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**J. H. Van Vleck and Magnetism at the University of Wisconsin: 1928 -1934**

DAVID HUBER, Univ. of Wisconsin-Madison

In 1928, John Van Vleck returned to his alma mater to take a position in the Physics Department. Six years later he left to join the faculty of Harvard University. While Van Vleck was at Wisconsin, he began a series of theoretical studies that helped lay the foundation for the modern theory of magnetism in solids. In 1932 Van Vleck published his celebrated monograph, *The Theory of Electric and Magnetic Susceptibilities*, in which he made use of the new theory to explain the results of experimental studies in a variety of magnetic materials. In my talk, I will review the accomplishments of Van Vleck and his students during this period and also comment briefly on his notes for a second edition of the book.