CHAPTER VII
"THE HIGHER LEARNING," 1960-1966

The Inauguration of President Leonard Haas

His inauguration on May 25, 1960, Leonard Haas would note fifteen years later, was a “party,” a formal ceremony demanded by the etiquette and protocol of academia. It was an event after the fact of his taking office when, as president-elect, he succeeded William R. Davies on December 10, 1959. Inauguration day, sunny and warm, brought out faculty, townfolk, and some forty representatives of Midwestern colleges and universities. The faculty in academic garb and platform party processed from Old Main to the college gymnasium, entering to the music of the college orchestra. Following the singing of the National Anthem and the invocation by the Reverend Axel T. Blum of Grace Lutheran Church, Eau Claire, the master of ceremonies, W. Parker Clark, chairman of the Faculty Council, gave the formal welcome.

Mr. Clark called upon William White, president of the Student Council, to give the first greeting addressed to the new college president: “The recent three-hour telecast of this college was launched with these words, ‘Colleges are not impersonal institutions; they are people,’ ” Mr. White said, “and today we are paying tribute to a man who has brought meaning to these words on campus.”

The state superintendent of public instruction, who by statute was a member of the Board of Regents of State Colleges, was represented by his deputy, A. R. Page, who speculated on the aspects of the task which Leonard Haas was undertaking which related particularly to the flow of high school graduates coming to the state colleges: “You as a college president will wrestle with the problem of who shall attend this and other state colleges. . . . Shall this institution be a small university? Shall it be all things for all people, or shall it attempt to find excellence in chosen areas of higher education?”

Attorney General John W. Reynolds, representing Governor Gaylord Nelson, commended Leonard Haas as an outstanding leader and scholar and then spoke of the establishment by the people of Wisconsin of the two great universities at Madison and Milwaukee and the nine liberal arts colleges throughout the state. Voicing a preoccupation much on the minds of thoughtful persons in 1960, he said: “There is a real danger that civilization itself may be destroyed by increased technology and scientific knowledge in areas of the world where the spiritual and ennobling wisdom of the humanities have been disregarded in the realm of higher education. Liberal arts in this country must receive our encouragement and support so that America will be able to keep the light burning in a world which is threatened with darkness.”

Next, Eugene R. McPhee, executive director of the Wisconsin State Colleges, and William D. McIntyre, president of the board of regents, the indefatigable pair of Eau Claire neighbors who had guided statewide policy through the growth and reforms of the 1950s, were given their turn. Mr. McPhee, a former faculty colleague of Leonard Haas at Eau Claire, spoke of the selection of Dr. Haas as president with great pride. Characteristically, he launched into a lighter vein as he welcomed Dr. Haas into the council of presidents, describing that body as “discussing matters with serious and sedate air until some member injects the adrenalin of athletics — at that point, all calmness ceases.” Recalling board of regents rules adopted in the early 1900s as the only specific guides to the conduct of presidents, Mr. McPhee remarked: “One of these specified that presidents report monthly to the secretary precisely how much of their time they have devoted to their teaching and supervision — we have not been in receipt of these reports for some years.” In 1957, the board resolved that each president should visit two other state colleges each year: “This stipulation is apparently complied with during the athletic season.” In a serious vein, the director of the state colleges pointed out that the lack of resolutions setting forth the presidents’ responsibilities in precise detail is a compliment to the men who have held the office in the past and who hold it today, “men of wisdom and prudence, like Leonard Haas.”

William D. McIntyre recalled that not only had he and Leonard Haas been friends for many years in educational circles, but that they had served together as elected members of the city council of Eau Claire. Commending the “vigor and commonsense” of the new president, he suggested two problems that the latter would confront: where to put more students “hammering at the academic gates,” and where to secure additional faculty when “the academic market is definitely a professors’ market.”

In his inaugural address, Dr. Leonard Haas offered facts, reviews, pleas, and aspirations to an attentive assembly. The youngest president of the youngest state college in Wisconsin saw his own institution as a microcosm of the history of higher
education during the last half-century: “From a state normal school it has grown to a college of 1,700 campus students, 400 extension students, a faculty of 115, with graduates holding degrees numbering more than 3,000, and registrar’s records of almost 20,000 who have earned credits. From a diploma-granting institution it has grown to a multipurpose college offering a liberal arts degree and two professional degrees, with majors in 22 departments. From a physical plant consisting of one building valued at some $300,000, the campus has expanded to 250 acres with buildings valued at nearly $7,000,000.”

Facing the decade ahead, the new president named four ideals: the opportunity for all who are able to benefit from a higher education to obtain it; diversification in the character of our colleges and universities; provision of curricula that satisfy both the needs of society and the challenge of the student; the establishment of a basic standard of quality. Specifically, Dr. Haas pointed with pride to the establishment by the state of Wisconsin in the late 19th and early 20th century of nine state colleges so located that 91.1 percent of all high school graduates live within forty miles of a college-level liberal arts program. By unusual effort, he stated, the number of faculty at Eau Claire with the earned doctoral degree had grown to 40 percent, but he speculated whether this ratio of earned doctorates to total faculty could be maintained, citing the Science Foundation estimate of 1956 that the nation must have 300,000 new college teachers by the year 1970. Quoting the President’s Commission on Education Beyond the High School, Dr. Haas asserted that the highest priority should be given to raising faculty salaries, doubling the average level in five to ten years: “Including the raises provided for the academic year 1960-61, state college salaries have reached approximately 25 percent of this goal.” For physical plant expansion, the Wisconsin State Colleges and the University of Wisconsin estimated the immediate need at $72,900,000 to take care of increased enrollment: “Capital funds are nowhere in sight at the present time; this is a crisis to be confronted by every citizen of the state of Wisconsin.”

Dr. Haas noted that “at this moment the Soviet Union is spending 3 percent of its gross national product annually for higher education, while the higher education bill in the United States represents from 1 to 1½ percent of its gross national product, and might be 1.7 to 2 percent by 1970.” Referring to the influential book by John Kenneth Galbraith, The Affluent Society, published in 1958, Dr. Haas suggested that in present-day America preoccupation with high production for private consumption had resulted in a serious social imbalance whereby the production of public services, such as education, remained much too low.

Cooperation between public and private institutions of higher learning in Wisconsin; between the colleges and vocational schools; a common front in interpreting higher education to the public, to business and industry, to the legislature; coordination substituted for competition: these were the benefits Dr. Haas saw as stemming from new forms of communication among institutions and especially in the formation in 1955 of the Coordinating Committee for Higher Education. However, he came out strongly for diversification of institutions and the “uniqueness” of colleges and universities. Though he pled for more financial support on the federal level, he asserted, “Let us beware of national controls; higher education in America must continue to be pluralistic, not monolithic.”

Concluding with his philosophical approach to “the higher learning,” President Haas explored the seeming gulf between the humanities and the sciences which was the preoccupation of scholars on both sides of the Atlantic in 1960: “We must deal in college with the spirits of men, not with their fortunes — history, philosophy, and science, these are the experiences of the world summed up.” Though venturing the opinion that the antithesis between a liberal and a technical education is fallacious, Dr. Haas expressed concern for the development of a scheme of values for an anxious society and saw goals to be realized through higher education: “The specific power to predict and control must be matched by discrimination in judgment and wisdom in decision. Above all, there must be a striving for excellence in every human activity — excellence belongs to the whole community and all members have a responsibility for its nurture.”

The ceremony of inauguration concluded with Dr. Mark Fay, president of the Eau Claire Chapter of the Wisconsin State College Faculties, congratulating the new president: “We know it will be a bright and productive era, — we know the college is in good hands.” Fr. John Rossiter of Regis High School, Eau Claire, gave the benediction. Social events, always important at Eau Claire, preceded and followed the ceremony, with Regent and Mrs. McIntyre giving the noontime luncheon, and the faculty, faculty wives, student government officers, and college center board hosting the reception following in the Walnut Room of the Center. At the inaugural dinner, Dr. Ruth Eckert, Leonard Haas’s mentor at the University of Minnesota, was present.
"WE HAVE TO CARE FOR THE UNIVERSITY AND ITS BALANCE..."

Chancellor Leonard Haas
University of Wisconsin-Eau Claire
“MOST VISIBLE, ALWAYS, IS A UNIVERSITY’S BUILDING PROGRAM”
The falls of Little Niagara, Putnam Drive, overlooks along the Chippewa River — campus landmarks encompassed within a natural arboretum.

"PUTNAM PARK, AN EDUCATION FOR ANY STUDENT"
"WISCONSIN'S MOST BEAUTIFUL CAMPUS"
Freshman beanies were once worn — bicycles, snow sculptures, and all-school picnics are still in vogue.

"UW-EAU CLAIRE IS PEOPLE..."
On campus and abroad, as in the Monterrey, Mexico, program, students do more than listen to lectures — they get involved.

... INTERESTED IN ONE ANOTHER ...
Classrooms, studios, laboratories — the search for knowledge takes many forms, and at the heart is the library.

...as well as in the pursuit of learning"
“THESE THINGS WILL NOT PASS AWAY . . .

They will live as long as this land of Wisconsin — its forests and its mighty rivers. May they live on in your memories — memories of friends and teachers, of laboratories and books, of warm spring afternoons, of radiant colors of autumn, of icy winds and sparkling snows — memories, too, of new insights, new hopes, new aspirations, of all that make life rich and rewarding.”

Commencement Message
President JOHN C. WEAVER
University of Wisconsin System

Professor Emeritus Adolph Olson and Chancellor Leonard Haas
A week later, on the second annual Alumni Day, Leonard Haas celebrated with his classmates of 1935 their 25th reunion. The Alumni Banquet was an appropriate occasion for the official naming of several college buildings: Old Main, newly remodeled, became Harvey A. Schofield Hall; the Center, William R. Davies College Center; and the two residence halls on lower campus, Katharine Thomas and Emmet Horan Residence Halls. Present were the near relatives of those so honored in the naming. President Haas gave the banquet address, challenging alumni, students, and friends of the college to "Excellence" as the theme of the intervening years between the present and the Golden Jubilee of 1965-66.2

"A Glittering Time": John F. Kennedy and the New Frontier

Campaigning in the Wisconsin presidential primary in March and April of 1960, John F. Kennedy launched his first foray into northern Wisconsin's 10th Congressional District from Eau Claire. Accompanied by his glamorous wife, he met Democrats and curious voters in the auditorium of the Eau Claire Elks Club just a few days before his primary rival, Hubert Humphrey, appeared in the same place. The handsome Irishman from the East spoke of the presidency as the key office in American life, advancing the thesis that "the president alone can shape, create, revive and protect the nation." Talent for the Wisconsin campaign was supplied by Kennedy's Ivy League classmates and his sisters and brothers, who established district offices and organizations of volunteers. On April 5, Kennedy won 56 percent of the popular vote in the crucial Wisconsin primary and was on the path to becoming the nominee of his party on July 13, 1960, in Los Angeles.3 There followed the famous series of four televised debates with the Republican candidate, Richard Nixon, and on November 6, by a narrow margin, John F. Kennedy was elected president of the United States.

The image of progress — clean-cut, dynamic, pragmatic, ruthless — remains the image of the young president and the country in the 1960s. President Kennedy told the nation that it possessed both the energy and the expertise to send a man to the moon and to create, at the same time, a better life on earth. A renaissance of the arts, an ambitious plan for the conquest of space, a social program which would harness human purpose for good, a "New Frontier" — it seemed a moment of rebirth in American politics and national life.4 A brain trust of intelligentsia moved into the White House, bringing the influence of the universities into the charmed inner circle of Washington political life. Among them were Theodore Sorensen, master speechwriter and strategist, once editor of the Nebraska Law Review; Richard Goodwin, special counsel to the president, number one man in his Harvard Law School class; Arthur Schlesinger, Harvard history professor and Pulitzer Prize winning author; John Kenneth Galbraith, Harvard economist and writer; McGeorge Bundy, special assistant for national security affairs, brought to Washington from the deanship of Harvard's faculty; Walt Rostow, professor of economic history from the Massachusetts Institute of Technology; Robert S. McNamara, secretary of defense, management specialist out of Berkeley, Harvard Business School, and the Ford Motor Company; Dean Rusk, secretary of state, former Rhodes Scholar and president of the Rockefeller Foundation; and Jerome Wiesner, special assistant to the president for science and technology, from the directorship of the research laboratory in electronics at the Massachusetts Institute of Technology.5

Though, in the words of David Halberstam, "it began as a glittering time," the Kennedy administration was soon enmeshed in the Bay of Pigs fiasco, a confrontation with Khrushchev in Vienna, anxiety over the Berlin Wall, and a growing commitment in Southeast Asia. The "finest hours" were the orbital flight of John Glenn, the resolution of the Cuban missile crisis, and the signing of the nuclear testing ban. The Kennedy domestic programs calling for federal aids to education and a department of urban affairs were defeated. But through the
Peace Corps the youthful president inspired the youth of the nation to look beyond its borders. His own education, which was conceded to be superb, and the backgrounds of “the best and the brightest,” well described in such publications as Life magazine, may have had an influence upon the aspirations of those of college age in the early 1960s.

“A Radical Revision”: The Enrollment Avalanche

In his inaugural statement, President Haas drew on studies of the Council for Financial Aid to Higher Education to predict the impact of increased student enrollment in the near future. Foreseen was the boom which would come in 1963 when the front line of 1945 war babies would reach college age, the need for doubling faculties, and “for as much plant construction during these ten years as took place during the preceding 300 years of higher education.” Unanticipated when Dr. Haas spoke in 1960 was the preference of young men for college over the draft and service in the armed forces as involvement in Vietnam overtook the United States.

There were other reasons for burgeoning enrollments, as Robert Havighurst of the University of Chicago pointed out in 1960: “The decision of many young people to take the extra time and to spend the extra money on further education was encouraged partly by the high salaries industries and professions offered for people with college training and partly by the American ideology of achieving social mobility through education. . . . The real income of lower-status families is rising more rapidly than the cost of education in public-supported colleges.” The active recruiting program of Wisconsin State College at Eau Claire led to increased enrollment. No occasion was lost to remind alumni and Area Committee members that they should constantly seek “quality” students in their home communities and persuade them to come to Eau Claire.

Dr. Richard E. Hibbard, dean of instruction, wrote in February 1963: “The next change may reflect a radical revision, if size forces us into an organization somewhat of a university nature.” Actual fall enrollment numbers for the college at Eau Claire were: 1,818 in 1960, 2,217 in 1961, a 22 percent increase over the year before; 2,480 in 1962, a 12 percent increase; 2,909 in 1963, a 17 percent increase; 3,573 in 1964, a 22 percent increase; and 4,513 in 1965, a 26 percent increase. By the 50th anniversary of Wisconsin State College at Eau Claire, with a fall 1966 enrollment of 5,326, the numbers of students would be almost triple the 1960 figure.

On the platform on the day of the May inauguration were the four key people who comprised President Haas’s administrative staff: Stella Pedersen, introduced as dean of women, though she carried the responsibilities of a dean of students; Willis Zorn, dean of men; Dr. Richard Hibbard, dean of instruction, advanced to the post which Leonard Haas had occupied from 1948 and about which he had written his 1954 University of Minnesota doctoral dissertation, “The Role of the Academic Dean in the Teachers College”; and Dr. Lester Emans, dean of administration. Between his taking over the presidency and the formal inauguration, Dr. Haas had made adjustments in the duties of Dr. Hibbard and Dr. Emans. In January 1960, James Dean was hired from Berea College to take over the duties of registrar, director of admissions, and foreign student adviser which Dr. Hibbard was carrying in addition to his promotion to dean of instruction. As dean of administration as of December 21, 1959, Lester Emans was to carry on his functions as chairman of the department of education and director of teacher education and placement and, in addition, to assist the president in long-range college development, stimulate and advise the Alumni Association, coordinate all in-service education, campus conferences, seminars, and institutes, oversee the director of extension, the director of audio-visual aids, and serve on ten different councils and committees.

Personal plans for study in Madison led Dean Stella Pedersen to leave the Eau Claire faculty in 1960. James Benning, a 1950 graduate of Eau Claire and instructor in psychology, was named dean of students, a post which he filled until he returned to full-time teaching in 1963. The position of dean of women was held by Margaret Nolte in 1960-61 and by Adelyn Hollis from 1961 to 1964.

Toward University Status: the Elaboration of Administrative Structure

By the fall of 1963, the “radical revision” which Dr. Hibbard spoke of earlier in the year was well under way. Dr. Lester Hunt came to Eau Claire as director of business affairs from a similar position at Kearney State College, Nebraska, his duties to assist the president in preparing the budget, to supervise the business office procedures, all construction on campus, the maintenance of buildings and grounds, and classified personnel, and to engage in long-range planning for the college. Dr. Hunt was also soon engaged in developing with the new dean of students procedures for the operation of dormitories, food services, the college bookstore, and recreational facilities.
Dr. Ormsby L. Harry, from Shepherd College, West Virginia, was named to the post of dean of students in the fall of 1963. To him the dean of women and the dean of men reported, as did the head residents of dormitories, the college nurse, and the director of the Davies Center operation. One of his most important relationships was with student government and the cultural and social events of the school year, from freshman orientation to Homecoming, Winter Carnival, May prom, and Commencement festivities. The admissions function was transferred to Student Personnel, and John L. Kearney, a 1954 graduate of Eau Claire, was hired to devise and carry on an aggressive statewide program of recruitment.

As of January 1, 1964, the titles of Dr. Hunt and Dr. Harry were converted to vice president for business affairs and vice president for student affairs, respectively. Dr. Richard E. Hibbard was named vice president for academic affairs, and in this position he was the official designated to act for the president in the latter’s absence from the campus. Overseeing the entire teaching and learning process of the college, the vice president for academic affairs had the responsibility of finding enough faculty to teach the burgeoning numbers of students, of assigning classrooms, and approving textbook purchases. Registrar James Dean, now possessor of the first unit record computer equipment on campus, continued to report to the vice president for academic affairs, but his former functions of admissions and adviser to foreign students were transferred to Student Personnel.

Coincident with the announcement of the vice presidential appointments was the administrative creation of three schools within the college: the School of Arts and Sciences, with Dr. Robert Gibbon, professor of political science, as dean; the School of Education and the School of Graduate Studies, with Dr. Lester Emans, relieved of his multiplicity of duties as dean of administration, wearing two hats as dean for both schools. The cooperative graduate program in education with the University of Wisconsin was growing rapidly toward the granting of the master of science in teaching degree by Eau Claire autonomously. Hired in 1963 to supervise the Teacher Intern Program, also a cooperative venture with the University of Wisconsin, and to assist with placement was Dr. Wayne C. Puttmann, who came to Eau Claire from South Dakota State College.

Reporting directly to President Leonard Haas were William Peters, since 1962 assistant to the president for public affairs; Wilmer Pautz, since September 1963 coordinator of institutional research; Willis Zorn, director of athletics; and Louis L. Slock, director of extension services and executive secretary of the Alumni Association.

Political Drama in Madison: An Incumbent Regent Reaffirmed

During the fall and winter of 1963-64, a curious political drama was taking place in Madison. Governor John W. Reynolds, Democrat, appointed Ray J. Theisen, general manager of the Consumers Cooperative Association in Eau Claire, a regent to replace William D. McIntyre upon expiration of his term in February 1964. As was customary, Mr. Theisen attended the September and October meetings as a voting member of the board of regents following his appointment, and when the Republican controlled senate refused to confirm his appointment on November 15, the governor reappointed him the next day. Mr. Theisen was one of 28 appointees of the governor who became trapped in political struggle. The State Supreme Court ruled that while the legislature is in session a governor cannot install new candidates in jobs where holdovers have not stepped down unless the senate confirms his action. Though the legislature was not meeting, it claimed to be in recess rather than adjourned. Mr. Theisen received no notice of the January 1964 meeting of the board of regents, and the matter was in suspension until April 1964, when the attorney general ruled that William D. McIntyre was entitled to continue as a member of the board since the state senate had failed to confirm the man chosen by the governor to replace him.

The controversy over the seating of the “Eau Claire regent” was a test case of the governor’s appointive powers. Following the decision of the attorney general, the board of regents at its May meeting refused a seat on the board for Ray Theisen by a 11-1 vote. The motion to turn him away was offered by Elizabeth Hawkes, a regent from Washburn in far northern Wisconsin and a prominent Democrat, who explained that she made the motion in order to facilitate the governor’s test case. The governor’s legal counsel stated that Ray Theisen was chosen for a test because “the regents meet every month and we wanted to get this before the court at the earliest opportunity.”

The Evolutionary Process Realized: the Year of the University

In April 1963, William D. McIntyre proposed to the Board of Regents of State Colleges that the nine institutions under its jurisdiction be known as Wisconsin State Universities. There ensued some
discussion of the name change during the following year, with the Spectator commenting that “a degree from a university does in fact carry more prestige than a degree from a college.” Some of the communities where colleges were located pushed for the change, but primarily it came about because of the regents, who had the prerogative to name the colleges “universities.” As of July 1, 1964, Wisconsin State College at Eau Claire became Wisconsin State University-Eau Claire. Representative of business, labor, and the city government participated in a ceremony in Schofield Auditorium marking the new title.

According to Dr. Haas, the name “university” signified still another stage in an evolutionary process: from normal school, to a state teachers college granting a degree, to a state college recognizing liberal arts work, to the development of professional programs. In 1964, medical technology had been offered for eight years, and there were those who were looking forward to the establishment of a School of Nursing. Others foresaw a School of Business emerging out of the department of business and economics. With the reorganization of January 1964, which created Schools of Arts and Sciences, Education, and Graduate Studies, Wisconsin State University-Eau Claire now met “the classical, traditional definition of a university,” according to Dr. Haas, which he defined as “an institution of higher learning which is made up of a school of liberal arts and two or more professional schools, which may or may not include graduate study.”

Essentially, the state organization did not change with the assumption of the name “Wisconsin State Universities System,” but the image did. President Haas undertook for his institution an extensive public relations effort under the title “The Year of the University.” Speaking to dozens of groups in Eau Claire and the surrounding area, he described the role of a university in society, and particularly in the community in which it is located, and emphasized that substantive change was taking place in point of view and organization of the school. “This meant, of course, that we would become more and more involved in professional schools associated with a university, that we would continue to give very significant emphasis to the School of Arts and Sciences, developing that field even more broadly, that we would develop our graduate program,” Dr. Haas recalled, “and that we would recognize two other characteristics of a university, namely, public service and research. We began to set aside some small sums of money in our budget to provide some research dollars and, though we have never been able to do what we have felt we would like to do in this area, there came to be a new recognition that there was a place for the discovery of new knowledge in our type of institution as well as in the major research institutions in the country.”

“A Great Boost”: the Science Hall and the L. E. Phillips Gift

“Attempts to divide anything into two ought to be regarded with great suspicion,” C. P. Snow acknowledged in his Rede Lecture which became The Two Cultures and the Scientific Revolution, the essay in which he explored the polarization he perceived between the disciplines of the sciences and the humanities. Sir Charles went on to describe the common bond among scientists as follows: “At one pole, the scientific culture really is a culture, not only in an intellectual but also in an anthropological sense. That is, its members need not, and of course often do not, always completely understand each other; biologists more often than not will have a pretty hazy idea of contemporary physics; but there are common attitudes, common standards and patterns of behavior, common approaches and assumptions.”

The commonality of interests and needs among the sciences at Eau Claire had been recognized by President William R. Davies as early as 1952, when, with Regent McIntyre, he recommended to the board of regents that a science hall be built at Eau Claire. He envisioned a structure erected near his Roosevelt Avenue home on Little Niagara Creek. The national arousal of interest in the study of science in the 1950s, and the initiation of programs in medical technology and cooperative nursing education with Luther Hospital at Eau Claire, reinforced the urgency of adequate facilities for the sciences. In 1958 Dr. Haas labeled such a building a “must,” proposing that $2,000,000 be allocated for its construction.

A New Science Hall Committee, appointed in 1958, was composed of representatives of the five departments to be housed in the structure: J. Oliver Collins, chemistry, chairman of the committee; Mark Fay, biology, secretary; W. Parker Clark, physics and natural science; Lawrence Wahlstrom, mathematics; and Henry Kolka, geography. Lester Emans and Leonard Haas were members representing the administration. The committee reviewed the “dire need,” describing in its report the dangerous situations existing in Schofield Hall which could conceivably result in injury or loss of life. Moreover, the inadequacy of space was resulting in turning away from science classes students whose pre-professional training required enrollment: “In
this day of emphasis on science the prestige of the college will suffer if course offerings in science and facilities are not modern . . . it will be difficult to attract the highest qualified staff in science if teaching conditions, office space, laboratories and equipment are not of the best."

In 1956, and again in 1959 and 1960, attempts were made in the remodeling of Old Main to improve the facilities for science teaching. A small greenhouse was erected on the west side of the heating plant in 1959, which not only provided specimens for plant morphology but created a delightful spot of greenery on campus, particularly amid winter snows. A small animal house was incorporated in this structure. However, these were stop-gap measures, and the committee presented detailed plans of space requirements for the five departments in a building which "would be erected to care for the science needs of a student body of 3000 in 1967, double that of 1958, with provision for an addition at some future date to accommodate a still larger student body."

The Science Hall committee was enlarged consequent to acceptance of bids and the breaking of ground in the summer of 1963, with Floyd Krause of the chemistry department, Dr. Richard E. Hibbard, and Dr. Lester Hunt joining in the work with the architects, Durant, Deininger, Dommer, Kramer and Gordon, of Watertown, Wisconsin. The building was designed to bridge Little Niagara Creek, the forepart containing an auditorium/lecture room, and space for a planetarium and museum for the J. N. Clark Bird Collection, acquired in 1959. The scenic enclosed walkway over the creek would connect with the main classroom and laboratory four-story section, accommodating mathematics and geography/geology on the first floor, chemistry on the second, physics and natural science on the third, and biology on the fourth. A five-story wing of the main section would provide offices and private preparation and research laboratory space for faculty members. It was recommended that a concrete slab be poured on the top to support an animal room, a greenhouse, and an observatory, to be reached by the elevator provided for the wing.

No sooner had ground been broken than college officials realized that the state appropriation of $2,500,000 was not sufficient to provide the several features the building committee considered essential. It then became necessary to seek gifts and grants. Radiation laboratory equipment was procured from the Atomic Energy Commission, biology and chemistry equipment through the National Science Foundation, and a 12½-inch reflecting telescope was given by its maker, amateur astronomer S. W. Casey of Eau Claire, who had worked closely with W. Parker Clark and participated in the NSF Institute in Astronomy on campus in 1956. The building still lacked a planetarium, greenhouse, dome for the observatory, an air-cooling system, and research equipment. It was estimated that a quarter of a million dollars was needed beyond the state appropriation.

Through Mr. Louis Weinberg, a firm friend and neighbor of the college, who was then serving as president of the Wisconsin State College at Eau Claire Foundation, Inc., President Haas approached Mr. L. E. Phillips, chairman of the board of National Presto Industries, an Eau Claire-based manufacturer of electrical appliances. "I presented
to Mr. Phillips some of my own hopes and aspirations for the college,” Dr. Haas recalled. “I conveyed the concerns of the people in the science departments and concluded by asking if he would give some consideration to providing part of the cost.” In the very first encounter, Mr. Phillips offered to give the entire sum requested, $250,000, to properly equip the new science hall. “I suppose that was one of the most exciting days of my life,” Dr. Haas has said, “the gift was a great boost to everybody.”

Announcement of the gift of Mr. and Mrs. L. E. Phillips was made at a November 1963 convocation when they were especially honored by the entire student body, along with the college’s conference championship football team of that season. The name L. E. Phillips Science Hall was immediately attached to the building under construction. Though it was ready for partial use in 1964, the formal dedication was held in October 1965 as the initial event of the Golden Jubilee Year, when a fine bronze plaque bearing the likenesses of Mr. and Mrs. Phillips, an original sculpture by Professor Kenneth Campbell of the department of art, was mounted in the first floor walkway.

“Wisconsin’s Most Beautiful Campus”: 
*Expansion on Two Levels*

Placement of the science building in the lowland of the college’s athletic field caused much head-shaking in the Eau Claire community, even though assurance was given that a special foundation could be created by inserting concrete pillars into the soggy soil near Little Niagara Creek. Dr. Haas also pointed out that the athletic field would be relocated on top of the Putnam Park bluff adjacent to the site of a future physical education building. To alumni he explained that the development along Highway 12 was proceeding in concert with other institutions, whose new buildings west of college-owned land would be the Vocational-Technical Institute, the State Office Building, and Sacred Heart Hospital.

Neighbors of the school, perceiving that construction was proceeding apace as two dormitories took form on the upper level campus, began to fear the directions of expansion. The ramp to the top of the bluff overlooking the place where Little Niagara flows into the Chippewa cut a wide swath, surprising some townspeople who had supposed that a rustic stairway or winding gravel road would suffice for access to “upper campus.” Opened in the fall of 1962 was a men’s dormitory housing 210; the name Emmet Horan was transferred to it, with the hall previously so named becoming Katherine Putnam Hall for women. The second building on the “Wilson purchase” land was a two-wing structure of coeducational design which opened in 1963, housing 184 men in the west wing and 126 women in the north wing, with common public rooms connecting, which was named Schneider Hall for Professor John L. Schneider, who died on March 29, 1962; when the Schneider Social Science Science Hall was completed, the dormitory became Governors Hall.

Competing with sister institutions for the new markets of prospective students, Eau Claire had begun to proclaim itself “Wisconsin’s Most Beautiful Campus,” a claim reinforced for the undecided high school senior by photographs of low red-brick buildings set in the woods of Putnam Park and the meadow that was the original campus. A 1963 poet rhapsodized:

Through and from a shady glen  
A charming streamlet hies  
And rippling along its picturesque way  
A campus glorifies . . .  
Grandly, from river to tree-clad hills  
Nature’s beauty abounds,  
Affording a beautiful, picturesque setting  
For college and campus grounds.

Into this idyllic picture there was introduced the concept of a “high rise” residence hall of nine or ten stories. Such a dormitory was planned at Oshkosh, but Eau Claire campus planners felt that a structure of this kind on the developing upper campus might give too urban an appearance. Consideration was given to the erection of such a building on the lower campus, perhaps on the Memorial Hall corner at State Street and Garfield Avenue where it would constitute a dramatic entrance to the college. When the State College Building Corporation purchased two homes west of Memorial Hall, at the corner of Garfield and Park Avenues at a cost of $77,000, it was rumored that the “high rise” might be located there. Though Eugene McPhee told the Eau Claire *Daily Telegram* that a ten-story dormitory on that site would be too costly, and though both Dr. Haas and Mr. McPhee attempted to reassure apprehensive neighbors that the site would be reserved either for a social science building or a conventional 300-bed dormitory, and that in any case construction could be years away, homeowners of the area banded together in protest. Increased traffic, the city’s loss of taxable land and residences, and lowering of property values in the Third Ward were reasons for urging that the properties be resold to private owners and that the college should do its expanding across Highway 12, south of the upper level campus.
On March 12, 1964, town and gown met at an open meeting called by President Haas in the Little Theatre, located diagonally across Park and Garfield Avenues from the newly acquired properties. Dr. Hibbard made the first presentation, outlining the growth of the college’s academic offerings. Then in a 95-minute illustrated talk Dr. Haas described the enrollment bulge and the necessary building program. Specifically he stated that land use decisions were made in Madison, not in Eau Claire, and that state planners had specified the newly bought site for a classroom building. According to the Eau Claire Daily Telegram, though the president stressed the benefits of a harmonious town-gown relationship, the homeowners were “unmoved.” An exception was Mrs. Winifred German, an alumna and resident of State Street, who spoke eloquently of her debt to the Eau Claire college and declared that she would be delighted to look out of her kitchen window toward a ten-story residence hall.23

Looking back on the incident from the vantage point of a decade later, Dr. Haas commented: “This was the first time we laid out in diagrams, charts, and pictures where we were going. In other words, this was the turning point of a small college that had been nestling here for years, making no great impact on the surrounding community . . . now we had to outline what was really going to happen with a building program.”24

In the spring issue of The View, the president set the record straight for alumni, describing the projects ready for implementation in 1964: “Bids will be let in June for a residence hall for 240 men, a residence hall for 420 women, an addition to Thomas Hall for 60 women, and a new hilltop center including dining facilities for upper campus residents.” In the summer of 1964 the Davies Center was closed while it underwent enlargement, with a 600-seat Blugold Room and a Davies Theater among the amenities added. The president described further plans: “In early April the Board of Regents approved the building priority list for the 1965-67 biennium including a fine arts building, a physical education building, a major addition to the library, a new heating plant, and a maintenance building. To provide space for the future social science building, the college has acquired the properties at 1511 and 1521 Park Avenue. Until the new building is erected, 1511 Park will be the music annex and 1521 will be an education annex.”25

The concept of a high rise was laid aside while Bridgman Hall and Sutherland Hall, in the form of four-story cubes, were built, and Murray Hall and Crest Commons were completed on upper campus. Rededication of the older residence halls and dedication of the new became an event of the Golden Jubilee Year, when, on May 14, 1966, a program was arranged by Student Personnel Services. Distinguished guests included Mr. William Schrauff, husband of the late Katherine Putnam Schrauff, from New York, and Cleveland Putnam, her brother, from Tucson, Arizona; Mr. and Mrs. J. C. Sutherland, brother and sister-in-law of the late Laura E. Sutherland, from New York, and her sister, Mrs. V. C. Hamister of Lakewood Ohio, and her nieces, the Misses Elizabeth and Ruth Alcott of Palatine, Illinois; Mrs. A. L. Murray, widow of Professor Murray, from Long Beach, California; nieces of Miss Katharine Thomas, Mrs. H. E. Johns and Mrs. T. J. Perpich of Edina, Minnesota; the son and grandson of the late Professor Benjamin W. Bridgman, Professor Wilbur Bridgman of Worcester Polytechnic Institute, and his son from Worcester, Massachusetts; and Mrs. Josephine Schneider, widow of Professor John S. Schneider.26

The dedication address was given by Dr. Walter F. Johnson, professor of education at Michigan State University, who stressed the importance of residence hall living as part of the total educational experience for college students. This emphasis seemed indeed appropriate, for those teachers for whom the residence halls were named had exercised tremendous influence on the total educational experience of their students in an earlier time when the college, though just beginning to become residential, had nevertheless maintained the warmth and close relationships of a small, cohesive community of higher learning.

“Excellence on the Campus”:
Faculty and Forum

In addition to those great teachers who were called to mind in the naming of buildings, other faculty members retiring during the first half of the 1960s were honored with traditional dinners and receptions, and greeted annually thereafter at the Alumni Day emeriti receptions. Two supervising teachers in the campus school retired in 1961 and 1962: Lillian Bahr, whose love of foreign travel opened the eyes of her fifth grade pupils to a wider world, and Anna Nash, whose gentle thoroughness influenced the lifelong study habits of hundreds of fourth-graders. In 1963 Charles Hornback, principal of the campus school during the years when it had a full-fledged program through the ninth grade, retired.

Erna Buchholz, member of the library staff since 1920 and head librarian since 1930 — the faculty
member who, with Ruth Foster, had longest service and, since she was one of Eau Claire's original student body, had been present at the dedication of every building, including Old Main — retired in 1962. One of her recent achievements, working with Mrs. Leonard Haas and Eau Claire clubwomen, was the establishment of Friends of the Library, a group which would make an annual gift of rare books to the library collection. Erna Buchholz still spoke of the dedication day of the William D. McIntyre Library, October 28, 1960, as "the greatest day of my life."

In 1964 Lee O. Hench, chairman of the journalism department, retired. In 12 years he had developed the journalism program from one three-credit course to a minor, and it would become a major in 1965. He had organized the Chippewa Valley Press Association, and during his years with the college he also wrote the press releases and assisted with publications.

Earl S. Kjer, chairman of the department of speech, made known his intention to retire from play directing in the spring of 1964, notifying theatre-goers in a modest statement included in the program of the last play he directed, "The Miracle Worker." Not only had Mr. Kjer built a reputation for fine theatre productions, but he had been responsible for Freshman Forum for many years. To him President Haas wrote: "The 'Miracle Worker' presents a fitting climax to 21 years of production as a director. May we take this opportunity to thank you for the prestige you have created and the contributions you have made to the cultural life of this campus." In his honor, the Little Theatre, which he had designed with such loving care, was renamed the Earl S. Kjer University Theatre.

Mabel Chipman, business manager for 32 years, retired in 1965, having served with all three presidents as budget planner as well as taking charge of all accounting procedures, making all necessary reports to the board office, and dispensing student financial aids as these programs developed.

With almost all faculty administrative personnel teaching and working in Schofield Hall, or having occasion to traverse the corridors daily, there remained a close identification with one another and among diverse fields of interest. The opening of Phillips Hall was, in this sense, a watershed event, since the geographical dispersion of faculty inevitably created a different ambience in university life. Located in the complex at the corner of Garfield and Park Avenues were some art, speech, and education faculty, but there were constant interchanges with Schofield Hall, especially as the report for the reaccreditation with the National Association for Colleges of Teacher Education was in preparation. Comprising 121 pages, it covered not only teacher education but the total programs of the college. In 1963 reaccreditation was granted for elementary and secondary education programs which led to the bachelor's degree.

Often the corridors of Schofield Hall resounded with the sound of music groups rehearsing in the auditorium, a more adequate facility for such purpose than the department's headquarters in the music annex adjoining the heating plant. In the spring of 1964 the College Choir sang on tour in New York City and Washington, D.C., and in the summer of 1964 the 74-voice group toured Europe under the auspices of People to People with Caldwell Johnson, their director, and Dr. L. Rhodes Lewis, chairman of the department.

New York City was also the destination of the annual theatre trip in the spring of '64, when students who had been very much involved in theatre were rewarded with what was almost an annual trek to Broadway escorted by Mr. Kjer.

Professor Grace Walsh, from her forensic headquarters, repeatedly sent winning teams to such prestigious invitational tournaments as West Point, "Heart of America" at the University of Kansas, and the Kentucky Thoroughbred. With Pi Kappa Delta members, she organized the annual summer speech institute for high-schoolers, the first in Wisconsin, and debate and forensic tournaments on campus during the academic year for both high schools and colleges of the Midwest.

In the fieldhouse, all athletic and physical education programs had their base. In the fall of 1964, the college rejoiced over the second straight conference football championship in two seasons. Coach Jim Rice was voted coach-of-the-year in NAIA's District 14, and quarterback Jim Van Gorden became the first football star in the history of the school to gain NAIA All-American honors. In the same season he established 19 individual Bluegold records. Playing a large part in the team's drive to the top were Ade Olson, who had stepped down from the head coaching post in 1956 following an unbeaten season, and Frank Wrigglesworth, former assistant coach at the University of Wisconsin, and the five "Rice-men" named to the all-conference team.

These years represented a flowering of excellence on the campus, both in the warm communication among faculty across disciplines and activities, and in the quality of programs imported from outside. Perhaps the most notable Forum among many was held on March 29, 1962, when the Reverend Martin Luther King, Jr., called on President Kennedy to
issue a second Emancipation Proclamation: “The first proclamation freed us from slavery — the second will free us from segregation, which is actually nothing more than slavery.” It was an emotional speech, recalled later in 1968 by the Milwaukee Sentinel in an article summarizing Mr. King’s appearances in Wisconsin.27

For the college faculty, the appearance of the Reverend Martin Luther King, Jr., held a special poignancy, for just a few minutes after listening to the man he so much admired, and whose civil rights cause he had advanced so many years in the classroom, Dr. John S. Schneider was struck by a fatal heart attack. The beloved teacher of history and sociology, professor emeritus, was with two close colleagues, Bill Zorn and Leonard Haas, and his wife when he died.

Another notable figure, Norman Thomas, the respected Socialist and perennial candidate for president of the United States, spoke on the 1962 Forum series. Dr. Haas recalls Mr. Thomas’s visit to Eau Claire: “Although advanced in years, Mr. Thomas was still a very forceful character. His schedule was to meet students in the afternoon, then have time to rest at our house before the Forum lecture in the evening. He was wearing an old serge suit — I don’t think he had too many dollars, but it also just was his nature to wear something like that — and in the afternoon those who were taking him around discovered that he had a big hole right in the seat of his pants. They didn’t quite know how to handle the situation, so they called my wife and said, ‘We don’t know what to do, but we can’t let him go on the platform tonight with a hole in the seat of his pants.’ ‘Well,’ she said, ‘I guess the only thing you can do is to tell him to come over to the house and he can lie down and rest and throw his pants out, and I’ll patch them.’ And she did. We have a lovely memento of it; after he returned home, he sent a copy of his latest book inscribed to the lady who was ‘his benefactor.’”

The Norman Thomas anecdote expresses the generous, outgoing, personal relationship between the president’s wife and the college’s visitors, students, and faculty. Dorellen Haas, like Delpha Davies before her, entertained innumerable notables, welcomed students, especially those from faraway lands, and participated in faculty wives and other organizations, including the Eau Claire Woman’s Club, of which they were both past-presidents.

From about 1953 until 1965, prospective faculty members were entertained for meals, and often overnight, in the president’s home. Dr. Haas has pointed out: “There were no entertainment budgets at that time, and between the first of February and the first of August entertainment of candidates was continuous because for every person we hired we usually interviewed about three people. So if we had 50 positions open, we probably had 150 people here on campus. I recall that when we had train service into Eau Claire, and candidates were to arrive in the middle of the night from Chicago, Dorellen and I would get up at 2:30 in the morning and go out to Altoona to meet the train there, because it remained there for 40 minutes, and we could pick up our guests earlier. We often entertained them at our home, and my wife was up at seven o’clock to get breakfast for them. She did the cooking for breakfast, lunch, and dinner; there were no servants, she took care of it all.” Dorellen Haas’s “uncanny memory for people” — because “she likes people

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FORUM COMMITTEE OF 1967: Left to right: Nina Nacheel, Dr. W. C. Puttmann, Mrs. Estelle Fletcher, Professor Grace Walsh, Dr. Robert Fossland, Standing: Richard Steinke, Mrs. Winifred German, Johannes Dahle.
so much,” in the words of her husband — has been of inestimable help to him, he avers, as she in her role of social hostess for college and university has created a true sense of community.28

In April of 1965, President and Mrs. Haas journeyed to Bemidji, Minnesota, for the inauguration of Dr. Harry Bangsberg as president of Bemidji State College. Dr. Bangsberg, a member of the history faculty at Eau Claire from 1956 to 1959, left Eau Claire to become assistant to Eugene McPhee in the board office. When he was selected to be president of Bemidji, he became the fourth faculty member from Eau Claire to be chosen for such an office; the others were Dr. Bjørn Ullsvik, president of WSU-Platteville; Dr. Karl Meyer, president of WSU-Superior; and Dr. Leonard Haas, WSU-Eau Claire. In the inaugural address which he gave for Dr. Bangsberg, Leonard Haas took as part of his theme the role and contribution to an institution’s morale of the president’s wife.29

These years brought forth an unusual cross-fertilization of ideas on campus. Dr. Richard E. Hibbard, vice president for academic affairs, arranged a symposium for Alumni Day 1963 entitled “Magic Cements,” in which W. Parker Clark, chairman of the physics department, made the first presentation on developments in science, with Dr. T. A. Barnhart, chairman of English, and Dr. Robert O. Gibbon, chairman of political science, responding to the report of new discoveries in science with their view from their “windows” of the humanities and the social sciences. The following year, Dr. Hibbard arranged a symposium on “The Three Freedoms,” with Dr. Helen Sampson, professor of English, discussing “Freedom to Communicate,” Dr. Mark Fay, professor of biology, “Freedom to Learn,” and Dr. Wilmer Pautz, associate professor of education, “Freedom to Persuade.”

All these addresses, subsequently printed in the university’s magazine, The View, provided alumni with insights from alma mater. But not neglected were matters ranging into view from other parts of the country. The spring 1964 issue of The View carried an article by Dr. Clare Marquette, formerly of the Eau Claire faculty, professor of history at the University of Mississippi, describing in detail the violence with which the entrance of James Meredith into “Ole Miss” was met.30

“Excellence on the Campus” was the title of a booklet published in anticipation of the Fiftieth Year observance. It contained the Honors Day addresses given between 1959 and 1963. Two of the six speakers were historians, Laura Sutherland, and Howard Lutz; two, Robert Gibbon, and Richard Hibbard, political scientists; one, Lester Emans, an educator of teachers; and one, Mark Fay, a biologist. Though all contained much wisdom, the most contemporary statement seems in retrospect to be that which Dr. Fay made in his 1963 address:

“We today are poised to venture away from this planet and travel afar. For those who would say we are ready to sponsor a hysterically happy, carefree expedition to yonder stars, I have this sobering admonition. If we visit beings on distant planets, might they not say ‘and how are things at home’? . . . One gregarious member of our expedition is inviting our gracious host to return to earth with us and see the sights. What sights? Who will have the fortitude to take these star-inhabitants on the $10 guided tour — through Berlin, through Southeast Asia, through Mississippi and Alabama, and across scarred wastelands from the Atlantic to the Pacific where once great natural resources prevailed?”31

Celebration: The Fiftieth Year

The Golden Jubilee Year, 1965-66, began for Wisconsin State University-Eau Claire with the dedication of the L. E. Phillips Science Hall. On October 19, 1965, the exact anniversary date of Governor Emanuel Philipp’s appearance in Eau Claire in 1916 to dedicate the normal school building, Governor Warren Knowles presented the L. E. Phillips Science Hall in a dedication address. President Haas made the acceptance speech, and Professor Floyd O. Krause expressed the formal appreciation of the science faculty. The president of the Student Senate, Graham P. Olson, presented the plaque honoring Mr. and Mrs. L. E. Phillips. Appropriately recognized were Mr. S. W. Casey, maker and donor of the telescope, and the family of J. N. Clark, 19th-century collector of birds of the Chippewa Valley.32

“Science as a Human Endeavor” was the title chosen by the distinguished scientist, Dr. James Van Allen, chairman of the physics department at the State University of Iowa, in the evening address on October 19. The discoverer of the Van Allen radiation belt around the earth, Dr. Van Allen, began by saying: “I belong to that great generation of physicists who fully expected that their lives would be ones of obscurity, and, at the most, modest comfort, but ones which might possibly contain an element of intellectual adventure and excitement shared perhaps by, at most, a few dozen kindred spirits. The events of the past 30 years have shown how wrong we were. Science has exploded in scope, in scale, and in diversity. It has been literally engulfed by practical, sociological, and political considerations.” Referring to the famous essay of C. P. Snow, Dr. Van Allen stated that he did not take
nearly as gloomy a view as Sir Charles of a gulf between humanities and the sciences: “But science, as I am using the term here this evening, is the body of understanding and of interpretation which results from human investigation. It contains a fine mixture of observational knowledge, calculation, analysis and aesthetic appeal. Thus science is a thoroughly human enterprise.”

The Fiftieth Anniversary Year, thus launched, continued with a succession of seven nationally known authorities as Forum lecturers in as many diverse fields: Dr. Charles Malik, former president of the United Nations General Assembly; Dr. Arthur Coons, president of the Coordinating Council for Higher Education of the State of California; Dr. James W. Silver, former history professor at the University of Mississippi and author of *Mississippi, the Closed Society*; Robert Taft, Jr., prominent Ohio attorney and spokesman for the Republican Party; Dr. Stringfellow Barr, former president of St. John’s College, Annapolis, Maryland, where he introduced “The Great Books Program”; Dr. H. W. Kloepfer, anatomist and geneticist from Tulane University; Charles (Bud) Wilkinson, former University of Oklahoma football coach and President Kennedy’s consultant on physical fitness; and Dr. Walter W. Heller, economics professor from the University of Minnesota, former chairman of President Kennedy’s Council of Economic Advisors.

Inspired by President Haas, whose vision of the ideal college campus was, step by step, becoming a reality, a Carillon Committee was formed to procure Westminster chimes. The Alumni Association, together with student leaders from Gamma Sigma Sigma sorority, the Student Senate, the Interfraternity Council, the Lettermen’s Club, and a committee headed by campus school faculty member Ruth Hoard which included alumni and parents of pupils of the campus school, carried out a successful drive for the carillon, which was installed in the tower of Schofield Hall before the end of the year, in May 1966.

Recipients of the first Excellence in Teaching Award, established by the board of regents and the Johnson Foundation of Racine, Wisconsin, were determined by alumni of the classes of 1963, 1964, and 1965, asked to vote among all those faculty members they had known while on campus. When the result was a tie between Dr. Wilmer Pautz, professor of education, and Dr. Frederick Armstrong, professor of economics, the Wisconsin State University-Eau Claire Foundation, Inc. offered a second prize of $500 to match the Johnson Foundation cash award.

The School of Nursing welcomed its first class in the fall of 1965, and early in 1966 it was announced that the School of Business would open its doors in the fall. Assured was a leap across the Chippewa River when, in December 1965, it was made known that the city of Eau Claire, agreeing that a site on the opposite bank of the river from Schofield Hall would be ideal for the proposed fine arts building, was willing to transfer a seven-acre playground located there to the university. Douglas Weiford, the city manager, commenting on the agreement, said: “We recognize that the university has not only developed our biggest industry, but has riches that far surpass the economic benefits. The university serves the region as a cultural and educational center.” Construction began on upper campus of the high rise residence hall, and funds were released by the State Building Commission for a social science and business classroom and office building to be erected alongside Roosevelt Avenue across from the Haas, Davies, and Kjer residences.

Art flourished on the campus, with a metal sculpture of Daedelus, an original work by James La Malfa of the art faculty, given by Mrs. Stella Kobilka of the class of 1917. Professor Kenneth Campbell arranged a retrospective show of the work of the Wisconsin-born painter Karl Knaths for the Skylite Lounge of Davies Center, with the artist and the New York City art collector, Emil Arnold, attending the gala opening in May. Also for the Golden Jubilee observance, Mr. Campbell designed a seal of the University showing the “Council Oak” in the center with the lamp of learning and the word “Excellence.” The tradition of the “Council Oak,” a handsome tree on the south lawn of the lower campus, was that over a hundred years ago it was the meeting place for pow-wows of the Sioux and the Chippewa tribes. The tradition was revived in the anniversary year, and the tree was floodlit during the spring and summer of 1966.

On Alumni Day, June 4, 1966, the emeriti faculty welcomed to their ranks Dr. Melvin Rigg, professor at Eau Claire since 1952 of both philosophy and psychology. Holder of doctorates in both fields, he exemplified the kind of versatile teacher whose wisdom and wit marked “the higher learning” at Eau Claire during the years of liberal arts emphasis. Also feted at this time was Miss Delia Anderson, retiring at the end of the 1966 summer session after serving her alma mater as reference and periodicals librarian since 1946. Miss Anderson was also the gracious lady who headed the Golden Jubilee committee through years of careful planning.

The alumni banquet was attended by 500 people honoring the anniversary, with President David
Wiltrout of the Alumni Association presiding over the necessary business affairs, and Alden Losby, class of ’22, as master of ceremonies. The speaker of the evening was Professor Wilmer Pautz, who in his capacity as coordinator of institutional research had made a survey of Eau Claire alumni by questionnaire the year before. The study, suggested by President Haas, revealed the mission which normal school, teachers college, and college of liberal arts had accomplished for the 3,500 alumni who replied to the questionnaire. Statistics which Dr. Pautz gave in his presentation, entitled “A Galaxy of Grads,” became lives whose courses were influenced, if not determined, by the institution: “The greatest contribution of the school at Eau Claire so far may be that it has afforded an opportunity to students with a meager educational tradition to become college graduates; of the 3,500 replying to the questionnaire, 28 percent of their fathers and 19 percent of their mothers had not completed eight grades, and 70 percent of the fathers and 61 percent of the mothers had not completed high school. A degree of economic hardship was also overcome: nearly one-third of the graduates reported they were self-sufficient while earning their college credits, and another one-third were responsible for one-half or more of their expenses, with only one-sixth having their way paid for them.” The importance of the institution’s teacher education specialty was emphasized by the fact that 82 percent of graduates had taught, and 71 percent were teachers in Wisconsin; indeed, 47 percent were active as teachers in 1965. Of the respondents, 44 percent had attended graduate school and 18 percent had earned the master’s degree by 1964. Marriage had attracted 81 percent, and 76 percent had children; 71 percent owned their own homes. They reported the following nationality backgrounds: 31 percent Scandinavian, 28 percent German, and 16 percent British. Active in civic, professional, and service groups were 83 percent of the respondents, and 8 percent indicated they had been elected to public office. When considering the various education institutions they had attended, 75 percent directed their strongest loyalty to Eau Claire.

To Leonard Haas on the Golden Jubilee Alumni Day went the highest accolade: the Distinguished Alumni Service Award. In his response, the president summed up the true meaning of the celebration: “Our growth can be measured in tangible evidences of bricks and mortar and of enrollment figures, but the quality of teaching and of learning associated with the university during these fifty years is of first importance. With 5,650 degree graduates and the hundreds who have received diplomas and two years of college study here before going on to earn degrees elsewhere, we reflect on the lives of people — their accomplishments, their influence, their contributions — and the role of Wisconsin State University-Eau Claire in making these goals possible of attainment.” In his commencement address the next day, the Honorable Carl Rowan said: “All of the hopes and aspirations of the human race lie within the hands of educated men and women.”

**CHAPTER VII — FOOTNOTES**

1 The inauguration of Dr. Leonard Haas was tape-recorded in its entirety by WECL as a special public service in cooperation with the Board of Regents of State Colleges. Tape and transcription are in the Archives, UW-Eau Claire.


8 Richard Hibbard, letter to Laura Sutherland, in UW-Eau Claire Archives.

9 Building on a program begun by Dean Pedersen, Mr. Kearney placed emphasis on recruitment in Milwaukee, Waukesha, and Dane Counties. One strategy was to recruit a few students from a given high school; in the following year, draw attention in high school visits to alumni of that school attending Eau Claire, thus setting in motion a chain reaction leading to future admissions from that high school. In this manner, students from the Milwaukee larger area increased from 1.3 percent of Eau Claire’s student body in 1960 to 10.1 percent in 1970, and aggressive recruitment produced similar results in Dane County and in parts of northern Illinois. Interview with John L. Kearney, February 1975. Statistics from the Office of Institutional Studies, UW-Eau Claire.

10 To help the nine Wisconsin State Colleges/Universities find new faculty for positions opening in the fall of 1964, Dr. Robert C. Williams, former president of Whitewater, interviewed 728 candidates at 39 universities in 20 states in 1963-64, traveling more than 14,000 miles. The area covered Ohio and Georgia on the east and Wyoming and Texas on the west. Newcomers to the campuses in the fall of 1964 as the result of the faculty recruitment program included approximately 60 at Eau Claire, 35 at La Crosse, 95 at Oshkosh, 55 at Platteville, 40 at River Falls, 40 at Stevens Point, 35 at Stout, 35 at Superior, and 85 at Whitewater. *Wisconsin State Universities Report*, Vol. XIII, No. 4, October 1964.

11 In January 1964, Fred Harvey Harrington, president of the University of Wisconsin, wrote Dr. Haas a brief note of congratulation on the new administrative organization, adding: “We too are wrestling with reorganization, and hope we can get a few more changes in before the big enrollments hit.” Letter in the Archives, UW-Eau Claire.
Dedication booklet, “Residence Halls at Wisconsin State University-Eau Claire,” May 14, 1966. Guest list, which included members of the Area Committee and the President’s Club of the Eau Claire State University Foundation, was published in a news release, dated May 10, 1966, prepared by the Office of University Relations.

“Milwaukee Sentinel,” “King Stirred Audiences in State Visits,” April 5, 1968. Mr. King was assassinated in Memphis, Tennessee, on April 4, 1968.

The anecdotal material was gathered largely in interview, Jenswold with Haas, March 25, 1975.

“Minneapolis Tribune,” “Bemidji State Installs Its New President,” April 21, 1965. Dr. Harry Bangsberg was killed in Vietnam on March 23, 1967, when an eight-member team of educators studying Vietnam’s higher education system for the U.S. Agency for International Development lost their lives in an airplane crash; The View, Spring 1967, p. 15.


“Excellence on the Campus,” privately printed, WSU-Eau Claire.

Program of Dedication, interleaf in the Dedication booklet of the L. E. Phillips Science Hall, October 1965.


A fine preview of the Golden Jubilee Year programs was given in a special edition of the Daily Telegram, printed on gold paper, August 1965. The Spectator also printed a special edition in blue ink on gold paper in the fall of 1965.

Folder on the Carillon Committee and its work in the files of Hilda Carter, committee secretary; also The View, Summer 1966, pp. 15-19. The campus school also held an alumni reunion banquet in 1966.

The View, Spring 1966, p. 12.

“Milwaukee Journal,” “What’s New at the U? Eau Claire Center Reflects City. Campus Cooperation,” by Ralph D. Olive, December 26, 1975. Hoped for at this time was a city-university auditorium in conjunction with the fine arts building. Also recognizing the university as an asset to the city, the Chamber of Commerce gave a banquet for the faculty and administrators during the Golden Jubilee Year.

The View, Winter 1966, p. 11.

A year later, through the mediation of Professor Kenneth Campbell, Mr. Emil Arnold donated 27 pieces of contemporary art and sculpture to Wisconsin State University-Eau Claire for its permanent art collection, including a Karl Knaths painting valued at $4,000. The View, Summer 1967, pp. 8-11; also the Emil Arnold Art Collection brochure printed for the opening exhibition by WSU-Eau Claire, summer 1967.

Though it still stands, the “Council Oak” lost its perfect shape when struck by lightning on July 10, 1966. The event drew little attention in the local press. On the same day, Martin Luther King, Jr., led a march in Chicago for nonviolence and solidarity in the civil rights movement. The Johnson administration, it was disclosed, planned to increase U.S. forces in Vietnam to 375,000 men by the end of the year, and four infantry battalions in Vietnam spent the day stalking the enemy Vietcong in the jungle near the Cambodian border. Daily Telegram, July 11, 1966.

The 1965 Honors Day address by Dr. Melvin Rigg, “Signs Along the Way,” was reprinted in the summer 1965 issue of The View, pp. 6-7. Retirement of Dr. Rigg and Miss Anderson, The View, Summer 1966, p. 15.