines

UW  
25

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

2/15/74 ksg

## SPECIAL TO THE BELLEVILLE RECORDER

MADISON--The University of Wisconsin-Madison is celebrating its 125th anniversary this year. To kick off festivities Carol L. Nelson, Belleville, bakeshop manager at the Memorial Union, supervised the baking of 25 birthday cakes which were distributed around the campus. The Madison campus is marking the anniversary with a year-long series of special events, lectures, programs, and historical sketches.

--Norman Lenburg Photo



# feature story

*UW History*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

2/5/74

(This is the first in a series of stories relating to the history of the University of Wisconsin-Madison as it marks the 125th year of teaching, public service, and research.)

by JACK BURKE

MADISON, Wis.--The date was Feb. 5, 1849. The place the first floor room of the new Madison Female Academy near downtown Madison.

One teacher, John W. Sterling, and 17 students were present. They didn't know it, but they were the forerunners of hundreds of thousands of students who came to the Madison campus of the University of Wisconsin in the years that followed.

The students had such names as Booth, Bushnell, Fairchild, Flower, Holt, Jewett, Knapp, Loeke, McKee, Rood, Stoner, Smith, Stewart, Team, Wilson, Wakeley, and Wyman.

They came from Lake Mills, Madison, Platteville, Sun Prairie, Whitewater, and a small town in Canada.

For many years, Feb. 5 has been observed as the UW-Madison's Founders Day. A year-long series of special programs and events will mark the anniversary celebration in 1974.

Tuition initially was \$20 a year. The first classes were held in rooms provided rent-free in <sup>the</sup> two-story Madison Female Academy. Later, this served as Madison's first high school.

The instructional faculty consisted of Sterling, the first professor, who remained on the campus as a teacher and administrator for 35 years. He had come to Madison after graduating from the College of New Jersey (later Princeton) and teaching in Waukesha. The first chancellor was John H. Lathrop who, like the present president of the UW System, John C. Weaver, had served earlier as president of the University of Missouri.

- more -

Add one--UW start

When the fledgling "Wisconsin State University," as it was first called, came into being, the village of Madison consisted of 3,000 residents. Madison itself was only 10 years old.

Wisconsin had just become the nation's 30th state.

Government of the University was vested in a Board of Regents to be elected by the legislature. But somehow or other, it failed to perform this function, and it took a bill rushed through the legislature--empowering Gov. Nelson Dewey to make the appointments--to take care of this detail.

Most of the first students (there were only three at the UW in the fall of 1850) registered for the classical course. This required classes in Greek, French, Latin, mathematics, history, philosophy, physics, literature, ethics, chemistry, international law, and what was termed "Christian Evidences" and "Civil Polity."

The University's catalogue in 1858 said a student could make it through the year with expenditure of "no more than \$118, with tuition then at \$12, room (hard to find in the village) \$9, heat \$7, board \$75 or less, laundry \$15 or less."

During the first few years, the University paid its operating expenses almost entirely out of student fees, profits on its land purchases, and the remnants of a building loan. There was no legislative appropriation. In 1852 it was compelled to borrow \$5,000 to defray expenses, but it seemed about to enter an era of relative prosperity when the panic of 1857 struck. And then came the Civil War.

The first graduates, Levi Booth and Charles T. Wakeley, received degrees in 1854. There were 41 students enrolled that year, with 15 others taking preparatory courses. The faculty consisted of Chancellor Lathrop, and Profs. Sterling, O. M. Conover, and Stephen H. Carpenter.



TO: Members of the Administrative Council

SUBJECT: Celebrating UW-Madison's 125th Anniversary year (Feb. 5 - Dec., 1974)

Chancellor Young asked us to make suggestions for the celebration of the 125th Anniversary of the opening of the Madison Campus (February 5, 1849) and after a week of speculation about prospective activities, we suggest:

That the goals of the celebration should be to mark the occasion with dignity, using it to launch a year in which we:

1. Refresh our own appreciation of the distinction and development of UW-Madison and lay some plans for future progress, and
2. Call to the attention of the people of Wisconsin and our alumni, the excellence of the Madison Campus, past and present, and its usefulness to them;

That we ask each of you to nominate from your administrative unit a member of your staff or faculty to serve as an active member of the 125th Anniversary Committee to help us:

1. Focus many of the normally scheduled events of the year - conferences, institutes, expositions, dedications, publications, cultural programs, lectures, discussion groups, public events, commencement, homecoming, reunions, etc. - on the 125th Anniversary theme and goals, and
2. Coordinate a small number of special events which may be planned on the Campus and may attract state or national attention to the Anniversary, and
3. Plan a series of significant addresses by Madison Campus faculty focusing on the history of the Madison Campus - perhaps in 25-year segments - to be presented at various occasions during the year (probably before already established audiences) and, ultimately, to be brought together in a publication;

That Chancellor Young set up a small Steering Committee, with himself as Chairman, to direct administrative support for the Anniversary - maintain a central office, publish a consolidated program, a history digest, arrange for suitable resolutions and proclamations, and develop programs with co-operative agencies (U. W. Foundation, WARF, Alumni Association, Student Government, State Historical Society, Wisconsin Academy of Sciences, Arts and Literature, etc.);

That we (through you) ask each College, School, Division and other Unit (Institutes and Departments, if they wish) to develop a program(s) of celebration during the year, including the presentation of a major paper (which could also serve

as the basis for a speech(s) at an appropriate function) that covers the contribution of that unit of the Madison Campus to the people or professions of the State (or to the nation or humanity in general, if that seems more logical), these papers also to be brought together for publication at the end of the Anniversary year;

That the 125th Anniversary Committee set up a sub-group to plan specific occasions during the year that will bring State officials and the Legislature to the Campus;

That the entire Anniversary celebration be financed with a minimum of additional funding, utilizing available resources and programs to the extent possible, supplemented by gift and grant funds only when necessary.

We would appreciate any suggestions council members wish to offer on these recommendations; the only inflexibility in planning so far is the date (February 5, 1974) on which we believe the Anniversary program should be announced and launched.

If the recommended formation of a 125th Anniversary Committee is acceptable, we would like to have your designated representatives meet as a committee at:

9:00 a.m.  
Friday, December 21st  
Room 170 - Elvehjem Art Center

Robert Taylor  
5004 Vilas Hall  
263-3479 / 262-3691

James Watrous  
322 Elvehjem Art Center  
263-2346 / 263-2340

Public Relations Comm.

Otto Uggara





125<sup>th</sup>

## Year of the University of Wisconsin-Madison

An Occasional Publication of the 125th Anniversary Committee, 302 Elvehjem Art Center / 263-2340

Volume I, Number 1 / February 1, 1974

**N**EEDED A WAY to reach the Madison campus community with word of events set to mark the 125th Anniversary of the opening of this University, and lacking any established publication that might do the job, we offer an occasional newsletter. And with it, we hope to open an avenue of exchange of all sorts of information--anniversary-connected or not--of general interest to the campus. We will publish at least once a month, usually around the 5th, so notices you'd like the campus to read should arrive at our Elvehjem Art Center office before the first of each month.

**T**HE FIFTH IS A KEY DATE in Madison campus history--but only one of several. The state established the University of Wisconsin by law July 26, 1848. (The Territorial Assembly had "created" it at Belmont Dec. 8, 1836, and again at Madison Jan. 19, 1839.) But it was not until Feb. 5, 1849, that 17 young men from the Madison area assembled before Prof. John Sterling for a preparatory class (which later grew to 20 students) that opened the University with our first version of a "five-year program." John Lathrop, the first chancellor, didn't arrive in Madison until October, 1849, proving that you can open a University without a chancellor, but you do need a professor. Lathrop conferred degrees at the first Commencement upon Charles T. Wakeley and Levi M. Booth July 26, 1854.

**I**N ANY EVENT, Lathrop's current successor, Chancellor Edwin Young, has asked us to launch a year-long 125th Anniversary celebration, Feb. 5, 1974, and we (the committee is listed on page 4) met twice and, among other things, set these goals for the year:

- \* To refresh our own appreciation of the distinction and development of UW-Madison and lay some plans for its future progress, and
- \* To call to the attention of the people of Wisconsin and our alumni the excellence of the Madison campus, past and present, and its usefulness to them.

Two 125th Anniversary events this month merit your attention:

--On Feb. 5, at 10 a.m., on the Hill at North Hall, regardless of the weather, Prof. James Smith, director of the State Historical Society, will present a historical marker to Chancellor Edwin Young, and since it will be bolted to the wall of the first building on this campus, the chancellor will commit the plaque to the care of Prof. David Fellman, who is currently faculty custodian of North Hall. Special guests will include President John Weaver and Emeritus President E.B. Fred. And there will be "birthday cake" at both the Memorial Union and Union South on the 5th.

--On Feb. 16 at 6:30 p.m. at Tripp Commons, and at 7:30 p.m. in Great Hall, the University of Wisconsin-Madison Alumni Association will mark the 125th Anniversary Founders Day with cocktails and dinner, a speech by Chancellor Young, and songs by the Wisconsin Singers. Reservations, at \$7.50 a plate, can be made by telephone, 262-2551. The Madison Alumni, the sponsors of the program, are particularly anxious to have a sizeable faculty turnout on this occasion.



**I**N ADDITION to the Madison Founders Day, Feb. 16, some 80 similar functions around the state and nation are scheduled or in the scheduling process by local alumni clubs, shepherded by the Wisconsin Alumni Association Office here in Madison. All will mark the 125th anniversary, but all in slightly different fashion.

Incidentally, when the call went out for faculty volunteers to address these meetings, some sixty Madison faculty members raised their hands-- a most wonderful reaction which perhaps indicates, among other things, broad faculty recognition of the fact that we have to get out and tell our story to the people. We have a good story to tell, and the public has a range of bad impressions in need of correction.

About half of the Founders Day Dinners will be in Wisconsin, half out-of-state. The first on the schedule: Manitowoc Feb. 2, Sheboygan Feb. 6. The first out-of-state occasions, in Dallas Feb. 12, and Houston Feb. 13, will feature talks by Pres. Weaver who just happens to be scheduled to be in that area on other business at that time. Most out-of-state speaking engagements are being filled by faculty members and administrators with other reasons to be where the Founders Day meetings are being held.

There are still some of these engagements to be filled, so if you're planning a trip, and would be able to give a Founders Day address, call Arthur Hove in the chancellor's office who is coordinating the Founders Day speaker supply this year.

**S**INCE AUSTERITY is in fashion on campus this year, the 125th Anniversary Committee accepted the challenge to run the celebration with gift funds and little else. Thus, the emphasis on utilizing already-scheduled programs with a 125th emphasis to mark the year. There will be some special visiting lectures during the year, thanks to the Hilldale Fund, and to an allocation from the Graduate School. There may be a special occasion on which State officials and legislators are brought to the campus, if funding can be found for that enterprise. And there will be the books, mentioned earlier. But if the thought has passed through your mind that this committee might be a good source for funding a worthy project you have ready to go, accept this as fair warning that the pickings are slim. But the committee would like to hear such proposals, anyway, if they could conceivably tie in with its goals.

**O**N THE OTHER HAND, the 125th Year will be utilized by the University of Wisconsin Foundation for extra effort in its annual fund-raising campaign. Some special goals will be set for the year to attract support from alumni and friends. One possibility is the offer of a 125th Anniversary Medallion, carrying the Anniversary seal, for gifts of size. Does \$125 sound about right?

Preliminary reports from the UW Foundation indicate that while 1973 was a weak year nationally for fund raising, gifts and grants to the UW Foundation held up well.

**T**HE REGENTS of the University of Wisconsin System gave the 125th an official sendoff by adopting a resolution by Regent Walter Renk last month, noting, among other things:

WHEREAS, the University of Wisconsin-Madison is internationally recognized as one of the great universities of the world,  
BE IT RESOLVED, that this Board extend its hearty congratulations and good wishes to the University, its faculty, staff, and students as they begin their 125th Anniversary observance and authorize a suitable historical marker on the Madison campus to commemorate the anniversary.



**T**HOUGH A GOOD SHARE of the events marking the 125th year actually will be regularly scheduled programs given a 125th slant, two rather ambitious projects have been developed and are underway--thanks to the willingness of faculty members to pitch in:

- \* An up-date of the history of the University in the form of essays covering the development since the beginning, but concentrating on the past 25 years. It is expected that these papers will be presented at various occasions during the year and brought together at the close of the year in a book.
- \* A series of papers documenting the contributions of each major unit on the campus--contributions to humanity, to their fields, to the state--which again will provide materials for speeches on various occasions during the year, and will be published both as a book and as separates.

Program planners on the campus can contact the 125th Anniversary Committee office, 263-2340 if they have an occasion which might be enhanced by the presentation of one of the papers generated in either of these efforts. Perhaps by next month we'll have some speech titles, and hopefully a few speeches available for presentation--which we'll list in this newsletter.

**T**HE 125th ANNIVERSARY SEAL, shown on Page 1, is available for use on all official Madison campus printing this year. It incorporates a modern version of the "evil eye" seal, which, in the early days of the University, Chancellor Lathrop ordered by mail but was never pleased with, according to some accounts.

**F**OLDERS, handy for conferences, and carrying the 125th Anniversary theme, shortly will be available at the 125th Anniversary Office and at the Wisconsin Center. These can be stuffed with materials pertinent to each conference, plus 125th Anniversary pamphlets, as they are developed.

**O**FFICIAL ANNOUNCEMENT of the 125th Anniversary celebration, now at the printer, includes a fascinating collection of early University memorabilia, thanks to University Archivist Frank Cook, and Phyllis Young, the chancellor's wife. She got involved because she usually does the work on the official University Christmas-New Year card that presidents and chancellors of the major colleges and universities in the country traditionally exchange. This year, the Youngs decided to forget the holiday greetings and use the energy and gift funds normally spent on those cards to put out the announcement of the Anniversary.

After sorting through newspaper clippings, programs, and a variety of other materials dug out of archives files, Mrs. Young has come up with a collection that includes a copy of the hand-written minutes of the first Regent Meeting, the advertisement for the opening of the University, the first Commencement Program, the first student publication, and other interesting odds and ends.

We've prevailed upon the Youngs to get enough copies made to provide at least one to every department on campus. When that gets out, early in February, you may want to leaf through it. Fascinating is the word.

**A**SPECIAL EXHIBITION marking the 125th is in the planning stages at the Elvehjem Art Center. Meantime, you may be interested in the current exhibition of paintings from Midwestern University collections now on display. The result is an overview of four centuries of art. The show runs until March 3.



THE ENGINEERS were the first major campus unit to fold the 125th Anniversary theme into scheduled programming--Engineers Week, Feb. 17-23. Among its highlights: Programs on the Energy Crisis, sponsored by Theta Tau Engineering Fraternity, Monday and Wednesday afternoons, Feb. 18 and 20, at Union South; an invitation to 150 high school students to watch demonstrations in various College of Engineering departments Thursday, Feb. 21. Also in prospect for that week is a significant speech by a key federal official on the energy problem--if schedules work out as hoped. The Law School was also an early entry into Anniversary-related programs with "This Thursday," a weekly series, for Law students and others interested, featuring a wide variety of talks, films, and performances. This month, for example, there's the Wingra Woodwind Quintette, a talk on astronomy by Prof. Robert Bless, and a multimedia presentation.

COMMITTEE FOR THE 125th Anniversary, headed by Profs., James Watrous, Art History, and Robert Taylor, Journalism and Mass Communication, is fast-expanding. While the Chancellor has at least a half-dozen more names in mind, and would welcome volunteers from any major unit not represented thus far, the list at this time includes:

Agricultural and Life Sciences, Prof. Donald R. Petersen;  
Archives, Dir. J. Frank Cook;  
Business, Asst. Dean Edwin Peterson;  
Central Administration, Asst. to Pres. Robert J. Doyle;  
Chancellor's Office, Chanc. Edwin Young, Asst. to Chanc. Arthur Hove;  
Dean of Students, Asst. Dean Mary Rouse;  
Education, Prof. Fred Logan;  
Elvehjem Art Center, Dir. Millard Rogers, Student Joann Moser;  
Engineering, Prof. Otto Uyehara;  
Extension, Chanc. Henry Ahlgren;  
Family Resources and Consumer Sciences, Prof. Emma Jordre;  
Graduate School, Assoc. Dean Eric Rude;  
Historical Society, Dir. of Research William F. Thompson;  
Honors Program, Chm. Chester H. Ruedisili;  
Intercollegiate Athletics, Dir. Elroy Hirsch;  
Inter-College Programs, Prof. Clay Schoenfeld (Also Summer Sessions);  
Inter-Fraternity Council, Pres. Alan Hart;  
International Studies and Programs, Spec. Kay Hawkins;;  
Institute for Environmental Studies, Coord. Emily Earley;  
Law, Prof. Warren Lehman;  
Letters and Science, Prof. Allan Bogue;  
Library, Spec. Gretchen Lagana;  
Medical School, Asst. Dean Ralph Hawley;  
Nursing, Prof. Signe S. Cooper;  
News and Publications Service, Dir. John F. Newman;  
Pharmacy, Dean David Perlman;  
Secretary of the Faculty, Prof. C.W. Loomer;  
Theatre and Drama, Prof. Ordean Ness;  
Undergraduate Orientation, Dir. John Kellesvig, Student Elizabeth Gifford;  
University Book Store, Manager John Shaw;  
University-Industry Research, Asst. Dir. Norbert Hildebrand;  
University of Wisconsin Foundation, Exec. Dir. Robert Rennebohm;  
Wisconsin Alumni Association, Exec. Dir. Arlie Mucks, Program Dir. Elma K. Haas, Exec. Asst. Greg Schultz;  
Wisconsin Badger, Editor-in-Chief Timothy J. Cooley;  
Wisconsin Center, Dir. Robert Lee;  
Wisconsin Union, Asst. Dir. Merrill Sischo; Student Pres. Ellen Oppenheim;  
125th Anniversary Committee Secretary: Mrs. Mildred Brunner, Office:  
302 Elvehjem Art Center, Telephone:  
3-2340;  
125th Publications: Assoc. Dir. John Gruber, News and Publications Service





# University of Wisconsin-Madison

125TH ANNIVERSARY COMMITTEE  
302 Elvehjem Art Center  
800 University Avenue  
Madison, Wisconsin 53706  
Telephone: 608/263-2340

February, 1974

## HIGHLIGHTS OF THE 125-YEAR HISTORY OF THE UNIVERSITY OF WISCONSIN-MADISON

By Jack Burke, University Editor, UW-Madison News and Publication Service

When Charles R. Van Hise, first alumnus of the University of Wisconsin to be called to serve as its chief executive, took office in 1903, he said:

"I shall never rest content until the beneficent influences of the University are made available to every home in the state . . . A University supported by the state for all its people, for all its sons and daughters, with their tastes and aptitudes as varied as mankind, can place no bounds upon the lines of its endeavor, else the state is the irreparable loser."

In a special sense, his words have become the keynote of the University. In the beginning, there had been instruction of students in the traditional style, embracing subjects similar to those of the old New England academies and colleges.

But the University has never been one to rest, to maintain a status quo, to flow along with the stream . . .

It was one of the first in the nation to introduce, in addition to its educational programs, a pattern of research. Following Van Hise's hallmarks for greatness, research was first an adjunct to education, later a goal in itself. And then evolving from these concepts was the idea of using the unique strengths of the faculty and facilities for solving the problems of the state.

add one-----UW-MADISON HISTORY

In this area, Wisconsin pioneered, too, and became both a national and international leader in public service.

This was the Wisconsin Idea, the belief that the boundaries of the campus were the boundaries of the state, and that knowledge should be put to work, in every possible way, for the advancement of society.

When Wisconsin became a state in 1848, its constitution provided "for the establishment of a state university at or near the seat of state government." Within a year, rooms in the Madison Female Academy were borrowed, seventeen students enrolled, and a professor hired to prepare them for entry a year later in the University's initial courses.

Now, 125 years later, the Madison campus is marking its anniversary with a year-long series of special events, lectures, programs, and historical sketches. The celebration includes some eighty Founders Day gatherings of alumni in Wisconsin and around the country during the year.

The first chancellor of the University, John H. Lathrop, came to the Madison campus from the University of Missouri president's office in 1850, just as did Dr. John C. Weaver, president of the UW system, 120 years later.

Early struggles were marked by shortages of funds and facilities, indecision on course offerings, and the loss of two-thirds of the male student body to the military in the Civil War period.

But the end of the conflict brought new inspiration and growth to the campus. Returning soldiers took up their studies and by 1870 there were nearly 500 students in residence. Firm progress was evident during the reign of President Paul A. Chadbourne. The legislature made its first direct budget allocation to the institution, the College of Law was founded, the agricultural department became an active force, and the Morrill Land-



Grant Act provided support for growth and a philosophy of public education which continues to guide the University today.

Even bigger strides characterized the 1874-87 tenure of Pres. John Bascom. With his solid, significant leadership the University attacked a wide variety of problems, not the least of which were fiscal; cleared the ambiguity of coeducation, improved the preparatory system in the state.

The University was then described as "the home of the keen intellectual life."

Thomas C. Chamberlin, president in 1887-92, continued the development program. Distinct advances were apparent in scientific and technical instruction, in agricultural research and extension, and in inducements and facilities for graduate work. University fellowships were established, the seminar system for teaching introduced, the faculty was strengthened, intercollegiate rivalry in oratory and athletics encouraged, and a marked transition from the college of former times to the modern university was much in evidence.

In the decade that followed, enrollment on the Madison campus nearly trebled, the faculty was doubled, new buildings erected, and the life and organization of the UW became far more varied and complex. It was during this period that special stress was placed on improvement of library facilities and development of history and allied humanities.

In the early 20th century, the Wisconsin Idea philosophy began to attract national attention. This recognition came in efficacy of its offerings in all fruitful areas of the University, not just in agricultural services where it all had started.

It came, too, from the cooperation of legislators and faculty members in framing and administering laws for the regulation of corporate wealth. Reformers took inspiration from the legislation designed to strengthen political democracy by attempting to break the bosses and machines. Labor laws promoted social justice.

One crusader of this time described Wisconsin as "an experiment station in politics, in social and industrial legislation, in the democratization of science and higher education . . . a laboratory in which popular government is being tested in its reaction on people, on the distribution of wealth, on social well-being."

Theodore Roosevelt, impressed by the manner in which Wisconsin had achieved substantial improvements without resorting to sweeping experiments, declared that "all through the Union we need to learn the Wisconsin lesson of scientific popular self-help, and of patient care in radical legislation."

There was the feeling that the UW was, in fact, an arm of the state, and this turned Wisconsin residents toward it, demanding specialized aid. The result was the invigoration of general extension and the agricultural area, and specialization of various colleges on campus. This also led to the establishment of schools of business and education, and colleges of agriculture, engineering, and letters and science.

The years that followed also saw storm and strife. The University was bitterly attacked as "a hotbed of radicalism, an area too active in political controversies." After World War I, there were socio-economic strains that weakened its public support and the leadership Wisconsin had enjoyed among other universities.



An internationally-minded faculty condemned U.S. Senator Robert M. LaFollette, Sr. for his opposition to U.S. entry into the war. The scars of this fracture were much in evidence under the Capitol dome in the early 1920's, and despite an enrollment surge past the 7,000 mark, two successive legislatures were not inclined to increase the UW's operating budget or to provide for new buildings.

Regents, students, faculty, alumni, and friends took up the battle, and the University's "grass turned green," as one historian termed it. Sufficient funds eventually were appropriated for operations and needed facilities.

In 1925, after Prof. Harry Steenbock discovered a way to irradiate foodstuffs with Vitamin D, thus spelling the end of rickets, after the UW awarded 1,870 diplomas to its largest graduating class, the Wisconsin Alumni magazine proclaimed: "Wisconsin's golden age is here!"

President Glenn Frank (1925-37) started his tenure bursting with ideas and action. But he was not allowed to play out his career in an era of sweetness and light. His final six years in office abounded with controversy. There was the onset of the depression, a decline in the confidence which the students and faculty were able to place in the man, and widespread political turmoil in the state.

For the first time since World War I, the students made loud noises on campus. They declined in number during this period, but not in volume. Changes in the economic scene led to 76 of 91 fraternities going into bankruptcy. The students argued against the status quo in American life.

What he described as "a tempest of hysteria, trumped up thunderstorms," blew Frank out of office. He encountered criticism, charges, investigations, threats, and muckraking from all sides. One editor called him a "red" for

his views.

All of this caused an almost complete breakdown of public confidence in the integrity of the campus, all built up so painstakingly 20-30 years before.

President Clarence A. Dykstra (1937-45) set about mending the fences which alumnus Richard Lloyd Jones said were "as full of holes as a Swiss cheese."

All the fuss and upheaval had obscured the fact the UW had continued to progress in these years, and historian H. G. Wells labelled Wisconsin "one of the great institutions of learning in the U.S."

Relations with state lawmakers were patched, as were those with the students.

UW physicists were busy working in 1938 on something called an electrostatic generator, later shipped to Los Alamos, N. M., to play a role in development of the atomic bomb. Within two years, the National Defense Program had made huge inroads in the hospital, physics, chemistry, and engineering staffs, resulting in a loss of more than 100 scientists. The student body also was disappearing via draft calls and enlistments.

But after Pearl Harbor, the University accelerated its tempo instead of hibernating. A Navy radio school was installed on campus, Army Air Force mechanics were trained here, an Army correspondence institute established, and a year-round school calendar was placed into effect. Campus ROTC boasted an enrollment of 2,500 cadets.

These and other programs--military and non-military--research, and effort helped rebuild the UW's prestige.

During President E. B. Fred's reign (1945-58), the campus underwent change at a pace more rapid than ever recorded in its history. Enrollment



add six-----UW-MADISON HISTORY

rocketed from 8,074 to 22,424, research spending increased eight times, and public service and adult education functions more than doubled. The University grew once again in quality and world reputation.

The legislature listened as President Fred stated, "You can't have a home of learning without an adequate house of learning", and brought about the University's biggest building boom.

Governor Walter Kohler, Jr. pushed for a merger of state colleges and the University but was satisfied with limited coordination and the combining of only the state college in Milwaukee with the Madison campus in 1955.

Presidents Conrad A. Elvehjem (1958-62) and Fred H. Harrington (1962-70), with aggressive leadership, kept Wisconsin among the world's finest in calibre of academic education, and under Harrington, two new universities were added at Green Bay and Parkside, to fill the growing educational needs of the state.

In 1964, Robbin W. Fleming was named the first provost (later chancellor) of the Madison campus. When he was appointed president of the University of Michigan in 1967, sociology Professor William Sewell took over the office, but he resigned after one year.

His successor, Edwin Young, who had served the University as economics professor, department chairman, and dean of the College of Letters and Science, and the University of Maine as its president, became campus chancellor in 1968.

With skill he took on the problems of a campus beset by a succession of student riots, with violent protests against the U. S. role in Viet Nam, ROTC, the Mathematics Research Center, and war-related agencies. These resulted in arrests, damage to campus facilities, disruption of classes, and finally the bombing of Sterling Hall and the death of a research scholar.

add seven-----UW-MADISON HISTORY

Governor Patrick J. Lucey made all of the state's institutions of higher learning one of the primary goals of his administration, and succeeded in 1971. With the Madison campus as flagship, the new system could count 27 branches--13 degree-granting universities, including nine formerly in the Wisconsin State University System, and 14 two-year centers.

Down through the years, Madison campus scholars registered numerous discoveries and advances, such as new cancer drugs, radiation protection, food quality protection, hybrid elm trees, air pollution controls, high protein bread, bone marrow research, breaking the genetic DNA code, aerial photography techniques, in computer technology, spacecraft construction and application, disease-resistant vegetables, land resource planning, improved food processing methods, the multi-unit elementary school pattern, solid waste milling, a cure for pellegra, a hydraulic system to store waste energy, plastic heart valves, and nuclear accelerators.

The list could go on and on.

Record enrollments, climbing to almost 36,000 in August, 1973, brought the Madison campus new challenges, opportunities, and diversity as it continues to offer quality education, producing more research breakthroughs, service to the state, nation, and the world in its outreach without boundary limitations.

And to take stock, to reflect on past glories and envision new ones, to plan a bright future, the campus marks its 125th year in 1974 with a series of special events and programs for its students, alumni, and friends wherever they may be.



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UW-  
125

STATEMENT BY THE UNIVERSITY COMMITTEE  
ON THE MISSION OF THE UNIVERSITY OF WISCONSIN-MADISON

The mission statement for the UW-Madison reaffirms the traditional role of this campus. In support of this mission, we wish to provide a historical perspective for the development of this role, the University's present status, and its prospects for the future.

In the vast region from the crest of the Allegheny Mountains to the shores of the Pacific Ocean, all state universities except two were founded by the states cooperating with the national government. As territory after territory in the region west of the Allegheny Mountains applied for admission into the sisterhood of states, Congress imposed certain conditions, one of them being that at least one township of land be set apart for the endowment of a "seminary of learning." Among the state universities established as a result of this first series of federal foundations was the University of Wisconsin, established in 1849 with three professors, a tutor and 56 students in attendance.

In 1862 amid the sorrows of civil war, Congress established colleges of agriculture and mechanic arts, the so-called "land-grant" colleges, one in every state and territory of the Union. These were intended to be colleges in the broadest sense of the term, the only stipulation being that in the curriculum adequate provision should be made for agriculture and the mechanic arts. Most of the states established these colleges on separate foundations, but some, among them Wisconsin, added this second federal gift to the first, uniting the two into one institution.

In 1887, Congress established agricultural experiment stations, and endowed each of them with an annual grant (further supplemented in 1890) from the general treasury. These institutions were to be committed to basic and applied research on agricultural problems. The Smith-Lever Act in 1914 provided the federal funds that enabled the Regents to establish the Agricultural Extension Service as a part of the College of Agriculture.

The University of Wisconsin, therefore, rests upon four corner stones laid by the federal government, and on this foundation the state has built magnificently with unparalleled generosity. Many of the states divided their grants at different localities, schools of liberal arts, of agriculture, of medicine and of mining. In Wisconsin there was only one institution attempting to do university work. The College of Letters and Science was firmly established and offered strong courses in liberal arts and pure science before agriculture and engineering were added to this foundation. Wisconsin escaped in those years the fatal mistake of subdivision of its university effort.

During President Chamberlin's administration (1887-1892) increasing emphasis was placed on scholarship and research. A system of university fellowships was established, scholars and investigators were added to the faculty, and the small beginnings appeared of what became a graduate school in 1904. The profound influence of this movement was not limited to the advancement of knowledge. It was equally important in the diffusion of knowledge. By the turn of the century the university recognized a three-fold duty--educational work at Madison, educational work elsewhere by cooperating with and supplementing other educational institutions in the state, and the increase in the intellectual stores of the world through creative scholarship and investigation. In addition professors were playing an increasingly significant role in the affairs of the State and in the organization of the Extension Division upon the broadest basis.

In his inaugural address in 1904 during the jubilee of the University of Wisconsin, President Van Hise emphasized the importance of interlocking the liberal arts with the basic and applied sciences in creative scholarship.

This combination University is the American university of the future, and this the University of Wisconsin must become, if it is to be the peer of the great universities of the nation . . . Collegiate work should be done at several centers in the State, but professional and University work is so expensive and the different schools and colleges are so closely related, that the best opportunities can only be furnished in the various fields in the University . . . With the concentrated support of the State, public and private, there is no reason why the University of Wisconsin should not do in every line work of as high a grade as any in the country. My faith is such that I look forward with confidence to the future, with profound conviction that the breadth of vision, which has enabled this institution to



develop from small beginnings to its present magnitude, will continue to guide the state, until a university is built as broad as human endeavor, as high as human aspiration.

President Van Hise not only stated this vision of University scholarship but also emphasized what he designated "The Wisconsin Idea" -- a cooperative venture of the University and the state to bring research knowledge to all problems of the state and its people. ✓

By the end of the second World War the University of Wisconsin at Madison was known throughout the nation for the quality of its teaching, research, and public service. The Wisconsin Idea was studied and widely copied. Many faculty members had national stature in the sciences, social studies, and humanities. Yet the challenge to go farther was stronger than ever. From a university of 11,376 students in 1940, the university took in 18,693 students in 1947 as more and more returning GI's sought higher education. The enrollment gradually decreased to a low of 13,346 in 1953 only to zoom in the 1960's (reaching 20,000 in 1961 and 30,000 in 1966) with the baby boom of the immediate post World War II years to the present 36,000.

First with the GI bill and subsequently with numerous research grants the national government added enormous additional funds to its earlier four corner stones. The state too responded with increasing appropriations to meet the growing student body requirements. Administrators and faculty members have continued to maintain and build on these resources a university ranked regularly in the top ten of the nation. In fields such as biochemistry and chemical engineering Madison has been without peer for decades.

Over the years since World War II the faculty has been finding it necessary to define and redefine its views of the role of the University and purposes of higher education. For the first time in 1969 a Faculty Committee suggested that the University must be concerned about the future survival of man.

We affirm the views (a) that the survival of civilized man is not something to be taken for granted, (b) that governments throughout the world are experiencing great difficulty in planning for the future while trying to cope with the present, and finally (c) that the University is one of the institutions that has a major responsibility for the survival and improvement of life

of civilized man. It is important that an increasing number of University scholars should consider the impact of present actions in terms of future viability of our society.

In answer therefore to the Regents' question, "What are the purposes of higher education," the Committee made the following response:

The purpose of a University is to provide an environment in which faculty and students can discover, examine critically, preserve, and transmit knowledge, wisdom and values that will ensure the survival of the present and future generations with improvement in the quality of life.

Against such a background of statements of purpose of University presidents and faculty members, what has been done to make Madison a national and an international university?

Since the beginning of the century, the University of Wisconsin has regularly attracted not only large numbers of resident students but also more non-resident students than all but one other Big Ten university. The non-resident student has added to the cosmopolitan makeup and quality of the student body and the intellectual challenge to the faculty at the University. World War II and succeeding decades have especially tested the University's ability to receive and educate a growing and diverse body of students. No one would suggest there have been no strains, yet the university is a stronger and a richer scholarly community today with a student body of 36,000 than in 1940 with a student body of 11,000.

Madison must continue to hold out an invitation to students, in Wisconsin and outside, to come if they can profit from a large institution with many fine instructional and research opportunities for both undergraduates and graduates. The greatest resource of Wisconsin resides in the intellectual quality of its citizens and of those individuals devoted to resolution of the problems of the state. The invitation to learning must be given with special emphasis to students from disadvantaged backgrounds and this may be the major challenge of the 1970's.

Faculty members have taken their teaching, research, and public service responsibilities seriously. Legends of great teachers have come down through the years. The tradition is still alive, as any student who has had such professors as George Mosse, James Watrous, or James Crow would agree. The University for almost two decades has presented



special annual awards to recognize outstanding teaching. The nominations far exceed the number of awards made and testify to the continuing commitment to good teaching on the campus. No department in the University is without distinguished teachers capable of inspiring many students.

The quality of research at Madison today is recognized with each additional grant to the University. In 1971, the last year for which comparative statistics are available, the University received the fourth largest amount of federal grants of all universities in the nation. The prestigious National Academy of Science currently lists 28 members from the Madison faculty--few other state or private universities have that number of faculty members so honored.

Many of the better known early research findings came out of the College of Agriculture. Single contributions of certain faculty members have, in some instances, returned more to the state than the total investment of state funds in research on the Madison campus since the start of the University. Contributions made by Babcock (butterfat test), King (round silo), Steenbock (vitamin D research), Hart (role of iodized salt and cobalt in animal nutrition), Link and Stahmann (anticoagulants--Warfarin and heart disease therapy), Shands (improved oat varieties), Graber, Smith, Truog, Brink, and Jones (alfalfa culture and varietal improvement), and Walker (improved disease resistant vegetable varieties), to name just a few, have returned dividends not only to all citizens in this state but to the nation as a whole. Among recent significant developments one may cite, for example, the studies by De Luca on conversion of vitamin D to biologically-active forms helpful in treating a wide range of human diseases.

Important research contributions have been made in other sciences as well. A small sample might include the high pressure van de Graaf accelerator developed by Ray Herb (physics), the orbiting astronomical observatory experiment developed by a team headed by Arthur D. Code (astronomy), or a spark source developed by John Walters (chemistry) which has been called the most important development in routine spectrochemical analysis in the past 20 years. The unique capabilities of Eugene Cameron (geology) and Larry Haskins (chemistry) brought to Madison some of the first lunar rocks for study and analysis.

Karl Menninger of the famed Menninger Clinic began his career at Wisconsin in 1917; Carl Rogers, father of non-directive psycho-therapy, spent a few years at Wisconsin in the 1950's; and Harry F. Harlow (Psychology Department and Primate Institute) has had a long and distinguished career at Wisconsin studying the behavior of monkeys and relating these studies to man's behavior.

In the humanities and social studies there has also been much productive scholarship. Professor Emmett L. Bennett (Classics) is continuing to make major contributions to translating the inscriptions on the Pylos tablets in linear B (a syllabic language of the Aegean in the second millenium B.C. and an early example of Greek). American history has had a great national reputation since the beginning of the century with such scholars as Frederick Jackson Turner and his frontier thesis, Merle Curti (recently retired), founder of American intellectual history, and others. The Economics Department has been widely respected for men such as John R. Commons (institutional economics), Selig Perlman (labor economics) and Robert Lampman (economics of poverty). Austin Ranney of the Political Science Department has just been elected president of the American Political Science Association--the fourth man from the Department to be elected to this office, a national recognition of scholarly regard. Professor John Armstrong, also of Political Science, is one of the best Soviet Union scholars in the Western world and was recently national president of the American Association for the Advancement of Slavic Studies.

The University has had three Nobel Prize winners: Joshua Erlanger, first professor of physiology and physiological chemistry with Herbert Gasser (formerly his student and then an instructor at Wisconsin) was awarded a Nobel Prize in 1914 for studies regarding the highly differentiated functions of single nerve fibers. Joshua Lederberg, first chairman of the Department of Medical Genetics, shared a Nobel Prize (with Edward L. Tatum, son of a Wisconsin Professor, and George Beadle) in 1958 for studies of the organization of genetic material in bacteria. H. Gobind Khorana, then co-director of the Institute for Enzyme Research, shared a Nobel Prize in 1968 (with Marshall W. Nirenberg and Robert W. Holley) for his work on the genetic code and its role in protein synthesis.

The intellectual climate, unique research facilities and depth and diversity of expertise in the various fields of knowledge requisite for the complex social and environmental problems of today require the type of university establishment that has been developed at Madison.



Facilities like the Physical Sciences Laboratory, with its electron storage ring that provides the world's best source of ultraviolet radiation, the McArdle Institute, the Institute for Enzyme Research, and interdisciplinary programs like those of the Rheology Research Center and the Institute for Environmental Studies take advantage of the University's size and build on its excellence in many fields.

Public service also continues to be an accepted role of faculty members. The following enumerations fail to identify those involved in even the most substantial activities. Economists John R. Commons, Edwin Witte, and Harold Groves contributed much to Wisconsin's innovative labor and tax laws and programs from before 1920 until their deaths. In the last decade or more Robert Lampman and others in the department have again and again served on state and national commissions. William H. Young (Political Science) served in the administration of Governor Rennebohm; Donald Knight (Business), in the administration of Governor Vernon Thomson; and David Adamany (Political Science) and Harold Jordahl (Urban and Regional Planning) in Governor Patrick Lucey's administration.

Matthews was a leading expert in ballistic identification and did much of the work that led to the establishment of the State Crime Laboratory. Stovall, director of the State Laboratory of Hygiene located on the Madison campus, had a major role in improving the health of all Wisconsin citizens through his efforts at the Laboratory and his work with the Medical School here. Daniels devoted many years in the later part of his life to the study of the utilization of solar energy in inexpensive ways suitable for developing countries.

Research and public service have so overlapped in Agriculture through the Extension Service and otherwise that it is not practical even to begin an enumeration.

Three faculty members, Helen White, Mark Ingraham, and David Fellman, have given great service to faculties throughout the nation by serving as president of the national AAUP.

The University and the state have been fortunate over the century to have had alumni, regents, presidents, and administrators, as well as governors and legislators, who have recognized many of the needs of a great university and assisted with understanding, appropriations, and

special funds especially for research. The generosity of state appropriations has been supplemented richly by federal funds, private foundation grants, and private donations from alumni and others.

In conclusion the University Committee is satisfied that the Mission Statement for the UW-Madison is congruent with its past history, its present responsibilities, and its future aspirations. We are concerned, however, lest the effort to coordinate and systematize the great diversity that exists in the statewide system will diminish the commitment to scholarship and excellence in all facets of the Madison campus. A single state system of higher education permits an efficiency of planning and coordination of resources. Past advances and innovation in public higher education developed amid some overlapping and diffusion of missions with substantial concentration of resources in Madison. The challenge here will be to secure under the new structure the strengths of the past. The continued excellence of the Madison campus will require strong administrative, political, and fiscal support.

We are also concerned that in an effort to coordinate statewide functions some of the traditional outreach programs will be eliminated or removed from the control of the Madison campus. In particular the College of Agriculture and Life Sciences and the Center for Health Sciences are anxious to maintain and improve the close coordination of research and teaching with Extension functions and wish to avoid any continued separation of Extension programs from their most appropriate and legitimate sources of information and guidance. We believe the state would be better served if the teaching, research, and outreach functions of these programs were again united.

All Universities in the System have an opportunity for developing great teaching, assisting in improving the quality of the state's elementary and secondary schools, and in many other ways aiding in the education of Wisconsin citizens. The UW in Milwaukee is developing to meet the needs for a major institution in the state's largest urban area. Madison, as a large university with teaching and research in almost every area of human knowledge, can continue to provide the unusual opportunities for learning, research and public service that have been its tradition.

THE UNIVERSITY COMMITTEE-MADISON

Clara Penniman, Chairman  
Ted Finman  
John E. Harriman  
Jane C. Hutchison  
Arthur Kelman  
John Rankin



# news

UW  
125th

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

1/31/74 jb

MADISON--The first building on the Madison campus of the University of Wisconsin, North Hall, will wear a new badge of honor after Feb. 5.

As the first 125th anniversary event this year, a plaque will be presented to Madison campus Chancellor Edwin Young by Prof. James M. Smith, director of the State Historical Society. After it is bolted to an exterior wall facing Bascom Hill, the plaque will be committed to the care of political science Prof. David Fellman, faculty custodian of North Hall.

Special guests will be UW System Pres. John C. Weaver and Emer. Pres. E.B. Fred. And later there will be a "birthday cake" at both the Memorial Union and Union South.

The plaque states:

"The first building erected by the UW-Madison was North Hall, opened as North Dormitory for men on Sept. 17, 1851. It was built of Madison sandstone at a cost of \$19,000. Initially, the first three floors housed from 50 to 65 students; the fourth floor was divided into six public rooms for lectures, recitations, and study.

"The building was first heated by two hot-air furnaces. As an economy measure during the war (1865), stoves were placed in each room, and students were required to provide their own fuel--often a tree from nearby Bascom Woods.

- more -



Add one--125th anniversary

"A mess-hall was set up in the dormitory for those who wanted board at cost, about 80 cents a week. Sanitary conveniences were primitive; the students hauled their water from a nearby well, and the bad condition of the outdoor privies was the subject of lengthy discussions by both faculty and regents.

"In 1884, North Hall became an office and classroom facility, and since has been occupied by various departments, and for a time by the U.S. Weather Bureau. It was designated a Registered Historic Landmark in 1966.

"Erected Feb. 5, 1974."

A plaque placed on its south wall in 1966 states "This is a site possessing exceptional value in commemorating or illustrating the history of the United States."

The UW-Madison Alumni Association will mark the 125th anniversary Founders Day with a social hour in Tripp Commons, Wisconsin Union, and a dinner in Great Hall on Feb. 16. Chancellor Young will speak, and the University Singers will present a program. Area alumni, program sponsors, are particularly anxious that faculty turn out on this occasion. Reservations, at \$7.50 each, can be made by calling 262-2551.

Other faculty members will speak at some 80 Founders Day occasions throughout state and nation. The anniversary also will be observed with campus programs, lectures and historical sketches, coordinated by a faculty-student committee led by Profs. James Watrous and Robert Taylor.



# news

*125th Anniversary*

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

1/29/74 jfn

MADISON--A faculty-student committee has been appointed to coordinate the 125th anniversary observance at the University of Wisconsin-Madison, the chancellor's office reported Tuesday.

Profs. James Watrous, art history, and Robert Taylor, journalism and mass communications, were named co-chairmen.

The institution regards its founding date as Feb. 5, 1849, when the first class of 17 students assembled before Prof. John Sterling.

A series of programs, lectures, and historical sketches will begin Feb. 5 and continue for the rest of 1974, Watrous and Taylor explained. The Madison Founder's Day banquet staged by the Alumni Association will be held Feb. 16 with Chancellor Edwin Young speaking. Faculty members will speak at 80 other Founder's Day functions before alumni groups in the state and nation.

The committee members include:

Donald R. Peterson, agricultural and life sciences; J. Frank Cook, archives; Edwin Petersen, business; Robert J. Doyle, central administration; Edwin Young and Arthur Hove, chancellor's office; Mary Rouse, dean of students office; Fred Logan, education; Millard Rogers and Joann Moser, Elvehjem Art Center; Otto Uyehara, engineering; Henry Ahlgren, Extension; Emma Jordre, family resources and consumer sciences;

Eric Rude, Graduate School; William F. Thompson, Historical Society; Chester H. Ruedisili, honors program; Elroy Hirsch, intercollegiate athletics; Clay Schoenfeld, inter-college programs; Alan Hart, Inter-Fraternity Council;



1849-1974: 125 Years of Searching, Teaching, and Serving at the University of Wisconsin-Madison

Add one--125th anniversary committee

Kay Hawkins, international studies and programs; Emily Earley, Institute for Environmental Studies; Warren Lehman, law; Allan Bogue, letters and science; Gretchen Lagana, library; Ralph Hawley, Medical School; Signe S. Cooper, nursing; John F. Newman and John Gruber, news and publications; David Perlman, pharmacy; C. W. Loomer, secretary of the faculty; Ordean Ness, theatre and drama; John Kellesvig and Elizabeth Gifford, undergraduate orientation; John Shaw, University book store;

Norbert Hildebrand, university-industry research; Robert Rennebohm, University of Wisconsin Foundation; Arlie Mucks, Elma K. Haas, and Greg Schultz, Wisconsin Alumni Association; Timothy J. Cooley, Wisconsin Badger; Robert Lee, Wisconsin Center; Merrill Sischo and Ellen Oppenheim, Wisconsin Union.

Committee secretary is Mrs. Mildred Brunner, 302 Elvehjem Art Center, telephone 263-2340.

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## SCHOOL OF NURSING TO CELEBRATE FIFTIETH ANNIVERSARY

The School of Nursing will note its fiftieth anniversary with a number of events during 1974. The major event will be a day and a half symposium scheduled for October 11 and 12. The anniversary <sup>was</sup> ~~will~~ also ~~be~~ noted at the Nurses' Alumni Organization's Annual Field Day, ~~to be~~ held April 27.

The October symposium will include the presentation of major papers, panel discussions, and special interest groups. Hospital and campus tours will be arranged, and an evening dinner is planned for October 11.

As part of the School's celebration, the U.W. Foundation will be conducting a "\$50 for 50 years" campaign for scholarship funds for nursing students.

Founded in 1924, the University of Wisconsin-Madison School of Nursing is among the oldest collegiate nursing programs in the country, the first one having been established at the University of Minnesota in 1909. The U.W.-Madison is the oldest collegiate nursing program in Wisconsin. Although Marquette University College of Nursing had its origin in an earlier hospital school, it did not change to a collegiate program until 1936.

In September, 1924, 11 students enrolled in the nursing program offered by the University. From an inauspicious beginning and ~~slow~~ slow start, the school has had a phenomenal growth in recent years. During the present semester a total of 1,176 students are enrolled, including 67 graduate students. Over 2,500 nurses have been graduated.

This dramatic growth reflects not only some remarkable changes in the nursing profession in this first half century of the School of Nursing, but also unprecedented changes in medical practice, the education and status of women, economic growth, and social concern. All of these factors influenced

the development of the School's innovative curriculum -- a program that has attracted nationwide attention.

The first of the graduates of this new program will receive their degrees in May of this year.

Further information about the Fiftieth Anniversary Celebration is available from Signe Cooper, Chairman of the 50th Anniversary Committee, at the School of Nursing, 1402 University Avenue.





# University of Wisconsin-Madison

125TH ANNIVERSARY COMMITTEE  
302 Elvehjem Art Center  
800 University Avenue  
Madison, Wisconsin 53706  
Telephone: 608/263-2340

January 21, 1974

To: Members of the 125th Anniversary Committee  
From: Robert Taylor / James Watrous

1. Mrs. Mildred Brunner has been appointed Secretary to the Committee. In addition to serving as a source of information for Members of the Committee, Mrs. Brunner will provide the means for relaying messages to the Co-chairmen. The assembling of information from you and the distribution of notices, announcements, calendars, etc. to the Committee will be under her direction.

Mrs. Brunner may be reached at  
302 Elvehjem Art Center    263-2340

2. About January 30, we hope to forward to Members of the Committee (and to Deans and Directors) the first interim copy of the Calendar of Events. Therefore, if you have not already done so, will you please forward to Mrs. Brunner your memos on those events which now are FIRM, with dates and, if possible, information on rooms and buildings where the events will occur.
3. Enclosed is a camera-ready copy of the 125th Anniversary logo in various sizes for use on any appropriate printed matter. Copies also have been distributed to all publications centers on the campus.
4. On February 5th (Founders' Day) at 10:00 a.m., in front of North Hall, there will be a Dedication of a Historic Site plaque by the State Historical Society of Wisconsin and the Madison campus. This will be the "kick-off" event of the Anniversary Year celebration. We urge the Members of the Committee to attend and to bring with them as many of their colleagues as possible.
5. It is planned to send notices of the above event to all faculty and administrators and to as many student organizations as can be readily contacted.
6. The Madison Alumni Club is holding its Founders' Day banquet at the Memorial Union on the evening of February 16. Faculty members are encouraged to attend and the Alumni Association is sending announcements of the event to all faculty and administrators in time to make reservations.
7. About the middle of February it is hoped that we can forward to Members of the Committee a second "interim report" on the activities of each unit. This will list those activities other than the events which are firm and listed on the Calendar. Meanwhile, will you please up-date by memos those activities which are already underway or are planned during the year. Please send the information to Mrs. Brunner, Secretary to the Committee.





# University of Wisconsin-Madison

## 125TH ANNIVERSARY COMMITTEE

302 Elvehjem Art Center  
800 University Avenue  
Madison, Wisconsin 53706  
Telephone: 608/263-2340

125th Anniversary Committee

As of 1/24/74

### Agriculture and Life Sciences, College of

Professor Donald R. Peterson Humphrey Hall 2-0744

### Archives

J. Frank Cook, Dir. of Archives 443F Memorial Library 2-3290

### Business, School of

Edwin Petersen, Asst. Dean 107 Commerce 2-0480

### Central Administration

Robert Doyle, Asst. to the Pres. 1840 Van Hise Hall 3-3365

### Chancellor's Office

H. Edwin Young, Chancellor 158 Bascom Hall 2-9946

Arthur Hove, Asst. to the Chancellor 158 Bascom Hall 2-9946

### Dean of Students Office

Mary Rouse, Asst. Dean 108 Bascom Hall 3-5700

### Education, School of

Professor Fred Logan 7231 Humanities 2-3282

### Elvehjem Art Center

Prof. Millard Rogers, Director 382A Elvehjem 3-2246

Joann Moser (Graduate Student) member, Elvehjem Art Center Council,  
349 Elvehjem

### Engineering, College of

Professor Otto Uyehara 115 Engr. Res. Building 3-1615

### Extension

Henry Alhgren, Chancellor 527 Extension Bldg. 2-3786

### Family Resources and Consumer Sciences, School of

Professor Emma Jordre 230 Home Economics Building 2-3190

### Graduate School

Eric Rude, Assoc. Dean B31 Bascom Hall 2-0370

### Historical Society, State of Wisconsin

William F. Thompson, Dir. of Research 451 Historical Society 2-2999



## Inter-College Programs

Professor Clay Schoenfeld 433 N. Murray 2-2116

## Inter-Collegiate Athletics

(representative still to be designated)

## Inter-fraternity Council

Al Hart, President (student) 233 Lake Lawn Place 257-3871

## International Studies and Programs

Kay Hawkins, Specialist 1436 Van Hise 2-2851

## Institute for Environmental Studies

Emily Earley, Project Coordinator 1225 W. Dayton 2-0712

## Law School

Professor Warren Lehman 610 Law Building 2-2243

## Letters and Science, College of

Professor Allan Bogue 5101 Humanities 3-1800 / 3-1839

## Library

Gretchen Lagana, Specialist 348 Memorial Library 241-6141

## Medical School

Ralph Hawley, Asst. Dean 762 WARF Building 3-4913

## Nursing, School of

Professor Signe S. Cooper 1402 University Ave. 2-0566

## News and Publications Service

Jack Newman, Director 10 Bascom Hall 2-3571

## Pharmacy, School of

David Perlman, Dean 2340C Pharmacy 2-1414

## Secretary of the Faculty

Professor C. W. Loomer 166 Bascom Hall 2-3956

## Theatre and Drama, Dept. of

Professor Ordean Ness, Chairman 6173 Vilas Hall 3-2329

## Undergraduate Orientation, Office of

John Kellesvig, Director 432 N. Murray 2-3318

Elizabeth Gifford (student) 432 N. Murray 2-3318

## University Book Store

John Shaw, Manager 711 State Street 257-3784

## University of Wisconsin Foundation

Robert Rennebohm, Executive Director 337 Wisconsin Center 3-4545



## Wisconsin Alumni Association

Arlie Mucks, Executive Director Alumni House 2-2551  
Elma K. Haas, Director, Alumni Programs Alumni House 2-2551  
Greg Schultz, Executive Assistant Alumni House 2-2551

## Wisconsin Badger

Timothy J. Cooley, Editor-in-chief 150 Iota Ct. 256-1391

## Wisconsin Center

Robert Lee, Director 702 Langdon 2-1122

## Wisconsin Union / Union South

Merrill Sischo, Asst. Director Union South 3-2543  
Ellen Openheim (student), Pres., Wisconsin Union Council  
502 Memorial Union 2-2214

## Co-Chairmen

Robert Taylor 5004 Vilas Hall 3-3479 / 2-3691  
James Watrous 322 Elvehjem Art Center 3-2346 / 3-2340

## Secretary to the Committee

Mrs. Mildred Brunner 302 Elvehjem Art Center 3-2340



Nancy h

OW  
125th

**N**EEDED A WAY to reach the Madison campus community with word of events set to mark the 125th Anniversary of the opening of this University, and lacking any established publication that might do the job, we offer an occasional newsletter. And with it, we hope to open an avenue of exchange of all sorts of information--anniversary-connected or not--of general interest to the campus. We will publish at least once a month, usually around the 5th, so notices you'd like the campus to read should arrive at our Elvehjem Art Center office before the first of each month.

**T**HE FIFTH IS A KEY DATE in Madison campus history--but only one of several. The state established the University of Wisconsin by law July 26, 1848. (The Territorial Assembly had "created" it at Belmont Dec. 8, 1836, and again at Madison Jan. 19, 1839.) But it was not until Feb. 5, 1849, that 17 young men from the Madison area assembled before Prof. John Sterling for a preparatory class (which later grew to 20 students) that opened the University with our first version of a "five-year program." John Lathrop, the first chancellor, didn't arrive in Madison until October, 1849, proving that you can open a University without a chancellor, but you do need a professor. Lathrop conferred degrees at the first Commencement upon Charles T. Wakeley and Levi M. Booth July 26, 1854.

**I**N ANY EVENT, Lathrop's current successor, Chancellor Edwin Young, has asked us to launch a year-long 125th Anniversary celebration, Feb. 5, 1974, and we (the committee is listed on page 4) met twice and, among other things, set these goals for the year:

- \* To refresh our own appreciation of the distinction and development of UW-Madison and lay some plans for its future progress, and
- \* To call to the attention of the people of Wisconsin and our alumni the excellence of the Madison campus, past and present, and its usefulness to them.

Two 125th Anniversary events this month merit your attention:

--On Feb. 5, at 10 a.m., on the Hill at North Hall, regardless of the weather, Prof. James Smith, director of the State Historical Society, will present a historical marker to Chancellor Edwin Young, and since it will be bolted to the wall of the first building on this campus, the chancellor will commit the plaque to the care of Prof. David Fellman, who is currently faculty custodian of North Hall. Special guests will include President John Weaver and Emeritus President E.B. Fred. And there will be "birthday cake" at both the Memorial Union and Union South on the 5th.

--On Feb. 16 at 6:30 p.m. at Tripp Commons, and at 7:30 p.m. in Great Hall, the University of Wisconsin-Madison Alumni Association will mark the 125th Anniversary Founders Day with cocktails and dinner, a speech by Chancellor Young, and songs by the Wisconsin Singers. Reservations, at \$7.50 a plate, can be made by telephone, 262-2551. The Madison Alumni, the sponsors of the program, are particularly anxious to have a sizeable faculty turnout on this occasion.



*Mary*  
LIBRARY ... special collection (Mary)

Packets ??????

*UW  
125*

EDITOR (Jack Burke)  
Articles & photographs

CALENDAR (printed date-lines)

NEWSLETTER & OTHER PUBLICATIONS (Gruber & Folstad)

LIAISON WITH COMMITTEE (Newman)

ARTICLES (Burke & student writers)



# news

from the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release:

## 125TH ANNIVERSARY PROJECTS FOR PUBLIC RELATIONS STUDENTS

### MEDIA PROJECTS --

- News Releases:
- (A) Anniversary events during spring semester; source -- Prof. Robert Taylor, co-chairman of anniversary committee.
  - (B) Historical feature stories for Wisconsin daily newspapers, including special Madison Newspapers edition; sources -- University Archives and N&PS library.
  - (C) Feature articles and photos for Wisconsin weekly papers; contacts -- Jack Burke of N&PS and Romain Brandt of Wisconsin Press Association.
  - (D) Features for Daily Cardinal, Badger Herald and other campus publications; contacts -- editors of publications.

### Radio & TV:

- (A) Develop series of public service "spot" announcements for Wisconsin radio stations: contacts -- Karl Gutknecht and Roger Sutton of N&PS.
- (B) Explore possibility of free or low-cost TV spots; cartoons?
- (C) Contact Madison commercial TV stations and WHA-TV to interest program directors in 125th programs on talk shows and public service programs.

### ORGANIZATION PROJECTS --

#### Campus:

- (A) Contact student organizations (WSA, etc.), faculty groups (AAUP, etc.), employee organizations (unions, etc.), and dormitory and living unit groups, and fraternities and sororities, and volunteer organizations (Women's League, etc.) to interest them in devoting a meeting program to anniversary.
- (B) Explore display possibilities at Unions, Hospitals, and other campus buildings, including State Historical Society (which might prepare traveling exhibit for campus and city display).

#### Community:

Extend program (A) above and display (B) above exploration to city of Madison, including Chamber of Commerce, civic clubs, religious organizations, etc.

**PARTICIPANTS:** Stephen Stone, 256-5760,  
Gary Lewandowski, 255-9200  
Bill Howe







# University of Wisconsin-Madison

## 125TH ANNIVERSARY COMMITTEE

302 Elvehjem Art Center  
800 University Avenue  
Madison, Wisconsin 53706  
Telephone: 608/263-2340

125th Anniversary Committee

As of 1/24/74

### Agriculture and Life Sciences, College of

Professor Donald R. Peterson Humphrey Hall 2-0744

### Archives

J. Frank Cook, Dir. of Archives 443F Memorial Library 2-3290

### Business, School of

Edwin Petersen, Asst. Dean 107 Commerce 2-0480

### Central Administration

Robert Doyle, Asst. to the Pres. 1840 Van Hise Hall 3-3365

### Chancellor's Office

H. Edwin Young, Chancellor 158 Bascom Hall 2-9946

Arthur Hove, Asst. to the Chancellor 158 Bascom Hall 2-9946

### Dean of Students Office

Mary Rouse, Asst. Dean 108 Bascom Hall 3-5700

### Education, School of

Professor Fred Logan 7231 Humanities 2-3282

### Elvehjem Art Center

Prof. Millard Rogers, Director 382A Elvehjem 3-2246

Joann Moser (Graduate Student) member, Elvehjem Art Center Council,  
349 Elvehjem

### Engineering, College of

Professor Otto Uyehara 115 Engr. Res. Building 3-1615

### Extension

Henry Alhgren, Chancellor 527 Extension Bldg. 2-3786

### Family Resources and Consumer Sciences, School of

Professor Emma Jordre 230 Home Economics Building 2-3190

### Graduate School

Eric Rude, Assoc. Dean B31 Bascom Hall 2-0370

### Historical Society, State of Wisconsin

William F. Thompson, Dir. of Research 451 Historical Society 2-2999



## Inter-College Programs

Professor Clay Schoenfeld 433 N. Murray 2-2116

## Inter-Collegiate Athletics

(representative still to be designated)

## Inter-fraternity Council

Al Hart, President (student) 233 Lake Lawn Place 257-3871

## International Studies and Programs

Kay Hawkins, Specialist 1436 Van Hise 2-2851

## Institute for Environmental Studies

Emily Earley, Project Coordinator 1225 W. Dayton 2-0712

## Law School

Professor Warren Lehman 610 Law Building 2-2243

## Letters and Science, College of

Professor Allan Bogue 5101 Humanities 3-1800 / 3-1839

## Library

Gretchen Lagana, Specialist 348 Memorial Library 241-6141

## Medical School

Ralph Hawley, Asst. Dean 762 WARF Building 3-4913

## Nursing, School of

Professor Signe S. Cooper 1402 University Ave. 2-0566

## News and Publications Service

Jack Newman, Director 10 Bascom Hall 2-3571

## Pharmacy, School of

David Perlman, Dean 2340C Pharmacy 2-1414

## Secretary of the Faculty

Professor C. W. Loomer 166 Bascom Hall 2-3956

## Theatre and Drama, Dept. of

Professor Ordean Ness, Chairman 6173 Vilas Hall 3-2329

## Undergraduate Orientation, Office of

John Kellesvig, Director 432 N. Murray 2-3318

Elizabeth Gifford (student) 432 N. Murray 2-3318

## University Book Store

John Shaw, Manager 711 State Street 257-3784

## University of Wisconsin Foundation

Robert Rennebohm, Executive Director 337 Wisconsin Center 3-4545



## Wisconsin Alumni Association

Arlie Mucks, Executive Director Alumni House 2-2551  
Elma K. Haas, Director, Alumni Programs Alumni House 2-2551  
Greg Schultz, Executive Assistant Alumni House 2-2551

## Wisconsin Badger

Timothy J. Cooley, Editor-in-chief 150 Iota Ct. 256-1391

## Wisconsin Center

Robert Lee, Director 702 Langdon 2-1122

## Wisconsin Union / Union South

Merrill Sischo, Asst. Director Union South 3-2543  
Ellen Openheim (student), Pres., Wisconsin Union Council  
502 Memorial Union 2-2214

## Co-Chairmen

Robert Taylor 5004 Vilas Hall 3-3479 / 2-3691  
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## Secretary to the Committee

Mrs. Mildred Brunner 302 Elvehjem Art Center 3-2340



RESOLUTION

By Regent Renk

WHEREAS, The University of Wisconsin conducted its first class in Madison on February 5, 1849, and

WHEREAS, In commemoration of that event, the Madison campus next month will begin a one-year observance of its 125th Anniversary, and

WHEREAS, The University of Wisconsin-Madison is internationally recognized as one of the great universities of the world,

BE IT RESOLVED, that this Board extend hearty congratulations and good wishes to the University, its faculty, staff and students as they begin their 125th Anniversary observance and authorize a suitable historical marker on the Madison campus to commemorate the anniversary.

1-11-74

## REPORT OF THE PRESIDENT OF THE UNIVERSITY SYSTEM

Historical Note

It was 125 years ago this month, on January 16, 1849, that The Regents of the University, as the Board then was designated, held their second meeting. The first meeting had been held in the Library Room of the Capitol on October 7, 1848. The handwritten minutes of the January meeting reveal that the principal action taken was unanimous approval of a motion to recommend purchase of a site for the University.

In a report to the Legislature, the Regents said:

"Among the many locations at or near the village of Madison, suggested as a site for the University, the regents have determined that the one known as 'College Hill' is the most suitable. It is situated one mile west of the capitol, and sufficiently elevated to overlook the village of Madison, the four lakes, and a wide extent of the surrounding country.

A committee were appointed to negotiate for the purchase of this site, who have reported from the owner of the same, by his agents, the following proposition, viz:

'Hon. Aaron Vanderpool of the city of New York, who is the owner of the N.W.  $\frac{1}{4}$  of section 23 in town 7 north, range 9 east, proposes to sell to the University 157 $\frac{1}{2}$  acres for fifteen dollars per acre, with the addition of the taxes for the present year, and a commission of 2 $\frac{1}{2}$  percent to his agents, Catlin & Williamson.'



"The owner of said tract is unwilling to sell the same in parcels. Such portions of it as may not be needed for purposes of the University can be readily disposed of without sacrifice."

At its first meeting in October, 1848, the Regents had agreed to begin the first class of a preparatory school of the University on February 5, 1849. They appointed John W. Sterling as a professor in charge of the school, at a salary of \$500 a year. They also voted to appoint John H. Lathrop, president of the University of Missouri, as the first Chancellor of the University of Wisconsin, and they recommended that the Legislature approve his salary at not to exceed \$2,000 a year. Incidentally, the Regents stressed the need for prompt action in selection of the Chancellor, because the act incorporating the University provided that the Chancellor would serve, ex officio, as president of the Board of Regents.

In their first annual report to the Legislature, the Regents included these introductory comments:

"The regents, in entering upon their duties, have been deeply impressed with a sense of the importance and responsibility of the trust committed to their hands. They are required to organize and put in practical operation, an institution of learning of the rank of a University. There is no public interest of greater magnitude than that of education.

".....The University will occupy the highest place in our educational system, and if properly organized, will make that system complete..... It is important that the plan upon which it shall be conducted, particularly as regards its several departments of instruction, should be well chosen. To organize these departments in accordance with the advanced progress of science, and so as fully to meet the wants of our youth, is an undertaking of no ordinary difficulty. On many points connected with such an undertaking, it is well known that there are essential differences of opinion, even among those who have had the best opportunities to arrive at correct conclusions. Arrangements, that are regarded by some with favor, are considered by others to be of doubtful expediency, if not of injurious tendency....."

The point of this brief look into the past this morning is that this is the 125th anniversary year for the Madison campus. Three other universities in the family are more than 100 years old — Platteville, Whitewater and Oshkosh — and River Falls will reach the 100 mark next September and begin its Centennial celebration.

Chancellor Young informs me that the Madison campus is making plans for a year-long observance of its 125th Anniversary. One of the early events will be a Founder's Day dinner in the Memorial Union on February 16. I felt that this Board would want to be among the first to extend good wishes to the internationally famous university at Madison on this occasion.



JB

THE 125th ANNIVERSARY, UW-MADISON

News & Publications Service  
role in observance, 1974

**GENERAL:** Plans call for a relatively low-key program with campus departments keying their normally scheduled events to the anniversary, plus a small number of special events. Co-Chairmen Taylor and Watrous outlined the plans at a meeting Dec. 21; another session will be held Jan. 8. Their opening communique is attached.

**LOGO AND SLOGAN:** One of the first needs is for a 125th logo (Gruber) and a slogan ("125 years of badgering Wisconsin"). This will be used on a variety of printed materials and announcements.

**PUBLICATIONS:** In addition to reproducing key speeches and lectures, there are tentative plans for: (1) Colleges to do monographs on their contributions to the state; (2) Some type of general historical wrapup; (3) Quite a ways down the road, a possible book-length compilation of 125th documents by UW Press.

**MEDIA COVERAGE:** Let's get started on rounding up historical sketches of campus highlights and side-lights (Gutknecht and Burke). Begin by digging out UW Centennial folder (from our library or University Archives); it contains series of sketches with accompanying photos--the story of North Hall, the janitor who was a one-man credit union, etc. Let's examine possibility of updating and issuing as a series.

First priority is on the Female Academy material; Taylor is considering keying a public event to the locale.

**PHOTOS:** Let's begin (Lenburg and Langenfeld) with sifting through photos in our files and at Archives. Jim Watrous has suggested a "picture history" of the campus. Whether or not it materializes, there will be other uses for meaningful photos from the past.

**NEWSLETTER:** Taylor feels internal communication needs provide another justification for launching a faculty newsletter (Hove).

TO: Members of the Administrative Council

SUBJECT: Celebrating UW-Madison's 125th Anniversary year (Feb. 5 - Dec., 1974)

Chancellor Young asked us to make suggestions for the celebration of the 125th Anniversary of the opening of the Madison Campus (February 5, 1849) and after a week of speculation about prospective activities, we suggest:

That the goals of the celebration should be to mark the occasion with dignity, using it to launch a year in which we:

1. Refresh our own appreciation of the distinction and development of UW-Madison and lay some plans for future progress, and
2. Call to the attention of the people of Wisconsin and our alumni, the excellence of the Madison Campus, past and present, and its usefulness to them;

That we ask each of you to nominate from your administrative unit a member of your staff or faculty to serve as an active member of the 125th Anniversary Committee to help us:

1. Focus many of the normally scheduled events of the year - conferences, institutes, expositions, dedications, publications, cultural programs, lectures, discussion groups, public events, commencement, homecoming, reunions, etc. - on the 125th Anniversary theme and goals, and
2. Coordinate a small number of special events which may be planned on the Campus and may attract state or national attention to the Anniversary, and
3. Plan a series of significant addresses by Madison Campus faculty focusing on the history of the Madison Campus - perhaps in 25-year segments - to be presented at various occasions during the year (probably before already established audiences) and, ultimately, to be brought together in a publication;

That Chancellor Young set up a small Steering Committee, with himself as Chairman, to direct administrative support for the Anniversary - maintain a central office, publish a consolidated program, a history digest, arrange for suitable resolutions and proclamations, and develop programs with co-operative agencies (U. W. Foundation, WARF, Alumni Association, Student Government, State Historical Society, Wisconsin Academy of Sciences, Arts and Literature, etc.);

That we (through you) ask each College, School, Division and other Unit (Institutes and Departments, if they wish) to develop a program(s) of celebration during the year, including the presentation of a major paper (which could also serve



as the basis for a speech(s) at an appropriate function) that covers the contribution of that unit of the Madison Campus to the people or professions of the State (or to the nation or humanity in general, if that seems more logical), these papers also to be brought together for publication at the end of the Anniversary year;

That the 125th Anniversary Committee set up a sub-group to plan specific occasions during the year that will bring State officials and the Legislature to the Campus;

That the entire Anniversary celebration be financed with a minimum of additional funding, utilizing available resources and programs to the extent possible, supplemented by gift and grant funds only when necessary.

We would appreciate any suggestions council members wish to offer on these recommendations; the only inflexibility in planning so far is the date (February 5, 1974) on which we believe the Anniversary program should be announced and launched.

If the recommended formation of a 125th Anniversary Committee is acceptable, we would like to have your designated representatives meet as a committee at:

9:00 a.m.  
Friday, December 21st  
Room 170 - Elvehjem Art Center

Robert Taylor  
5004 Vilas Hall  
263-3479 / 262-3691

James Watrous  
322 Elvehjem Art Center  
263-2346 / 263-2340

1849-1974: 125 Years of Searching, Teaching, and Serving at the University of Wisconsin-Madison





INTERNAL COMMUNICATIONS:

1. Bulletins (includes Timetable, Summer Sessions)
2. Date-lines (includes audio datelines)
3. 125th Newsletter (soon to become Academic Staff)
4. Unit Information Program (Faculty Memo, IES, Extension, etc) \*
5. Special Informational Campaigns (examples, Lot 60 gate changes, requiring both internal and external communications, Energy Conservation Bulletin)
6. Campus Maps
7. Handbook of Services
8. More editorial and production services (examples, advice on how something should be produced and distributed; communication techniques)
9. News Releases

\*Bring samples

EXTERNAL COMMUNICATIONS:

1. Bulletins
2. News Releases
3. Audio Service
4. Campus Maps
5. Date-lines (includes Audio Datelines)
6. TV
7. Monthly Weeklies Camera-Ready Page



IMAGE BUILDING:

1. Design (graphic art work)
2. Institutional Credibility and Accuracy
3. Editorial Content (news releases, datelines, anything with words on it)
4. Internal/External Liaison (question--how do we correct the improper image that has been given)

SERVICE:

1. Media Relations and Information Service
2. Printing Administration
3. Editorial/Vocational Experience (students)
4. Educational Information
5. Idea Brokeage
6. Administrative Communications
7. Special Projects (odd-jobs, catch-all)



MATERIALS FOR 125TH ANNIVERSARY PACKET

- 6/
- UW 125
1. Ed & Phyllis Young document repro's
  2. CAMPUS ALBUM articles as they are published (xerox copies? camera-ready??)
  3. Newsletter?
  4. Special calendar of events
  5. Anniversary issue of FACTS
  6. Photos? Selected historical pix - 5
  7. Folstad material for Art Hove ???
  8. History Digest ????
  9. Mission & history review?? -- University Committee
  10. 1,000 word history of UW-Madison
  11. *contemporary release - on student-community groups -*  
*what they're doing - preparation*
  - 12.