As in the case of many young human beings, it is hard to tell when an institution commences to leave its period of immaturity and grow into adulthood. There isn't an exact day. For the purpose of this discussion, I am going to consider that that happened in the case of the University of Pittsburgh in the years starting with 1908, when it moved from its cramped little campus on the North Side to Oakland, and that there were approximately twenty of those adolescent years.

Earlier Pitt was a little-boy college known as the Western University of Pennsylvania, not to be mentioned in the same breath with the traditional eastern universities or with the great state institutions to the west. It was small in enrollment, small in faculty, small in dollars, small in traditions and very much smaller in fame. It was too little recognized even to be credited with a few big things it had already produced.

When the University changed its name and moved from North Side to Oakland, it was a small college in the eyes of almost everyone. Twenty years later, even the least observing, in the family or outside, thought of it as a genuine university. In those two decades came the big transition.

The official birthdate of the name University of Pittsburgh was July 11, 1908, when the Court of Common Pleas approved the petition of the University to that effect. This had been recommended by the Betterment Committee of the trustees as far back as January 1902. That committee included distinguished names. It was composed of the Hon. James H. Reed, the chairman, Daniel H. Wallace, William McConway, Andrew W. Mellon, W. L. Scaife, Benjamin Thaw and Calvin Wells.

At the time they made this recommendation, their report also called for efforts to obtain a better site than the crowded area in Old Allegheny, and to obtain funds from the legislature and others to finance new buildings. Also for the faculty to submit a program of

An address delivered before a meeting of the Society held in our auditorium, Stevenson Hall, on the evening of December 2, 1970, by Mr. Ketchum, pioneer in mass communications and professional fund raisings. Nationally known in his profession and a leader in civic affairs he has always been deeply loyal to the University in which he was educated.—Editor
elective studies to enlarge the student body and strengthen Pitt's courses.

Just before the first actions of the board of trustees leading to the removal from the North Side to Oakland and the inception of the plan of growth, the board included in its membership three of the most famous citizens of Pittsburgh then, or at any other period — Henry Clay Frick, Andrew Carnegie, and Henry Phipps.

From 1905 to 1907, continued efforts for funds were made. At this time, there were five East End sites under consideration, three of them in various parts of the Squirrel Hill area, one on Braddock Avenue, and the one finally chosen.

December 13, 1907, the board voted to buy the forty-four acres comprising the Schenley Farms site, at prices totaling $537,000. They instructed Chancellor McCormick to launch an anniversary fund campaign for one million dollars. He tried, but made little progress, although among his principal appeals were those to Andrew Carnegie, Henry Clay Frick, Henry Phipps, Lord and Lady Ellenborough and other well-known philanthropists.

The campaign finally began in 1914, the first under professional direction, for a college, and resulted in contributions exceeding two million dollars, all from local sources.

After a keen competition of architects for the commission to design the buildings to be erected on the new site, the so-called Acropolis Plan of the firm of Palmer and Hornbostel was selected, and the James L. Stuart Company was picked to put up the first building, that of the School of Mines, later called State Hall.

**Pitt's Birthday**

The commencement of building coincided with the change of name in July 1908. The cornerstone was laid October 2, 1908, and shortly afterward Trustee A. J. Kelly, Jr., head of the Commonwealth Real Estate Company, was authorized to sell the remaining property of the old campus.

Starting then, an effort to obtain $250,000 for the erection of an engineering building, Thaw Hall, was conducted, terminating successfully in 1910. That building was erected and occupied by the end of 1909 and the Medical School building, Pennsylvania Hall, at the top of the hill, saw groundbreaking June 9, 1909, and occupancy in January 1911. While all of this was going on, the city extended Bayard Street west from Bellefield Avenue to Bouquet Street, which tied the new campus into the Oakland area.
Much of the costs of these early structures was on the cuff, courtesy of the Pittsburgh banks. Despite this low priority governmental rating, the cornerstone laying of the first building of the new campus, that of the School of Mines, featured in its program, Vice-President Charles W. Fairbanks and Governor Edwin S. Stuart.

Frank F. Nicola, a farseeing realtor and area developer, aided by his brother, Oliver P., and operating through their Schenley Farms Company, turned the little suburb of Oakland, lying between the city and East Liberty, and still bordered by wooded areas in the Shadyside region and on Squirrel Hill, into one of the finest and most complete civic centers in the world.

The University was a major factor in this transformation. The Nicolas' success in convincing the trustees that the hillside between Bigelow Boulevard and Centre Avenue was the right location for the University, had determined its future and that of a number of other important institutions whose later conclusions were governed in part by Pitt's location.

Among the important items of building going on when State Hall, Pennsylvania Hall, and then Thaw Hall were rising, were the Soldiers and Sailors Memorial, Forbes Field and, shortly, the Masonic Temple and Schenley High School.

The Law School remained downtown in rented space, and the School of Pharmacy at the corner of Pride and Bluff Streets overlooking the Monongahela. On the barren hillside in Oakland, the University's planners found they had to build over an old coal mine, which later made trouble, especially when Alumni Hall and the Stadium were erected in 1920-1921 and 1924-1925. The hillside was anything but beautiful, and in the early years, Pitt had no money available for expensive landscaping.

Streetcar Days

Bear in mind that this was the streetcar era. Automobiles were few, and buses not yet known. Everybody, except a limited number of students who could walk to school, came to Pitt by streetcar, or by the way of the Pennsylvania Railroad, through the Shadyside Station off Aiken Avenue. In my own student days, I sometimes walked from or to Homewood, where we lived during part of that period, and I knew fellow students who came afoot daily from East Liberty, Squirrel Hill and, infrequently, Wilkinsburg. We didn't know then that two blocks was a long walk, as so many now seem to believe.

Incoming trains on the Pennsylvania, P. and L.E., and Baltimore
and Ohio Railroads daily disgorged large numbers of Pitt students, who took the streetcars from the stations. Between 3:30 and 5:00 p.m. all of these moved in the opposite direction. A few hundred inhabitants of the fraternity houses and boarding houses of Oakland were the only ones on or about the campus after four o'clock. Dormitories were non-existent.

The University's neighbors at that time, other than those who had their private homes in the vicinity, were, in addition to the Soldiers and Sailors Memorial Hall, the old 18th Regiment Armory, named for General A. J. Logan, the First U.P. Church and the newly built Pittsburgh Athletic Association, both fronting on Fifth Avenue, and the Schenley Hotel opposite. There were no Schenley Apartments, no hospitals or Medical Center buildings, no Twentieth Century Club. The area which now contains the Cathedral of Learning, the Heinz Chapel, and the Foster Memorial, was occupied by two old mansions, the original farmhouse, two truck gardens, and a couple of tennis courts.

In 1914 a wooden tabernacle stood for a few months on the Forbes and Bellefield corner. It was built for a revival campaign of the famous evangelist, Billy Sunday.

Back of Carnegie Institute, as it stands today, was the original Carnegie Institute of Technology, which had a number of fine new buildings. Forbes Field was first occupied in 1909. Neighbors, not quite so near as those named, included St. Paul's Cathedral at Fifth and Craig, and the old Duquesne Gardens, which stood where several major apartments do now on Craig, north of Fifth Avenue. In those earlier years, we utilized Soldiers and Sailors Memorial Hall for assemblies and chapel services.

When the University had been a few years on the new site, the first Mellon Institute building was erected, facing on Parkman Street. It was then headed by the famous Robert Kennedy Duncan. Next to it, for many years, stood a tiny frame building which housed the book store and the lunch room, the latter operated by a character named Herman Wolf, famous for his frequently-stated promise that if you counted your beans and found less than one thousand on the plate, he would make up the difference. His menu included very little else. Just soup, ham sandwiches and coffee.

**The Early-year Neighbors**

Outer Fifth Avenue, from Neville east, was an avenue of mansions. People at that time used to take weekend streetcar rides just to gape at the homes of the Westinghouses, Heinzes, Mellons, Thaws,
Benedums and other leading citizens. A lot of them lived on North Highland Avenue, too.

The Hill District, between Oakland and downtown, had a population then that was strongly Jewish, Italian and Slavic, with the Negroes yet to come. "The Hill" started at Grant Street.

East Liberty was the nearest large shopping area and the nearest large one of middle-class homes. Homewood was peopled chiefly by blue-collar employees and clerks from Westinghouse Electric and Westinghouse Air Brake. Wilkinsburg was a farther-out East Liberty. From all these areas, Pitt drew many students, and some went to them to board, sometimes with relatives or old friends. Student automobiles did not exist in the earlier of these years, and few, indeed, of the faculty owned a car. A lad named Flaccus and one named Trees, sons of wealthy fathers, introduced the first autos to the campus about 1914. These boys were regarded with awe.

At this time, not one of the great group of what are now the Medical Center hospitals was in Oakland. Magee Memorial came along first. Eye and Ear was on Fifth Avenue, halfway to town, in a small structure, still standing. Presbyterian was on the North Side. The nearest hospitals to the campus were Homeopathic, now Shadyside, and West Penn.

In the first decade of this growing period which we are discussing, the square now occupied by the University Club, the Concordia Club, the old dental building, the former insurance building and medical office building was empty save for the First United Presbyterian Church which stood, and stands, on the corner of Fifth Avenue and Thackeray Street. Those other buildings were all erected in the later years of the second decade or the early part of the next.

Just prior to that, students made considerable use on clear days of the empty square, bordered with trees, lying on the ground to study. They made like use of various sections of the hillside, not yet groaning with buildings.

Logan Armory, the home of the 18th Regiment of the National Guard, was there. It has recently been torn down to provide some of the space for the new engineering complex. The Pittsburgh Athletic Association was there, but the Mosque was not, until 1916. The Historical Society of Western Pennsylvania building went up in 1912 as, of course, you know. The Masonic Temple was built in 1914-1915. Two or three old residences fronting on the south side of Bayard Street, just north of the Masonic Temple, became the first sorority houses at Pitt. One of these had been a Follansbee residence, one that
of A. J. Kelly. The Schenley Apartments date from 1923. The Twentieth Century Club came in 1929.

We had very few students originating more than 150 miles from the campus. Those few were enrolled chiefly in the little School of Mines or in dentistry, there being few qualified dental schools in this part of the nation. From about 1912 the University put on a campaign to bring in other students and other well qualified boys and girls from the high schools within one hundred miles or so, through a system of high school visiting and summer recruiting. A good number of our later alumni leaders arrived here as a result of these efforts.

Other Beginnings

In the very first years at the Oakland campus, George Baird wrote the words of our Alma Mater, George Kirk and Lester Taylor composed "Hail to Pitt." The "Alle-genee" and other yells moved over from the North Side campus. The student body, like others of the day, would be considered very "Joe College" now, but that naive, youthful devotion had its points. Many of today's students would be the better lads and lasses, and the better alumni some day, for a dose of it.

The era of the founding of new schools at Pitt in the early decades of this century, was also a time when the University felt a new sense of importance, because students commenced to come from a distance to the new campus, as they rarely had to the old. This brought a sense of cosmopolitanism which was exciting. These students were on campus most of the time, and furnished a cadre to rally around in student activities.

Mellon Institute, new and virtually unique, was a source of pride which infected many other areas. The coming as football coach of the world-famous Pop Warner added to our sense of importance.

The students of the transition period, like their predecessors, considered themselves as appropriate subjects for disciplinary control by administration and faculty, and never seriously rebelled against it. The idea that they had a right to share in the control of curriculum or schedule or the choice of instructors never occurred to them, and would have been accepted by few if it had. They did not possess the simple arrogance of those of today's students who at Pitt as elsewhere believe that their complete lack of experience and training qualifies them to be decision-makers, rather than to be governed by persons who have first-hand knowledge of the matters involved and experience by which to measure circumstances. They could, and occasionally did, resent some action of a chancellor or dean, or faculty member, but not on
the grounds that they who came to the University to learn from such mature, experienced people had the right to tell their seniors what to decide and what to teach them. It took the baleful influence of a Dr. Spock on the parents of a later generation to bring about that flight from sanity.

What were the major evidences of Pitt's entry into an age of puberty? First, the creation of the Schools of Education and of Economics, the commencement of real graduate work in the University, a department of University Extension. Combination courses in law and in medicine were established which permitted a real student to gain his baccalaureate and professional degrees together in six years.

Next came a slowly-growing enrollment of girls. Pitt had been an institution for boys alone almost to the turn of the century, and before the campus move, the number of girls registered at any one time could have been counted on one's fingers.

The lifting of faculty salary levels two or three times during this adolescent period aided greatly the improvement of teaching quality. We were able to bring in more and lose fewer good ones. Becoming better known and more admired helped, too, in persuading teachers of ability to come here.

Acquaintanceship and liking between the campus and the Pittsburgh area's business community were cultivated successfully by the Schools of Engineering and Economics. During this period, Deans Holdsworth and Bishop were well qualified for this selling job.

**The Pitt Decade?**

In most respects there was not a great deal of significant progress in Pittsburgh itself in the second decade of this century. We were in the political doldrums. Economically, things were not bad, but they were not big, either. The big industrial developments that came a few years earlier were not matched by those of this ten-year period. Building was at an ordinary rate, or less. Our plants, stores and other institutions were pretty much in 1920 as they were in 1911. Pitt had the decade more or less to itself . . . and if that is too prejudiced a claim, let's say that at any rate the Pitt advance for that period stands out now as more conspicuous than any other of its time in Pittsburgh.

In those second and third decades of the century, the use of drugs was never even heard of around the University, and students were never involved with them. Very little hard liquor was used, and the occasions when it came to notice were so rare that it attracted great attention when it did happen. Beer drinking, even at a moderate level
and off campus, was regarded as pretty high-spirited conduct. Religious interest was a great deal higher than it is now. The occasional chapel services were well attended. The trial of an honor system in examinations was fragmentary. Some teachers could install it and find it observed; others could not.

In those early years of the adolescent period, students who could not lunch in one of the few fraternity houses ate either in the exceedingly modest University cafeteria, opposite the north end of Thackeray Street, or in Oakland, where several Greek restaurants and several barrooms, the latter chiefly operated by Germans, encouraged their trade. Faculty members, somewhat better financed than their pupils, could and often did lunch at the Schenley Hotel, usually in the grill. The Mellon Institute staff, on the average more highly recompensed than classroom teachers, were an object of envy to instructors and assistant professors because they could afford the Schenley's equivalent of the famous "blue-plate special."

During those adolescent years, the first of the branch campuses of the University was established in Erie, and the second in Johnstown. The Department of Fine Arts came into being, as a result of Chancellor Bowman's efforts and the generous patronage of Miss Helen Frick. The erection of the Medical Center, now one of the ranking hospital complexes in the United States, was begun on the former H. K. Porter property, the first structure being that of the Children's Hospital, erected in 1926. It was shortly followed by the huge building shared by the Presbyterian, Eye and Ear and Women's Hospitals. The original plans for this Center were realized, but it has been greatly increased in recent years.

Student activities multiplied. Omicron Delta Kappa, national honorary fraternity founded two years earlier at Washington and Lee University, spread to Johns Hopkins and then to Pitt at about the same time, 1916-1917. The Pitt Players came into being around that time, too. The R.O.T.C. was founded at Pittsburgh, and at a long list of other universities, in 1920.

*The Things We Bragged About*

In the period just before and just after World War I, there was considerable pride on campus and to some degree among other Pittsburghers in the English Department, and in chemistry. Political Science also received high marks in public opinion, largely due to the fame of Dr. Francis Newton Thorpe. Insofar as Pitt students held any views of the comparative merits of teaching staffs, there was some
confidence in the theory that our teachers were less old fogy, more modern than the instructors at the other colleges in this area.

Such men as John Thom Holdsworth, Will Grant Chambers, John C. Fetterman, Frederick L. Bishop and Harry B. Meller were deans of the undergraduate schools. The registrar, Dr. A. E. Frost, had moved over to Oakland with the institution, and as the professional schools became related to the undergraduate core, Deans Arbuthnot, Friesell, Koch and Shafer came with them. Another notable and influential factor of that day of great beginnings was Charles Barr Robertson, the Director of University Extension and an able special assignment man. The business manager, Frank Eckels, was an important person.

Dr. Samuel Black McCormick, who presided over the University's destiny for a decade and a half, had been a Presbyterian minister. He came from a family which dated back to the pioneers in Western Pennsylvania and lived in Westmoreland County. He was a graduate of Washington and Jefferson College and the Western Theological Seminary. He was not very highly famed in the academic field, although far from looked down on. He was only moderately liked by the students and faculty, but he was respected. He held a higher rating in the community than on the campus. Dr. McCormick had an invaluable adjutant in his cousin, Samuel Black Linhart, who was secretary of the University throughout Dr. McCormick's tenure and thereafter. Dr. Linhart always knew his cousin's mind and often helped to form it. He was a man of many duties, which he performed methodically, with care, with firmness, and with occasional manifestations of a dry humor that surprised those who believed him to have no moments but serious ones.

One of the measures of Chancellor McCormick lies in the fact that in choosing most of the deans of the already established schools and all of those of the newly added ones, he picked men of strong leadership, not fearing that they would overshadow himself. In those days, the deans did not operate their respective schools by consensus of faculty opinion. They were expected to be executives. They were. Today college deans are often little more than conveners of faculty meetings where everything is debated and a few things settled. Friesell, Chambers, Bishop, Holdsworth and their like were a lot more man than most of their successors, and there was much more law and order in the operation of their schools. Those deans of our adolescent era were on the whole very greatly admired by their students, and they
led their teaching colleagues without taking a plebiscite on every proposed measure.

Pitt’s modest size during the second decade of this century, despite the growth from 1910 on, made personal relationships easier, both among students and among teachers and pupils. Some of the faculty members of that day had large and ardent personal followings, because they not only won admiration in the classroom but had time to develop social contact with their students.

**Remembered Teachers**

Among members of the college faculty who enjoyed great popularity were Professors Alexander Silverman, Andrew B. Wallgren, J. K. Miller and Frederick Raschen. Dean John Thom Holdsworth and Howard Kidd, the brilliant and beloved young teacher of transportation who met an untimely death, were perhaps most popular of the economics faculty. Registrar “Mother” Frost was a favorite of many college generations. John Weber, Reid Stewart, and L. C. McCandliss were engineering teachers long remembered for their personal qualities, and Charles S. Miller, the Director of Athletics, had a very wide and friendly circle of acquaintances. He was a helpful friend of many a student.

Several leading men of the city took an increased and highly important interest in the growing institution, and their decisions largely occasioned its growth. The Mellon brothers, Andrew W. and Richard B., did much for Pitt, and so did George H. Clapp, one of the founders of the Aluminum Company of America, who served his Alma Mater more than half a century as trustee, at least thirty years as president of the board, and was for years the oldest living alumnus, active up to the age of ninety.

D. Lindsay Gillespie, Alfred R. Hamilton, Andrew Jackson Kelly, Homer D. Williams and Hamilton Stewart were outstanding trustees, as was the benevolent and much loved Benjamin Thaw. Follansbee and McEldowney were names that meant much to Pitt then. Former Chancellors Holland and Brashear maintained an active interest and participation right up to the end of their lives.

The atmosphere of the growing and changing University altered radically after the 1921 arrival of Dr. John Gabbert Bowman as Chancellor. He came from the position of executive of the American College of Surgeons, prior to which he had been president of the University of Iowa.
The Bowman Era

He was a man of great intellectual gifts, tremendous self-confidence and an exceptional imagination, but had very little understanding of people. He was an unusually introspective man, a lonely genius.

He never in his twenty-five years here, got close to the faculty or students as a whole, and never to many individuals in either group. He brought with him a profound distrust of alumni, having had a series of encounters with those of the University of Iowa. He had as little to do with Pitt's young and generally eager and enthusiastic graduates as he could. He had always a few favorites from the ranks of the faculty, and was en rapport with three or four of the administrative organization, such as Steele Gow and Heinie Weber, while battling almost from the beginning with several of the deans, who began resigning and departing, along with some of the department heads, who moved on after a couple of acrimonious discussions with Dr. Bowman. The whole tone of the University gained in aspiration for quality and in the lifting of scholastic standards, while simultaneously it deteriorated in good fellowship, teamwork and comfortable, friendly environment.

Dr. Bowman's magnificent plan for the Cathedral of Learning and his other far-reaching concepts of the place of the University brought him high stature and wide influence with many of the city's leaders, through whom a great deal was accomplished. He did this in spite of the fact that he had an absolute minimum of capacity for friendship, let alone intimacy. His predecessor, Chancellor McCormick, looked pompous, but really wasn't. Dr. Bowman was the epitome of the ascetic scholar, but he was essentially a prideful man who little trusted anyone but himself. It was hard for him to believe that anyone else held his high ideals for education or had his capacity for judgment. He was a hypersensitive man. Some of the frictions which afflicted him grew out of his capacity for taking offense which was not intended. Dr. Bowman, whose disinterest in athletics could not have been exaggerated, was always edgy and a little apologetic about Pitt's successful football, basketball and track teams. He would have considered it more respectable for them to be steady losers. In a constituency ... students, alumni, faculty, neighbors ... who were enchanted with the rise in the University's athletic prestige, this was a black mark for him. He turned out for some of the early-season football games, but no word or gesture indicated that he was there save under duress.

Early in Dr. Bowman's administration, the University acquired
the H. K. Porter property, an estate of a good many acres, running from Terrace Street, just below the stadium, down to Fifth Avenue. The old mansion was used for several years as a faculty club, and then the property became the site of the Medical Center.

**Different Kind of Students**

The blase and more or less sophisticated students of today at Pitt, as at the other universities, would sneer at the pep rallies, organized rooting, college songs and other manifestations of the pre-war and immediate post-war days. At that time, too, the prevailing student attitude was one of confidence in his college's administration and faculty, and some of the rarer souls even made friends with teachers. Of course, I don't know the current crop of collegians as I did those of that earlier era, but I see more of them than do most baldheads, and it seems to me that the undergraduates fifty years ago lived closer to each other, made more lasting friendships, had more spontaneous fun, took themselves less seriously and their studies more so, and came out a more natural group of young men and women than the present crop is likely to. We knew nothing of generation gaps. Parents often were rated as among our best friends.

During this epochal period of Pitt's puberty, the old *Pitt Weekly* became a three-times-a-week paper, student-edited but with administrative supervision both as to editorial and financial policy. No four-letter words. No sex shockers.

The University moved into intercollegiate debate; a couple of its orators, one while in his freshman year, won the national oratorical title. Debate became, in much later years, under Dr. Newman, one of Pitt's most consistently successful activities, and brought it into favorable comparison in that field with any college in the land. There it still stands.

There were not any subsidized student activities then. Participation was strictly voluntary, usually under difficult conditions. The Band, years later to be subsidized by a wealthy trustee, was small, feeble and highly amateur.

The great period of heavy immigration at the turn of the century and during the first decade, running into the second, brought a large population to the Pittsburgh area from eastern Europe. Early among them were a great many Russian, Polish, Rumanian and Hungarian Jews who settled here, chiefly in the Hill District between Oakland and downtown Pittsburgh. In many instances, despite their state of extreme poverty, they fought themselves through to a college educa-
tion, which to many of them meant Pitt, which they could attend without the expense of living away from home. Many of them were among the best students at the University, once they had acquired a command of the language, and some of them went on to become leading citizens of our community and country. They usually were very ill-dressed, frequently ill-fed and nearly always battling for leadership in their classes.

The Slavs and Italians were pouring in, too, but did not go to college in any such proportion, nor with such determination. Students here and on other campuses referred to them as “Polocks,” “Guineas” and “Dagoes,” although those derogatory titles were less common in college than in other circles. The Negro population of Pittsburgh was small and not much represented in the student body of the time.

At this time when the University grew into its long-pants stage, alumni were of two kinds. There were not a great many graduates of the College and the School of Engineering, but what there were tended to be loyal and in many instances almost ecstatic at the sight of their beloved University commencing to look and act important. The other group, the physicians and dentists and pharmacists and lawyers, included in each contingent some quite devoted Pittites, but the majority of the graduates of those professional schools either attended them before they were built into the University, or came from other schools where they had obtained their baccalaureate degrees, and they could not care less about the merged institution.

**Influence of Athletics**

Pitt was a good illustration of an institution, reasonably common in the United States, which accompanied its academic growth by athletic expansion, and was in fact in part based upon it. At the beginning of what I have chosen to call the period of adolescence, Pitt had its first nationally noted football team: that of 1910. This team won every game on its schedule and, while there were not many teams of high standing in that list, drew the attention of sports critics who had never before noticed us. In 1912, however, the team’s fortunes hit bottom. The coach was fired and a Princeton All-American named Joe Duff (brother of the Jim Duff who much later became Governor and Senator) took over, aided by a shrewd little genius called Nubs Harlan. They went out after good players and, backed by some enthusiastic alumni, came up with the great Hube Wagner, Chalky Williamson, Bob Peck and Rendall Soppitt in the fall of 1913; a year later these were joined by such notables as Jock Sutherland, Red
Carlson, Andy Hastings, Tiny Thornhill and Jimmy DeHart, all names which became household words among followers of athletics all over America.

In those early years in Oakland, Pitt's big athletic rivalries were with Penn State, West Virginia and Carnegie Tech. We still competed a good deal, too, with such rivals as Westminster. We were not much bigger, until the second decade of the century, than they were.

In the early part of these adolescent years there continued an active rivalry with Washington and Jefferson College, whose school song averred, "We are the oldest college from the Alleghenies west," and went on to comment that, "W and J was W and J when Wup was but a pup; W and J will be W and J when Pitt is gobbled up." This led to occasional asperities and annual exchange of badinage, until the time came when the University was so much bigger than the College that the rivalry languished and the slogans ceased to have meaning. One of the last manifestations was the Pitt song, written during this period, which asserted that "They'll drape the crepe on Little Washington, mourning the Wash-Jeff goat." The inspired composer had an alternative chorus which pointed out that the "Penn State fate will be oblivion, mourning the Nittany cat."

All major football games on Pitt's home schedule filled Forbes Field, from 1914 to 1923. That capacity was much less than it was some years later. There was constant demand, from the football-crazy alumni and other fanatics, for larger seating capacity and stands built for football. Floyd Rose, Al Hamilton, Karl Davis and their colleagues had no great difficulty in selling the business community on the need for a real stadium with more seats, and the demand for the six per cent bonds by which it was financed was so great that checks for half a million dollars had to be returned. These were orders in excess of the $2,100,000 bond issue, in the event the stadium cost an extra $100,000.

College squads in the years about which we are talking numbered twenty-five to thirty players, and there was no coddling such as seems to mark the present-day game. The boys played both offense and defense. A 180-pound halfback was a big one. The top weights among the linemen in the days of Duff and Warner, who took over in 1915, and Sutherland, who coached from 1923, ran about 205 to 210 pounds, and some line players were in the 180-pound range. That was even in the face of the lying about weights which then was prevalent. Today's college tackles will run around 240, and a varsity end is not a slim, quick lad of 175, but a man of 76-to-80 inches in height, probably
weighing a good many pounds over two hundred.

During this growing period we added to our schedules such worthy opponents as Syracuse, Army, Nebraska, Minnesota and Notre Dame. A little later we commenced playing, at intervals, Ohio State and other "big ten" teams.

*Alumni Hall — a Lifesaver*

When the United States entered World War I on April 6, 1917, the very large majority of the University's graduates were young, because the institution's growth in numbers had almost all taken place within the six or eight years before the war. As a result, an inordinately high percentage of them went into uniform. A story was printed after the war that Pitt had had the highest percentage of its alumni in uniform of any educational institution. I do not know whether that was absolutely accurate but, if not, it was certainly very close to the truth.

When those young men came back to their homes in 1919, the University was in desperate shape for teaching space. Classes were being held, on days when it didn't rain, on the wide steps of State Hall and Thaw Hall, because every available spot inside was busy; and on the rainy, snowy days, those classes had to move into such engaging areas as the furnace rooms. The situation was too critical to wait for the returning alumni to build up their economic strength. A campaign was launched in the beginning of the school year in September 1919 for a recitation hall designed to double the classroom capacity of the undergraduate schools.

Within a year from that date, thousands of young Pitt men and women had reached into their own thin pocketbooks and, with the generous participation of the limited number of their elders, provided the funds for Alumni Hall, the construction of which was begun on the hillside above the two existing major structures occupied by the undergraduate schools. This added so many classrooms and lecture halls that it was the salvation of the institution from 1921 to the late 1920's, when the Cathedral of Learning began to be occupied.

The Cathedral of Learning had to be built piecemeal once the exterior structure had been erected, a floor or two at a time being rough-finished and occupied with all the furnishings coming along as funds became available, and the furnishings in those early years selected for low cost and durability.

The Cathedral of Learning project, proposed in 1922 by Chancel-
lor John Gabbert Bowman, became perhaps the most important single event in the history of the University. Incidentally, its accomplishment eliminated the curse of being known as a football college. Charles Z. Klauder of Philadelphia, who had achieved fame as the leading college architect of the nation, serving Princeton, Yale, Duke, Bryn Mawr, Wellesley and other leading institutions, was chosen to create the building.

The Cathedral

It is an old and often repeated story to those within the University family, but may have been forgotten by many other Pittsburghers, so let me just review in their barest form a few of the essential items in the chronicle of how that great building came about.

A. W. and R. B. Mellon, who did so much for their home town for so many years, bought the great undivided plot called Frick Acres, between Fifth and Forbes Avenues, Bigelow Boulevard and Bellefield Street, and gave it to the University to be the home of the Cathedral of Learning and other buildings. Klauder's design was completed and used by the Chancellor to convince enough of his trustees of the desirability of a skyscraper as a recitation hall, something that many of them and many others regarded as so outrageous a concept that they never did reconcile themselves to it. The campaign for funds to erect the building began in January 1925. The estimate of the building's cost was ten million dollars. It was to be raised in three campaigns, three or four years apart, the goal of the first to be three million dollars. This campaign was headed by Homer D. Williams, then president of the Carnegie Steel Company, which was even then in process of becoming the central unit of the newly-formed United States Steel Corporation.

His principal colleague in the active leadership of the campaign was Hamilton Stewart, vice-president of the Harbison-Walker Company, a man who had not had the benefit of a college education, but valued it greatly and had become a highly educated man through his own efforts after leaving high school. Judge Elbert Gary, chairman of the board of the Steel Corporation, was responsible for bringing into it five hundred thousand dollars, which was the first gift of such magnitude from a corporation to a college, and set a precedent followed ever since by increasing numbers of corporate bodies, to the very great benefit of many institutions and of higher education generally.

The Cathedral of Learning campaign, covering the first half of
1925, stirred the city as no comparable undertaking had. Numerous predictions that it would fall flat created extra respect for the institution when the money rolled in. The participation of a number of community leaders who until then had paid scant attention to the University impressed others. The unique design and the beauty of the architect's concept brought about worldwide publicity, some of which reacted back into the home area. School children in Pittsburgh were asked to give a dime apiece, for which each was given a small picture of the tall building, and over ninety thousand did. Many of those youthful donors later, as students, enjoyed the advantages brought about by the great structure. The $8,200,000 total included $600,000 toward the Heinz Chapel and a like amount for the Bureau of Retail Training. Three later campaigns added millions more.

Without going farther into the history of the tall building, it may be said that the 1925 campaign and the events following, as more and more progress was made in its attainment, took the University a long step forward toward its maturity. The active and loyal interest of many a Pittsburgh family and, therefore, many a Pittsburgh corporate body, dates from that time. A number of those who became among its leading trustees developed their first interest by participation in the fund-raising effort. Faculty and students, greatly impressed by the beauty and boldness of the Cathedral of Learning, acquired a much higher respect and admiration for their institution.

The heightened vigor and unquestionable inspiration of those days, crystallized in the Cathedral of Learning, the Heinz Chapel and the Foster Memorial, all coming during the second decade of this period of adolescence, then and ever since have enhanced the stature of our University in the eyes of the world. Among the achievements of the latter years of this period of adolescence was that of Dr. Charles Glen King, who accomplished the synthesizing of Vitamin C, a discovery which led to many, many more of great import. Some other members of the Pitt faculty also produced accomplishments around that time which, all added together, brought about a largely enhanced reputation.

Many a Pittsburgher (probably including you!) has felt his "bosom swell with pride" at the awe and admiration of guests from afar when introduced to these key structures in our educational group. They have been mighty good for the morale of Pittsburgh and Western Pennsylvania. Perhaps we might say that they dispelled the last thought of the little-boy college we had been up to twenty years before. Pitt had grown up.