

Paper's former society editor dies

Louise Marston
reported on Madison's
big doings for 40 years.

By William R. Wineke
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Louise Marston, 94, a woman who once defined Madison "society," died Monday at Attic Angel Place on Madison's far West Side.

Marston was society editor of the Wisconsin State Journal from 1934 to 1974, spending four joyful decades reporting on parties, weddings and those social occasions she deemed important enough to share with her readers.

In many ways, when she retired, society retired along with her. To be sure, people still threw parties, brides still married and the city maintained an elite class of the wealthy and cultured — but, without Louise to report on their doings, no one else learned of them.

Louise was one of those colorful characters who once populated the newsrooms of America.

She spoke only in capital letters, treating the most mundane of her pronouncements with the gravity usually accorded presidential declarations of war: "MY DEARS, I have a SMASH engagement!"

She traveled the world, usually leading a contingent of prominent Madisonians who either joined her because that was the place to be — or because she bullied them into coming along.

She attended every home UW-Madison football game, often wearing a mink coat and a mink hat.

She knew everyone who was anyone and always had a story to tell about her encounters. She reported on thousands of engagements, hundreds of parties and

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