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## Report on the Wisconsin Union.

Memorial Union Building Association

Madison, Wisconsin: Memorial Union Building Association, 1952

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# *Report on*

**THE WISCONSIN UNION**

## TO ALL INTERESTED IN THE WISCONSIN UNION

In the fall of 1951 the members of the Memorial Union Building Committee, the group which launched the Union project in 1919 and which has been in continuous existence ever since, met in the Union building for four days to take stock of how the Union has been developing and where it is going.

With the oncoming twenty-fifth anniversary of the opening of the Union, in 1953, it seemed appropriate for this Committee, representing the 28,400 donors of the building, to make a "progress report," especially to the donors but also to all others who are interested in the university and the part played by the Union.

The task originally undertaken by our Committee was to provide a building that we hoped would become "the home of the Wisconsin spirit." We found last fall that what had happened was the establishment of a creative organism which has developed far beyond our original conception, and which is today in full development as a vital and constructive part of the educational program on the campus.

This is our report. We commend it to you as a fascinating story.

At the same time we want to thank you for your part in making Wisconsin's Union possible and to invite you to re-visit the building, to see it in action, whenever you can.

### THE MEMORIAL UNION BUILDING COMMITTEE

(Now Trustees of the Memorial Union Building Association)

GEORGE I. HAIGHT '99 (Chicago), Chairman

H. C. BRADLEY '10 (Berkeley), Vice-Chairman

IRVING SEAMAN '03 (Milwaukee), Vice-Chairman

JOHN S. LORD '04 (Chicago), Vice-Chairman

LOWELL FRAUTSCHI '27 (Madison), Vice-Chairman and  
Secretary

DON ANDERSON '25 (Madison), Treasurer

STANLEY ALLYN '11 (Dayton, Ohio)

JOHN BERGSTRESSER '25 (San Francisco)

RAY BLACK '41 (Minneapolis)

TIMOTHY BROWN '11 (Madison)

CHARLES L. BYRON '08 (Chicago)

JOHN DOLLARD '22 (New Haven, Conn.)

VICTOR FALK '36 (Edgerton, Wis.)

EDWARD H. GARDNER (Gaylordsville, Conn.)

JOHN M. KOHLER '25 (Kohler, Wis.)

FREDRIC MARCH '20 (New York)

A. W. PETERSON '24 (Madison)

GRETCHEN SCHOENLEBER '12 (Milwaukee)

D. C. SLICHTER '22 (Milwaukee)

GUY M. SUNDT '22 (Madison)

# Beginnings...

## VISION OF A BETTER EDUCATION

In his memorable inaugural address of 1904, President Van Hise said:

"If one were to name the most fundamental characteristic of these English institutions (Oxford and Cambridge), it would be the system of halls of residence, involving commons, unions, and athletic fields. The communal life of instructors and students in work, in play, and in social relations is the very essence of the spirit of Oxford and Cambridge. It might almost be said that this constitutes Oxford and Cambridge . . . .

"These universities have produced an astonishingly large proportion of great statesmen, writers, and scientists. The men of Oxford and Cambridge have been largely instrumental in extending the empire of Britain over the earth; they have contributed liberally to the greatest literature of the world; they have furnished many fundamental ideas to science . . . .

"If the University of Wisconsin is to do for the sons of the state what Oxford and Cambridge are doing for the sons of England, not only in producing scholars and investigators but in making men, it must once more have halls of residence and to these there must be added a commons and Union . . . . Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows."

This was the beginning of the Union idea at Wisconsin.

The "unions" President Van Hise talked about had flourished at Oxford and Cambridge as debating and club centers since 1815. Because so many members later became leaders in British public life, they had become known as the "cradle of the British parliament". Van Hise apparently knew that such distinguished men as Prime Minister Gladstone, Lord Robert Cecil, King Edward VII, Cardinal Manning, John Ruskin, William Morris, and the three Wilberforces placed high value on the political training and the social and intellectual associations they experienced at the Oxford Union.

But in 1904 only a few in America had heard what a Union was. Only one "Union" existed in this country at the time: at Harvard, where a Union had opened only three years earlier, in 1901 (though a similar club center, Houston Hall, had been given to the University of Pennsylvania by the Houston family in 1896). Wisconsin was very far advanced, indeed, in even thinking of a Union.

Van Hise not only talked of a Union for Wisconsin; he acted.

He worked with student leaders, and in 1907 "The Wisconsin Union" was formed. A primary purpose at the time was to start a program of greater student activity in the YMCA and to enlist support for the "Y". The Union Board installed reading and trophy rooms, billiard tables, sales counters, and proceeded with a program of low cost dances, games, discussions, rallies, exhibitions (the "University Exposition"), and shows. The "Y" became a bee hive of activity, an all-university meeting ground.

As the "Y" developed the Union was asked to find quarters elsewhere (partly because of a difference of opinion over whether the Union's cigar sales and billiards had a place in a "Y" building).

Now Van Hise urged the legislature to provide a Union building. But the needs for classrooms and laboratories for a mounting enrollment seemed paramount.

## THE FRAGMENTATION OF UNIVERSITY LIFE

The Union Board found office headquarters in a little house next to the "Y," but the activity of the student body generally was dispersed, fragmentary, homeless.

It was a time when the social agencies which once seemed to humanize, enrich, and unify college life—the chapel, the convocation, the debating society, the boarding house, the literary and music clubs, the informal and spontaneous gathering of teachers and students—confronted by a many-fold increase in students, became inadequate or impossible. Students, after classes, disappeared into the town and the few who belonged to fraternities withdrew into their own houses, missing any identification with the university community as a whole. A university life and spirit had little opportunity to touch all students in common.

Wisconsin saw that whatever the difficulties involved, the communal living which had grown naturally and spontaneously in the fledgling college ought not to be lost in its populous successor.

In 1919, from the fusion of Van Hise's determination that the sacrifice of unity and personality of the university need not be the price of its growth, with a new desire to create a living memorial to the war service of Wisconsin students, came the concrete beginnings of the present Union building.

“. . . where students may meet and mingle in the comradeship which is the glory of college days.”

This is the “Sunday Sing” in the Union lounge. “The Union,” said President Frank, “gives us a living room that converts the University from a house of learning into a home of learning”



## THERE MUST BE A UNION

It was Walter Kohler, Sr., then president of the university Regents, later governor, who picked up the torch lit by Van Hise and decided that there must be a Union building without further delay. His own direct experience with a club building and center for employees of his company and for the community of Kohler, Wis.—the American Club—gave him a special insight into what a Union building might mean to students and the university. He asked that there be a special committee to further the Union project. He took a leading part himself in formulating the plan of Union fund raising and became the largest single contributor.

This was the beginning of the “Memorial Union Building Committee”—an informally organized, joint committee of alumni, faculty, and students appointed by the Regents which has served since 1919 and which still includes in its membership some of the men who first met in 1919.

This was the message the Committee carried to alumni and friends of the university everywhere:

“So that students may go out from their university tempered by wide association with their fellows and touched with the fire of a common ideal—let us build this Memorial Union as a ‘home for Wisconsin spirit.’

“. . . students have felt a pressing danger, that as their numbers grow, a throng of lesser interests shall take the place of the Wisconsin spirit of old days. They fear that today only a part of their number really feel the common inspiration of university life, that thousands ‘come to school,’ pass in and out of classrooms, and leave without knowing the kindling touch of pride and loyalty to something greater than themselves. They hold that a great university spirit is born of comradeship, of ideals that pass from man to man. They maintain that the beginning of culture is the mingling of points of view . . . that men of all states and all nations should grow more cosmopolitan by contact.

“These men of Wisconsin ask a center for university life, a place where men may meet and mingle in the comradeship which is the glory of college days, where factionalism and sectionalism shall grow less.”

—From the principal campaign booklet, 1922

## THE WORK THAT WAS DONE

The Committee campaigned for funds from Boston to San Diego. It was a pioneering, often discouraging task full of frustrating difficulties—meager lists of alumni for a given town, if any; few alumni clubs (and those that existed hadn't met for months). Most alumni, when found, hadn't heard of, or from, the university for years. But mainly, there was no tradition of giving to the university. Most alumni had never dreamed of contributing to a state university. It was a startling new idea.

One of the main services of the Union campaign was making the university conscious of the importance of its relationships with alumni, and making alumni aware of their responsibility to their university. For the first time alumni were asked to do something tangible for Wisconsin.

This had far-reaching consequences for the university. The students and faculty of the Union organization started a program of developing good alumni among students while they were on the campus, making them realize they had a con-

tinuous responsibility for the welfare of the university. The university established the Alumni Records office to do the basic job of finding out who its alumni were and where they were. The facilities, interests, and attitudes toward giving were initiated which have led, over the years, to gifts totaling millions of dollars for the university.

The Memorial Union Committee itself continued at its immediate task until cash sufficient to build the first units of the Union was in hand, including the personal guarantee by nine members of a note for an additional \$90,000 needed to cover the contractor's bid. The building opened in 1928.

Steadily through the years the Committee has concerned itself with the development of the building. In the late '30's, when there was an opportunity with Federal public works aid to add the third wing, the theater wing, the Committee asked that the building be completed; it provided the funds for architectural studies and organized another fund raising effort. More recently the

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### THE EARLY CAMPAIGN DAYS

*(An excerpt from the wire-recorded reminiscences of Union Committee members at the fall, 1951, meeting.)*

**PROF. EDWARD H. GARDNER** (campaign director in the early '20's):

"When I got on the road, I went up to a certain city up-state because there was one man of means living there whom we knew well. We took the alumni list and went over it, and he said, 'Why these people don't live here any more. These others are dead. There are lots of people in town you haven't got on this list.'

"That was the story from Boston to San Diego. Our alumni lists were in terrible shape. We held a meeting and I led the singing and delivered the speech and then I said, 'Now do you want me to stay here and help you raise this money?' 'Oh, no,' they said, 'you leave it to us.' I left town and did some other work. In 30 days they got hold of me and said, 'Sorry, but we can't raise more than a few thousand dollars. The town is broke.'

"I took a train and went up there and got hold of one of the leading alumni and said, 'I want to see Mr. and Mrs. So and So.' He said 'You can't talk to them—they are poor. They haven't got any money at all.' I said, 'They are graduates of Wisconsin; their parents were graduates of Wisconsin; and they've got children at the university. Let's go talk to them.' I went in and told them the university's need, that the university was suffering a loss of morale because it had grown so large, and there were no facilities for students to get to know each other. This tall old gentleman got up and said, 'Professor Gardner, I think we'd like to take two of those life memberships.'

"Over a period of two years I repeated that pattern. I would go into a town, we would revise the alumni lists, we would hold a meeting. I led the singing and delivered the speech, took their money, and went out and pounded the pavement the next day. In Chicago George Haight and Israel Shrimski gave wonderful help. I can see George now bounding upstairs, tearing up elevators, and going into offices telling men the story. They came through and gave us some money."

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## HOW A CRUCIAL \$90,000 WAS RAISED

*(An excerpt from the wire-recorded reminiscences of Union Committee members at the fall, 1951, meeting.)*

**MR. GEORGE I. HAIGHT (Chairman of the Committee):**

"In those days (1927) you had to have the cash in hand before the state would sign a contract. Our fund was \$90,000 short of even the lowest bid. Whatever was to be done had to be done by the following Thursday, when the Regents met again.

"There was some discussion of trying to change the specifications, get rid of some of the expensive marble. I know somebody observed in that meeting that they weren't interested at all in building a warehouse for a memorial. Those plans had to go through and the only answer was we had to have more money and we had to have it right away. We were \$90,000 short. Israel Shrimski and I decided that we would call up Louis Hanks at the First National Bank. I talked to him and I said, 'Louis, will you loan us \$10,000 apiece to nine men?' I told him what the score was. He said, 'Who are the men?' 'Well,' I said, 'Israel Shrimski is one and I'm the other.' He said, 'That's all right but who are the other seven?' Well, I went on to name seven. I hadn't seen them, but he knew them. He said, 'Yes, if you can get those nine men, I will give them each \$10,000.'

"So, we started to call on the telephone and of those seven men we got every one. Israel got a cashier's check for \$90,000, and on Thursday morning when the Regents met we said: 'Here's the \$90,000.'"

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THE THEATER—WISCONSIN'S GATHERING PLACE FOR CONCERTS, PLAYS, FORUMS, CONFERENCES, CELEBRATIONS

Committee has again provided funds for architectural services to study the remodeling of the building, part of which has been completed and part of which is still pending.

The Committee members, moreover, have felt a responsibility as a kind of trustee group to represent the donors of the building and to help perpetuate the purposes for which people gave to the building.

Now, with the knowledge and assent of the university administration, the Committee has been incorporated as "The Memorial Union Building Association, Inc.", with all Union life members, past and future, as its members.\*

## A BROAD FOUNDATION OF SUPPORT

All told, in the 33 years of the Committee's history, 28,400 alumni, faculty, students and friends have made gifts ranging from \$1 to \$10,000 to the Union project—one out of every six persons who have ever attended the university

*\* The full account of the reorganization and incorporation of the Committee will be found on p. 23.*



since its founding in 1849. More than 19,000 are life members, paying either \$50 or more as students or \$100 or more as alumni. In the years of the main campaign, 1922 to 1928, one out of every two students subscribed to the Union, for a building they knew could not be erected in time for them to use as undergraduates. But they wanted their successors to have what they had missed—they wanted the Wisconsin they cherished to know a richer life.

It was a remarkable expression of student interest in the welfare of the university, and specifically in the Union idea—an achievement never equalled in any Union effort elsewhere.

So, the interest in and support for the Union has been broadly based. It has been a priceless asset that 28,400 Wisconsin alumni and faculty feel a personal concern for the Union. They have a stake in it; they come to the building when they return to the campus; they ask about it; they write about it; they value their life membership cards.

During the war numbers of Wisconsin men, in Italy or Okinawa, sent notes back to say in

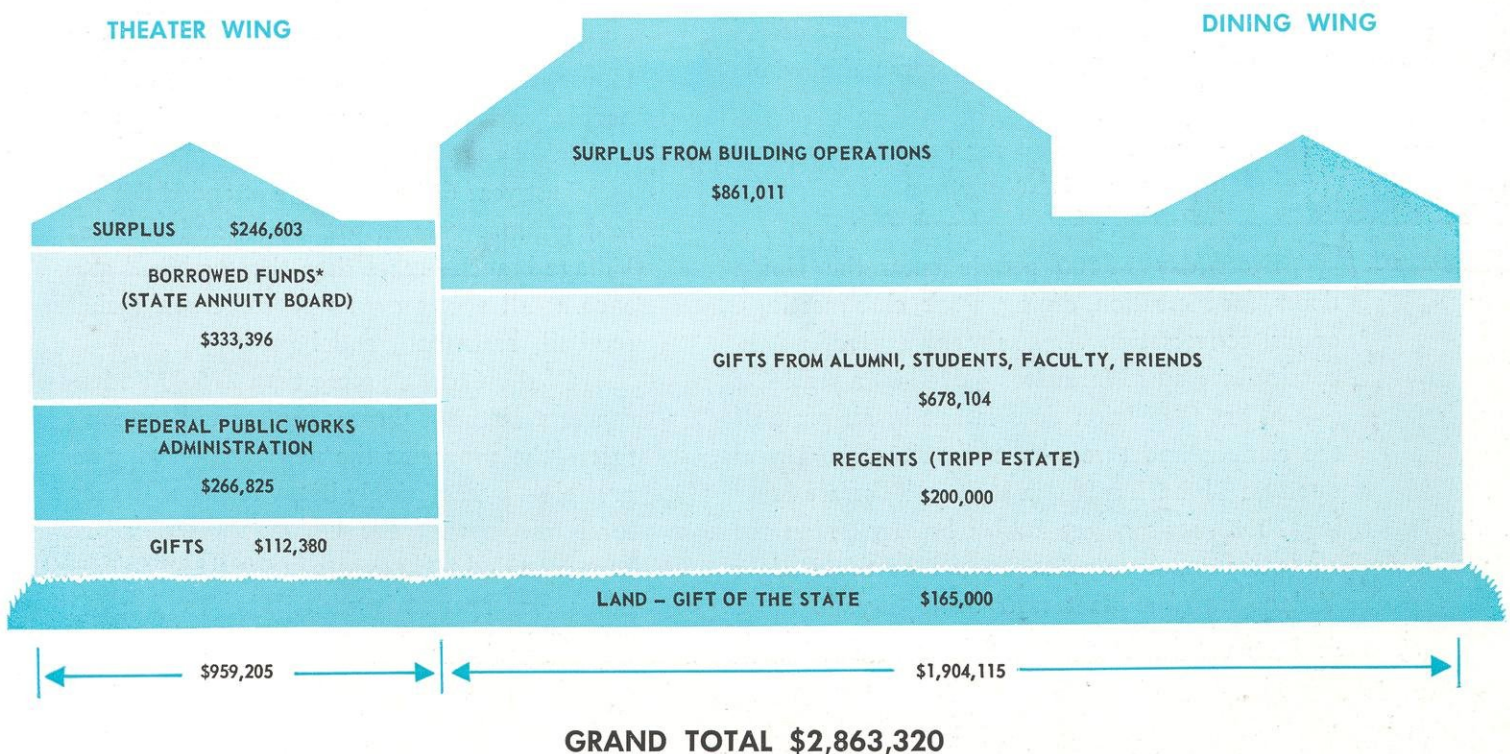
varying ways: "I've lost my life membership card, and do you think you could send me another? I'd just like to have it around; it reminds me of Wisconsin, and then I meet other Wisconsin men now and then."

One third of all life members wrote this year asking for a copy of this Report; hundreds, most of them living far from Madison, asked for replacements of lost or worn-out membership cards.

This interest, these gifts, were the vital thing that made the Union possible. Altogether, Wisconsin men and women have given \$1,130,000. This sum established an equity that permitted borrowing; it created an operating, income-producing plant which has earned further capital.

Now Wisconsin has a building that represents an original investment of \$2,863,320, and a replacement value at today's dollar standards of approximately \$6,000,000—the fifth most valuable public building in the state and the most versatile and valuable Union building in the world.

## WHERE THE MONEY CAME FROM TO BUILD AND EQUIP THE UNION



\* Principal paid to March 1, 1957. Entire payment due by 1969.



# In 1952...

## THE UNION IN ACTION

Now it is 1952, almost 25 years after the building opened and almost 50 years since President Van Hise made his eloquent plea for a Union.

What has been done with the building that almost 29,000 have created? How nearly have their hopes, and the hopes of Van Hise, of Walter Kohler, and of the fund raisers and founders, been realized? How is it used? What are the plans and goals today?

The Memorial Union Building Committee of twenty alumni and faculty met for four days in the building last fall, heard detailed reports from the staff and university officers, watched the program in action.

What the Committee found was wonderfully reassuring. It could readily agree with Willard Stephenson '08, one of the three students called upon by Van Hise to organize the Union in 1907, who wrote recently: "Little did we realize when we started the Union 45 years ago that it would grow to its present proportions, nor did we dream the extent to which it would serve the whole university".

### "NOR DID WE DREAM . . ."

Every day 14,000 people enter the Union doors, for recreation, dining, work, club meetings, or just conversation . . . as many as live in Wisconsin Rapids or Marinette. 4,620,000 a year!

What the Union does is felt in all parts of the campus and throughout the city. The Union operates a branch cafeteria at Breese Terrace, serving 2000 meals a day, and a branch Union for student veteran families housed at the Badger Village powder plant near Sauk City 30 miles away. It welcomes as members, on the same basis

as students, the air force men stationed at Truax Field near Madison. Services and programs in the course of a year reach 95% of the student body and 5200 alumni, faculty, and townspeople in the Madison area who are life or annual members.

The rooming house students make the Union their daily living room. Fraternity, sorority, and dormitory students come to bowl, to dance, to see the art shows. The newcomers first meet the old-timers and learn about campus life at the Union; the leaders work together in offices and meeting rooms on great plans. The faculty and alumni come to dine, to see the plays, to meet with students in discussion groups. All are there together at the open houses, the concerts, the forums, and in the dining rooms.

6500 to 9000 meals are served every day—2,174,069 in a year. Many come first to dine, but they stay to talk, to play, to plan.

When you come to the Homecoming game and are one of 45,000 packed into the stadium, or when you are part of a roaring crowd at the Field House, it may be hard to realize that even more people go to the programs and meetings at the Union.

Last year 620,000 people attended the organized group events in the Union and the Badger Village branch—more than the combined attendance at all sports events put together, including football, basketball, and boxing.

Of the 620,000, more than 275,000 attended concerts, lectures, theater shows, and motion pictures—the programs the new theater wing made possible—a reassuringly heavy response to the cultural offerings of the Union. 2,000,000 people have attended 5000 events in the theater since the Lunts first opened it with "The Taming of the Shrew" in 1939.

## A 149-RING CIRCUS

What brings these thousands flooding into the Union? Programs of great richness and variety, encompassing every worthwhile activity for which the need becomes apparent.

There were 8,529 separate events and meetings last year—an average of 26 every day. More than 2000 were audience events and recreation programs planned and presented by student committees of the Union itself—most of them free. 693 were conferences of educational and professional groups brought to the campus by the university.

The Union student committees arrange each year 149 different *types* of social, cultural, and recreational programs — forums, student-faculty coffee hours, square dancing, ski outings, foreign student "Friendship Hours", star artist concerts, bowling tournaments, craft instruction, graduate student parties, ballets, art exhibitions, weekly mixer dances, creative writing contest—and on through 149 *types*. It would require two printed pages of this Report just to list the programs by title. This is almost five times as many program types as are offered by the average Union in America. Wisconsin has the strongest, most varied program offering of any Union. The second high Union presents 86 kinds of programs, less than 60% of Wisconsin's 149.

## NO WONDER THE UNION SWARMS LIKE A BEE HIVE

These programs are invented, resourcefully promoted, and led by students. Staff assistance, yes. But the policy, the choices, the active management lie primarily with students.

Wisconsin has 600 students serving at a time on 16 major planning committees and countless sub-committees. The national average is 145 students serving on six major committees. The average for the large universities of more than 8000 enrollment is 250 students serving on 10 committees.

One of the central enterprises of the Union is to give students the opportunity and responsibility of planning their own community programs,



TRIPP COMMONS, WHERE STUDENTS AND FACULTY MEET TO DINE AND TALK, WHERE ALUMNI GATHER ON FOOTBALL DAYS

## A TYPICAL DAY IN THE UNION

9:00	Engineering Conference	7:15	Phi Upsilon Omicron Program
9:00	Commerce School Institute	7:15	Public Relations Commission
12:00	Social Work Graduates	7:30	French Club Film
12:00	Philosophy Department	7:30	Prom Committee
12:00	Phi Delta Phi	7:30	Campus Red Cross Meeting
Noon to	"Movie Time"	7:30	Riding Club
midnight		7:30	Union Craft Committee
1:30	Style Show Rehearsal	7:30	Haresfoot Tryouts
3:00	Student Court	7:30	Senior Council
3:00	Badger Beauty Judging	7:30	Civil Defense Committee
3:30	YWCA Coffee Hour	7:30	National Association for Advancement of Colored People
3:30	Interfraternity Council Interviews	7:30	Insurance Society Smoker
3:30	Social Regulations Committee	7:30	4-H Club
4:00	Job Opportunities Conference	8:00	Ice Cabaret
4:00	Union Film Committee	8:00	Intercollege Billiard Tourney
4:30	Careers Conference	8:00	Kirsten Flagstad Concert
4:30	Faculty Human Rights Commission	8:00	Arnold Air Society
4:30	Union Theater Committee	8:00	Chess Club
4:30	WSGA Board	9:00	"Danskeller"
4:30	Women's House Presidents	9:00	"Dance Time" for Foreign Students
6:00	Faculty Dining Club	9:00	"Captains Capers Ball"
6:30	Warren-Eisenhower Group	9:00	"770 Club"
7:00	Gamma Alpha Chi Meeting		
7:00	Recreation Leadership Panel		

HONORING THE OLD UNION COMMITTEEMEN, WELCOMING THE NEW, AT THE ANNUAL SPRING SMORGASBORD



## FIRSTS . . . AND FAME

to coach them in how to work well together in doing it, and more and more how to use their experience on the campus in making a similar contribution in their home towns when they leave the university. At the Union free, creative activity among students goes forward at its best. Students work for hours each week and count the time well spent. No thought of monetary reward or class credit, but of the fun of doing it, of the new friendships made, of the satisfaction of getting a good job done. Thus they learn their responsibilities for the common welfare.

The democratic value of such group activity was brought sharply into focus recently. The head of the educational program for 27 German students who have come to Wisconsin under the state department's auspices asked particularly if the German students might be members of the Union student planning groups so that they could get a feel for and an insight into how American groups work together to get things done on a give and take basis—the democratic basis which has been unknown in Germany. The state department and the people who have the job of reconstruction in Europe see such committee work as central in what young people in the authoritarian countries ought to learn how to do.

So this Wisconsin idea is for export too, and it may well have its effect on the educational approach in the former authoritarian states. The Union is dealing with something of main line significance in the current world-wide clash of ideas: how to make democracy work well, at home and abroad.

Students select, install two art shows a month—this one on "Contemporary Living." 64,000 came from all parts of the state to see "Old Masters" from the Metropolitan Museum

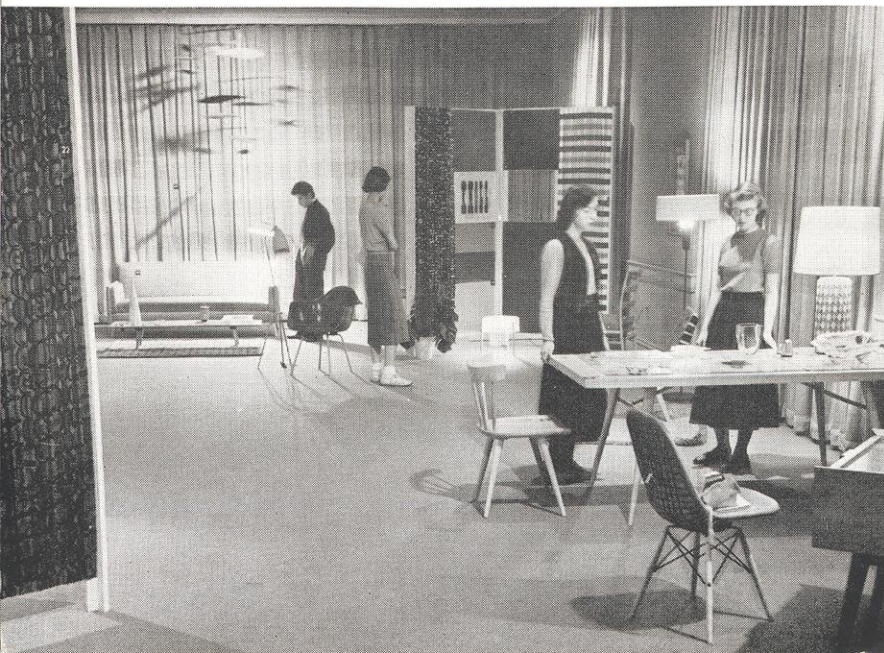
What the Wisconsin Union is and has been doing represents a unique and remarkably influential pioneering enterprise.

In 1919, when Wisconsin's active planning started, there were perhaps six or eight Unions in the country. But only Michigan and Hart House, Toronto, had more than a few club and dining rooms. Wisconsin, encouraged by what it saw at Hart House, moved in the direction of a complete social-cultural center from the beginning. The earliest plans showed provisions for a theater.

In 1928 when our building opened, there were no more than 25 Unions operating. Now, this year, there are 225 Unions and at least 75 more are being planned. A survey of all educational institutions by the Federal Security Agency in 1947 showed that a larger increase in Union facilities, percentage-wise, was being planned than in any other type of college building construction—a greater proportionate increase in Union facilities on the way than dormitory facilities, libraries, classrooms, or any other form of college construction.

Some Unions have now been built at a cost of more than \$4,500,000; there are one or two being planned at a cost of \$6,000,000. They are to be found in institutions of 500 as well as of 10,000. A Union used to be thought of as a need of only the "big" institution. But there are many of them at institutions of 500, junior colleges, and even large high schools that have a large commuter population. Unions are found in Hawaii, Puerto Rico, Lebanon, Venezuela, South Africa, Australia, throughout Canada and the British Isles, and even in Malaya. Wherever large groups of students are gathered together away from home, colleges have begun to see that a facility for serving them in their social life and in their daily needs like dining is essential.

Most have been financed very much as ours has been, a combination of student-alumni subscriptions and borrowing. However, it is interesting to note that an increasing number of state legislatures have appropriated outright the funds



to build buildings of this kind or have given funds on a dollar-matching basis. In short, it is literally true that the Union is now, after 25 years, being considered as normal and necessary a part of the college equipment as a gymnasium.

## A WIDENING INFLUENCE

Wisconsin's building and staff have widely influenced this whole Union development—the purposes, the type of building and facilities, and the program. This is probably because Wisconsin had one of the very early adequate buildings, and because most of the research and writing about Unions has been done at Wisconsin.

Wisconsin was the first to have a craft shop, first to have an outing quarters, first to take dining outdoors, first to have an art gallery, first to identify the theater as a proper part of a Union, joining it to the Union to make a total community center and using it for multiple purposes rather than just dramatics alone. All of these facilities have now been widely adopted among Unions, so what you find in a Union today is quite different from what was built in the 1920's.

Rarely a week goes by without a Wisconsin inspection tour by Union planners from other campuses (including recently the Universities of Cairo and New South Wales): architects, committees, regents, presidents, alumni, student groups. In turn, Wisconsin's director has been called to some 30 colleges to help develop their Union plans.

Many new Union staff members starting at other institutions have come to Wisconsin for in-service training.

Wisconsin's director has been author or editor of most books, journals, and published studies in the Union field since 1932. Another Wisconsin staff member is currently doing research on "Basic Designs in Union Programming" for his doctoral thesis, a sample of the substantial study and writing about the Union idea that is taking place at Wisconsin.

Another pioneering enterprise has been to utilize the Union as a laboratory for teaching. Wisconsin's is the first Union to be designated as



"Make it yourself"—motto of the attic workshop of the campus



The Union "Hoofers" have added skiing, sailing, mountaineering, biking, camping, and horse shows to the Wisconsin scene

an educational division of the university ("Division of Social Education"). The Union was one of three departments instrumental in initiating a four-year School of Education major in Community Leadership; 130 students are now enrolled. The Union's particular part is to conduct the recreation laboratory, using facilities such as the workshop, theater, outing quarters, gallery, game rooms, etc., to demonstrate how they can be used in a community recreation program. In other directions the Union's teaching service includes giving part of the training course in institutional management for home economics students, using the kitchen and the dining rooms as practice laboratories, and conducting the course in art museum administration, using the gallery as laboratory.

## THE STORY IN DOLLARS

Where does the Union get the funds to do its program and service job?

The accompanying diagram tells the story.

There is no state appropriation for the Union. It operates, not from tax money, but from the income from its own dining, game, and hotel rooms; hall rentals; ticket admissions; miscellaneous sales; and membership fees from students, faculty, alumni, and friends.

This makes the Union a business as well as educational enterprise, subject to the pressures and problems every business has. In recent times the problems have been acute.

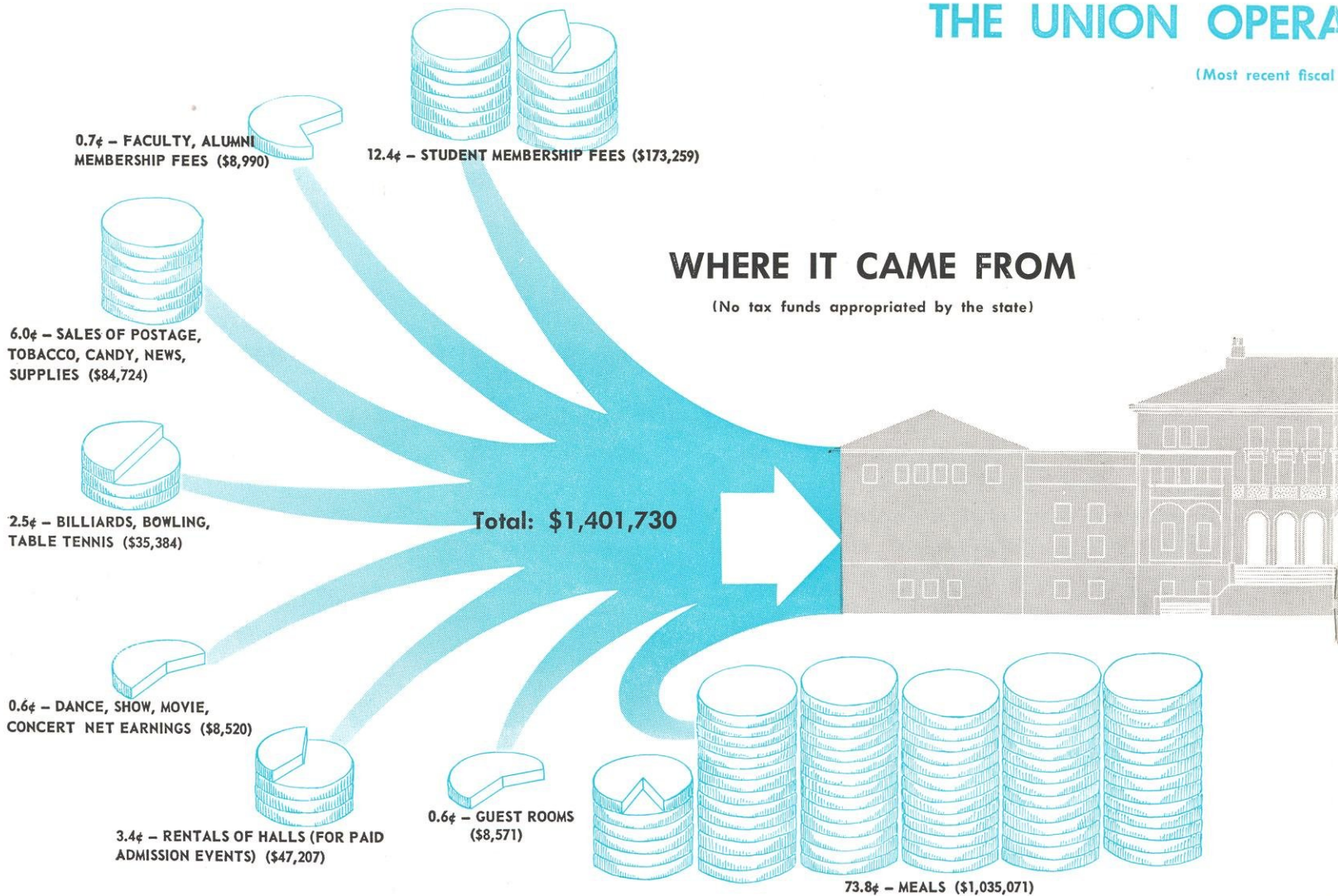
As long as enrollment rose rapidly during the post war period, the additional student fees readily offset the effects of inflation. When enrollment declined, the Union was caught in the pinch of fewer fees and steeply rising costs. The Union

cleared only \$4,500 on a \$1,400,000 operation last year, and then faced a new problem of \$60,000 more in new expenses—largely state-legislated wage improvements for all civil service employees, including Union employees. (The starting rate for beginning employees has increased 120% since 1944.)

The Union governing board saw that a basic change in income was needed. It recommended, and the Regents approved, an increase in the student fee (\$5 per semester since 1928) to \$7.50.

In all the discussions of the financial outlook for the Union the question naturally arose, "Are you doing as well as you can with what you have?"

In this respect there has been a truly outstanding performance.



Several separate surveys made in 1951 by other universities show that the Wisconsin Union has:

(a) among the highest to the highest uncontrollable costs (wages, employee benefits, utilities) of eleven comparable large Middle West Unions.

(b) Among the lowest selling prices to students for food, games, and recreation programs of fourteen Middle West Unions, including several small Unions where overhead is low. Wisconsin was 11th or 13th lowest out of fourteen Unions in the prices of most key food items.

(c) The lowest unit cost in man hours per meal produced and per square foot of maintenance among comparable Middle West Unions reporting.

The Union has a wide reputation as the best and most economical place to eat in Madison. Its cafeteria price increase since 1944 has been only about one half the increase in the cost of whole-

sale foods. The Union meal price rose only 26%, but in the same period it paid student workers a 50% higher wage rate, or twice the increase in meal cost to students. (Last year it paid a total of \$115,000 to 425 student employees.)

Despite highest employee benefits and other uncontrollable costs, the Union nevertheless provides students with meals and recreation at lowest selling prices. It is of first importance that the Union be able to continue to do so.

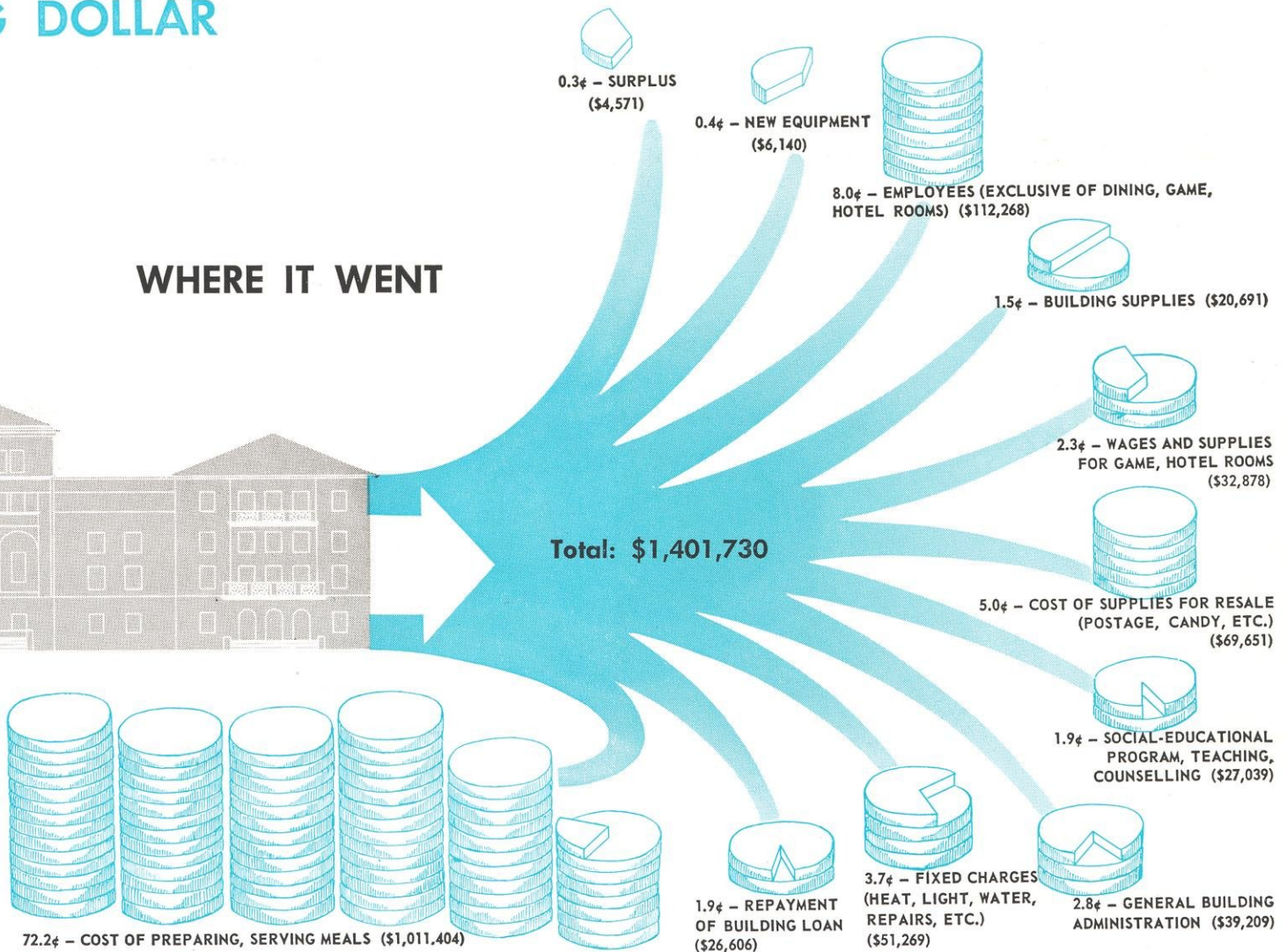
## LOWERING THE COSTS OF EDUCATION

The student's heaviest expenses in getting an education are for board and room. Recreation ranks third. University fees are a comparatively minor item. Two of these three chief expenses are decisively affected by the Union. Moderate Union rates substantially influence prices in the whole university area. Thus the Union is a major factor in making it possible for many young people to come to the university.

## ATING DOLLAR

(year)

### WHERE IT WENT



## A NEW DESIGN FOR COLLEGE LIVING

In all that the Union does, whether providing for free, creative activity or for low cost recreation and meals, it has an over-spreading purpose, a dominant goal in view.

The Union was seen by its founders and by the donors of funds as a symbol of unity for the university.

The name "Union" itself stated the goal of "uniting" the university population. The seal, or crest,—a pipe of peace superimposed upon a compass—signified: "from the four quarters of the earth come students to the campus, to be united in fellowship at the Union". The purpose set forth in the constitution and approved by the faculty and Regents was, and still is: "to provide a common life and a cultivated social program" for the university.

### A TRUE COMMUNITY CENTER

In drawing the plans, the basic objective was to organize under one roof those facilities which would make possible a communal life for thousands of students and faculty members. The Union

**WINTER CARNIVAL!** A week of skating, ice sculpture, ski racing.



planners knew what educators everywhere knew: that much of what students learn they learn from each other, and from faculty in informal association outside the classroom.

So the continuing goal has been to develop a community center with adequate accommodations for virtually every type of group activity, except athletic,—that students might have the maximum opportunity to meet and talk and work with each other during their leisure hours; that engineers might rub elbows with agriculture students, fraternity members with independents, graduate students with undergraduates, students from small Wisconsin towns with students from Chicago and from China; that the university might continue to be an authentic community of teachers and students.

Wisconsin has brought together in one place dining rooms and meeting rooms, headquarters for student government, game facilities and social halls, library, art workrooms and galleries, theater and concert hall—all forming a great social-cultural heart out of which, as from the classroom, may flow the currents which inform the life of

### REMEMBER THESE?

Viewed in the perspective of twenty-five years it is plain that the Union program has substantially changed the whole design of student interests and living at Wisconsin. Countless elements of present-day campus programs and customs, familiar hallmarks now inseparably a part of life at Wisconsin and the rich experiences students have, simply did not exist before the Union came. These are a few:

Winter Carnival  
Summer Prom

Parents' Weekend (outgrowth of Union-inspired Father's Day)

"Dateless Dances"

"770 Club" (first of the college night clubs)

The Wisconsin Salon of Art (major state art competition, first of its kind among Unions)

Annual student art exhibition  
Loans of original paintings to student houses (first venture of its kind)

Annual student-faculty photography competition

Intercollegiate billiards and billiard instruction (now a nation-wide program)

Traveling Broadway road shows, opera, and ballet

The star concert series

"Sunday Music Hours" (the 250th concert was recently celebrated)

Student-faculty coffee hours

the campus with dignity and meaning. In the Union are joined the learnings of the classrooms, the practice of the arts, community activity, and daily social life in an art of living.

So the Union is not just a certain kind of physical structure; it is not just another place to meet and another place to eat. A Union, in the best sense, represents a well-considered plan for the community life of the university.

It is a reading room, art gallery, workshop, music hall, theater, forum, game room, dance and party center, dining room, international relations center, office building, ticket bureau, public relations agency, and conference headquarters.

It is a laboratory of student management and self-expression; caterer to the campus at large; advisor to student committees; builder of good student morale; teacher of the arts of leisure and recreation. It concerns itself with the whole area of student life and interests outside the classroom, exploring the many possibilities of making study and play cooperative factors in education.

It is a priceless tool for shaping university solidarity and the individual student's sense of social responsibility,—as President Fred has said, "a natural laboratory where all who will, may

**THE UNION CREST:** the Indian pipe of peace, symbol of fellowship, superceding the arrowhead, symbol of enmity, superimposed on a compass. "From all parts of the earth come students to the campus, to be united in fellowship at the Union"

**THE UNION MOTTO:** "Societate Crescit Lumen"—the light of learning is enhanced by human relationships



The Union is Wisconsin's "international house." And this is one of the International Club's many costume parties and friendship hours for overseas and American students

For 20 years famous artists have juried student art shows and the state Salon. In these shows many student painters, now art leaders themselves, won their first recognition

## THEY CAME WITH THE UNION

Open houses for new students

Graduate Club "Sports Nights" and social programs

International "Friendship Hours"

International "Costume Ball"

Home hospitality program for foreign students

The Muir Knoll ski jump

Ski outings to Colorado, northern Wisconsin

Intercollegiate skiing

Intercollegiate sailing

Mountaineering Club

The Horse Show

Bike and ski rentals

"Oxford-style" debates

"Wiseciquette," handbook on Wisconsin social customs (now sponsored by WSGA)

The first job and careers conferences

The first non-credit lecture and discussion series on courtship and marriage

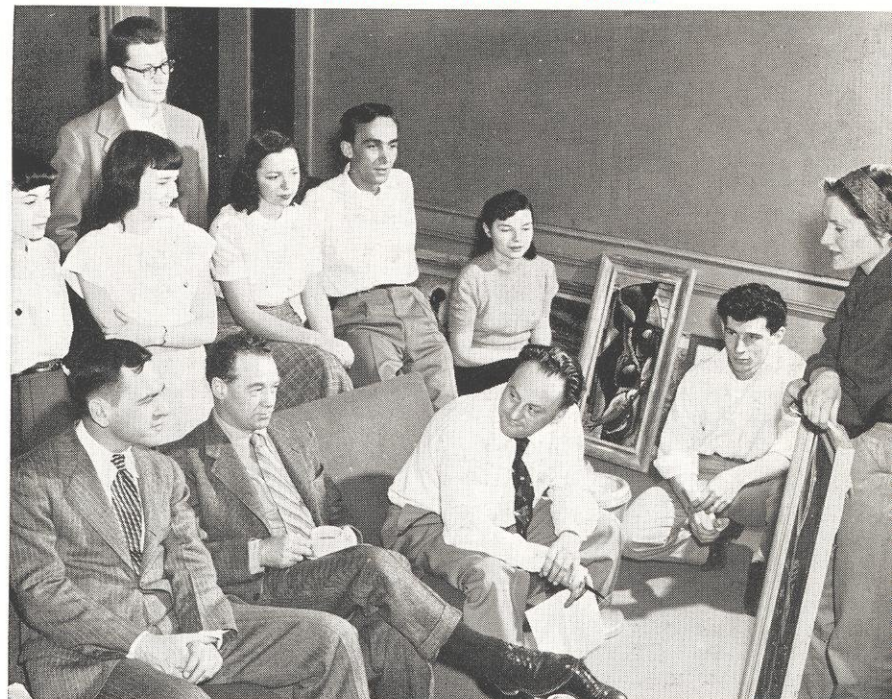
"Studio Plays" (initiated with Wisconsin Players)

"Movie Time" and "Cinema Shop" (4 days of motion picture programs each week)

Revival of square dancing

Wisconsin Men's Association (outgrowth of the Union's organization of rooming houses for social, sports purposes)

Wisconsin Student Association and the Student Board (present student government, initiated by the old Union Board)





have a part in the direction of community enterprise, where democracy may be continually practiced”.

The Union, in short, fundamentally is another name for the people of the university at leisure. Whatever interests them, whatever is important to them outside their working time

### UNION COUNCIL—THE GOVERNING BOARD OF THE UNION BUILDING

Barbara Connell '52	President	Elected by the outgoing Council
Don Olson '52	Vice-President	“ “ “ “ “ “
Porter Butts '24	Secretary	Staff, ex-officio
Douglas C. Osterheld '40	Treasurer	“ “
Alan Gregory '52	Student	President of Graduate Club
Paula Abramson '53	“	Elected by Union Directorate
Don Reich '52	“	“ “ “ “
James Jensen '52	“	Appointed by student government board
Carolyn Zabrocki '52	“	“ “ “ “ “ “
Melvin Wade '52	“	“ “ “ “ “ “
Rita Baer '52	“	“ “ “ “ “ “
Prof. C. Harvey Sorum '25	Faculty	Appointed by President Fred
Prof. Kenneth G. Shiels '18	“	“ “ “ “ “ “
Carlisle P. Runge '46	Alumnus	“ “ “ “ “ “
Laurie E. Carlson '44	“	Appointed by Alumni Association

(Note that a student is president of the Union and that students are in a majority on the governing board. The Council reports to the president of the University and the Board of Regents.)

“... an air of informality and cheer about the place”



becomes interesting and important also at the center of their campus life we call the Union.

The presence of many students and faculty in the neighborhood of the campus does not of itself constitute a bond, or a community. When, however, the informal, out-of-class activities of students and faculty are grouped around a recreative, cultural, and discussion center like the Union, the campus neighborhood can develop into a strong, culturally active and socially conscious community. And when students and faculty take the further step of actively managing the affairs of the campus center themselves, as they have, learning thus to participate personally and responsibly in the conduct of community enterprise, a real advance is made in education for democracy, in the preparation of students to participate effectively in civic and governmental affairs.

### APPRAISALS

And does it all work? This is what some observers have recently said:

*Geoff Sargeant, director of the Institute of Citizenship, Capetown, South Africa, after a nationwide tour of American universities:*

“I have seen in no university so far such an effective influence toward the integration of the university community as is provided by the Wisconsin Union.”

#### *Architectural Forum:*

“The plans of the Wisconsin Union theater show the diverse elements of community recreation combined in an admirable solution of the problem of the multiple-purpose theater.”

#### *Time Magazine:*

“It is almost impossible *not* to have a good time at the University of Wisconsin. Without leaving the Union building, and with only 80 cents in his pocket, a student could take his pick last week of an art exhibit, a performance of ‘Girl Crazy’ by Wisconsin Players, a dance in soft-lighted Great Hall, a concert by the Marching Band, a community sing, a movie, or bowling.”

#### *An Illinois doctoral study of unions:*

“By the sheer centripetal force of the programs and services it has initiated, Wisconsin’s Union has become the center of campus life.”

*A Wisconsin alumnus, Class of 1950:*

"Right now I am attending graduate school out East and from my experience there I have really come to appreciate what a fine Union we have at Wisconsin. Most of all I remember, and miss, the informality and friendliness which all people find at our Union."

*A Wisconsin alumna, Class of 1926:*

"I'm immensely proud of the facilities which the Union has given to students and alums. I have watched its growth from the very beginning. Splendid work. The constructive development over 25 years has more than exceeded my expectations."

*W. B. Robb, registrar of the University of New South Wales:*

"When I planned my trip with my sponsor (an international educational foundation), they said: 'You have only three months in the United States. You should use your time to best advantage by visiting the universities that offer the most . . . For the Union development you should visit Wisconsin.'

"It seems to me, after living several days in your building, that the Union exemplifies admirably the vigor and progressiveness I have felt in the whole university."

*Gertrude Stein:*

"The University of Wisconsin Union the pleasantest American everything including students and cooking."

*A visiting faculty member from an eastern university:*

"We don't have a Union; I've been watching what happens at yours; I've been here almost every day. It's an amazing place. The food is good and inexpensive. The employees are cordial and go out of their way to help us. There's a place to leave your things. There's an air of informality and cheer about the place. Everybody seems happy. We've watched Negro and white students, Chinese and Canadians, sitting on the terrace laughing and talking together as though it were the most natural thing in the world. There are paintings to see, music to listen to, good books to read. The movies are excellent. We've taken in all the lectures and concerts. We sat on the floor and sang with students at almost every Sunday evening sing. And the other night we stopped to watch

the square dancing and were invited in on that. We feel as if we belonged. In fact, the Union has made this the best summer we've had. It's really all very wonderful. We've said to ourselves many times, this is the way things ought to be."

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## THE THEATER? IT IS FAMOUS

"The most beautiful theater in the world—there may be some more lavish, such as Radio City Music Hall in New York, but no intimate theater is more beautiful. It is splendidly planned and certainly has the most beautiful site in the world."

SINCLAIR LEWIS

"The acoustics? They are simply marvelous!"

ALFRED LUNT

"Three days at the Union are not nearly enough! Simply love the theater, the food, and the personnel!"

PATRICE MUNSEL

"I have never seen a more beautiful theater."

ANTONIN HEYTHUM  
Stage Designer, Czechoslovakia

"The thrill of a lifetime to play 'back home' in this beautiful theater."

UTA HAGEN

"One of the few good theaters acoustically that I have found."

LICIA ALBANESE

"One of the twenty-five most distinguished contemporary buildings in America."

SAN FRANCISCO WORLD'S FAIR

"One of the most beautiful and acoustically perfect theaters in the world."

ESQUIRE MAGAZINE

"The acoustics are perfect. The theater is in a class with the very best halls that I have ever played in."

DIMITRI MITROPOULOS

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

ARCHITECTURAL RECORD

"This theater is epoch making from the point of view of creative use of leisure on the university campus, and makes not only the Wisconsin Union but the university a leader in the field."

LEE SIMONSON

"We consider your theater and art center one of the most interesting modern buildings in your country."

L'ARCHITECTURE D'AUJOUR'HUI  
Boulogne, France

"The finest setting for a speech that we have had in this country."

PRIME MINISTER NEHRU, OF INDIA

"The theater is so perfect for this show that I wish we could stay a week."

CHARLES LAUGHTON, OF THE  
FIRST DRAMA QUARTET

"I'm proud to sing my last concert of my last tour in this house of great culture and education. The theater is one of the finest I have encountered in 41 years of touring the world."

LOTTE LEHMAN

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# For the Future...

## UNITY? OR THE DECENTRALIZATION OF INTERESTS?

There are problems as well as successes, of course. And while the story of the Union to date is one of impressive accomplishments, this will not necessarily continue to be so unless care is taken in the planning for the future.

The Committee discussed at length one problem of major significance.

When the Union was originally located at Langdon and Park Streets, the lower campus area was a natural, focal center of student traffic—the library across the street; the gym and YMCA a few steps away; the buildings on the Hill the center of gravity for classroom traffic and only two or three minutes away; the densest rooming house population two to three blocks and two to four minutes to the south; the fraternity-sorority area plus large rooming houses to the east with their residents passing the Union every day; the dormitories connected by the lake path to the west, not more than a five minute walk. And the lakeshore setting was, of course, an incomparable asset.

### THE CHANGING CAMPUS

Now the campus is expanding and changing. The university's plans call for campus buildings south of University Avenue as far as Regent Street. Engineering is already concentrated there; the gym and "Y" are to be removed to this area in the near future. The rooming house area conceivably will be pressed several blocks farther southeast, or west into University Heights, if the lower campus, as presently visualized, is ultimately expanded to University Avenue. The dormitory expansion to date, in the main, has been farther west along the lake shore. The large buildings of the Langdon Street area, including some fraterni-

ties, are trending toward conversion to apartments, whose residents, like fraternity and sorority members themselves, have less need for the living and dining facilities of the Union.

To maintain the usefulness of the Union to university life set forth in this Report, it will be important to recognize the principle that substantial student living quarters, and heavy-traffic university buildings, should be preserved or constructed in reasonable proximity to the Union.

Some universities, recognizing this principle of proximity, have planned (or re-planned) their campuses to provide living quarters and Union in an integral relationship. Wisconsin has recognized the desirability of proximity to the lower campus in a recent Regent decision to re-build Chadbourne Hall for 600 girls where it now is, on the corner of Park and University Avenue—near the library, classrooms, and the Union.

The geography of the campus makes westward expansion inevitable. But it may well be possible to preserve rooming houses, and even to erect additional dormitories, in close relationship to the Union.

The sheer power of the attraction of the Union program and of the lakeshore (in summer) undoubtedly will continue, like a strong magnet, to draw large numbers to the Union. The new library at Lake and Langdon Streets will help greatly.

But this is not the drop-in, daily living-dining traffic that presently accounts for the heaviest daily use of the building—70% of the total use—and the bulk of the \$1,070,000 in dining and game room income. This comes largely from students who live one to four blocks from the Union.

The drop-in and the dining traffic is vital to the functioning of the Union as a community

center in which all participate, and to the Union's economic services to students. The key to the Union's present ability to offer low to lowest prices and the most extensive of all Union programs, despite high to highest uncontrollable costs, is heavy volume of use, resulting in a low ratio of fixed overhead and low unit prices. The efficient and imaginative management of the Union, of course, is part of it; but high volume is the indispensable accompaniment. If volume is substantially cut down, the favorable social and financial results this report has been able to set forth may no longer be possible.

The central question in all this appears to be: will the campus service facilities and student social life be widely decentralized—and must they be, should they be—or should we retain centralization wherever possible, with the Union continuing to play its historic role of “center”?

In other words, will there, and should there, develop on the campus numbers of small islands of student life and interest centering in other campus buildings—several separate centers—or

will there be a resolve to continue the goal of a major community center and a unified campus social life?

Upon the answer may well hinge what the character of campus community life is going to be in the future at Wisconsin, the role the Union is to play, and, to a large degree, the financial outlook for the Union.

### THE FIRST NEEDS: MEETING ROOMS, PARKING

The Memorial Union Committee, on behalf of the donors and alumni members of the Union, has entered into discussions with the university on how best to plan for the future.

The Committee realizes, of course, that a center, naturally, is made for the community, not the community for the center. And it is not assumed that everyone desires, or will participate in, a community life. But if it is granted that the objectives of a community center and the unity of campus life are good, that the original concept of Van Hise and the hopes of the Union donors have

THE RATHSKELLER—heart of the Union, heart of campus camaraderie



been valid, then all that can reasonably be done to establish conditions favorable to high use of the Union, and to the exposure of as many students as possible to its benefits and influences, is in order.

There appear to be at least two, more immediate, steps which will help.

If the Union is to realize its potentialities even as a center for community programs and organized group activity (as distinguished from individual daily dining and recreation), then, powerful as the attraction of the Union programs may be, there must be rooms adequate for the people who want to come and reasonably convenient means of getting to the building.

Working together for the campus—a Christmas decorating bee



Students, faculty carry on the ancient Oxford Union debate tradition. This year students questioned Stassen, Kefauver



Meeting and party rooms are the Union's present number one space need. The Union has to turn down requests for meetings and small parties every day because it hasn't enough rooms.

A place to park near the Union is a prevailing, serious difficulty. The theater, ballroom, and dining facilities are adequate; the programs and the meals command interest; distance is not a factor for people with cars. But more and more they are saying, "It's just too difficult to find a place to park anywhere in the lower campus area". Students are involved as well as faculty, alumni. More than 2000 drive cars; for 600 commuters, driving is their way of getting to the campus. Such students will use the Union—they want to use it—if they can come to a stop somewhere near it. Otherwise not.

There is general agreement that these two improvements—more meeting rooms and parking space—should be forwarded as soon as possible. The Committee has had plans drawn for the addition of meeting rooms and will give effect to them as soon as funds and construction conditions permit. The university is working intensively on parking areas, and considers the Union area the prime need. The Regents in March voted unanimously to request the next legislature to appropriate \$250,000 for parking for 400 cars near the Union.

It is recognized that no one can foretell with definiteness just what developments may take place as the campus grows and changes, or just how the Union and university life may be affected. But if steps like the above can be taken, and if the use of the Union can be permanently buttressed by arranging for substantial student housing and heavy-traffic university buildings in reasonably close proximity to the Union, then important contributions to the continuing unity of life at Wisconsin will have been made.

## TOUCHSTONE IN PLANNING FOR THE FUTURE

Beyond the specifics of the seemingly desirable things to do at a given time, which are for the university to decide and upon which the administration is working earnestly and helpfully,

the Committee sees that the principal, long term matter of surpassing importance is a re-affirmation of the original Van Hise conception of "community" as a basic principle in all university planning for the future. And more is now at stake than the future of student life on the University of Wisconsin campus.

The main task now for all of us is to achieve a world in which men can be assured of survival as free men, and proceed to live and work together peacefully and fruitfully.

This achievement is an individual and a world task. But above all it is a community task. The ancient home of democracy, as philosopher John Dewey has said, is in the local neighborhood. The community, where people live together, is the unit building block, the key to strength or weakness. Only a community is both large enough and small enough to assert a pattern of fruitful living which influences deeply the individual citizen, both large enough and small enough to forge the common will to have the kind of society, the kind of a world, we want.

The absence of group solidarity, the sense of individual isolation, is reported to be the most corrupting aspect of the political crises in Europe today, in which communist control by a few with a plan is the ever present danger. The European community has broken apart into individuals, and the individual is left with no clear idea of how he should act for the best. He feels himself deserted and rudderless, not knowing whom to trust—and it is so hard to act alone. He therefore chooses the unheroic course of simply waiting to see what will happen.

In America, too, there are growing signs of community impotence. As populations have grown there has been no way for people readily to come together, to gain a sense of neighborhood. Too many have become separated from responsibilities for the general welfare and been left untouched by community purpose.

So, if a university is to make its full contribution to students and to society, it must itself first of all be a true community. A community really exists only when there is a common feeling of

belonging among its members; and the common feeling is born out of social give and take, out of face to face relationships. And this means, as Van Hise foresaw, that the university needs to be sure there is always a focus, a home, for its community life—in short, a community center.

### HISTORICAL IMPORTANCE OF THE CENTER

The community center is not a new idea and its contributions to the good life are not theoretical. One need only recall that it was on the acropolis of the Greek city that men discussed and matured their civic and ethical ideas; that the Roman forum was the vitalizing center of the Roman republic and later of a world empire; that

Free discussion of ideas and of the best course of action



Social gatherings every weekend in the Great Hall, for all



in the church and its introductory square in the medieval town every person shared in the pageantry and neighborliness and spiritual dedication of the age; and that in the town meeting halls our early American villages found the focus and inspiration of much of our own democratic community life.

These were not necessarily governmental centers. It is especially instructive that they were centers where people employed their leisure hours.

So it is that the community center has been seen again as a basic need in our American democracy, more relevant today than ever. The creation of centers has assumed the proportions of a national movement, furthered by federal, state, and local governments, and by voluntary associations of individuals, in their search for the thing that will promote unity and strength in the local neighborhood.

So it is that at the University of Wisconsin the Union has its highest value as a community center, a center which serves, not just as a sheltering building structure, but as a unifying force in the life of the university and as a means for the enhancement of leadership qualities in students.

## A LIVING FORCE . . . FOR WISCONSIN UNITY

The Union Committee, as it closed its meetings last fall and wrote its estimate of the Union and its hopes for the future, put the matter this way:

"The whole is greater than the sum of its parts.

"Just as the University of Wisconsin is not a collection of classrooms, but a spiritual entity endowed with a great tradition, enlivened by the labors of scholars seeking for truth, touched with fire by occasional great personalities, so the Union is not only a collection of facilities and activities. It is not only a cafeteria plus a bowling alley plus meeting rooms plus theater, but a living organism, daily re-created and vitalized by hundreds of men and women working generously to maintain a great number of community programs, shared daily by thousands.

"In the Union, by close contact in creative activities, self-inspired and self-directed, the men and women of Wisconsin can acquire that truest culture which is gained only by association with one's fellows. The idealism of youth, the glorious comradeship of college days, here can find vital expression.

"Thousands pass through this university untouched by its tradition—but other thousands have felt their lives lifted by it to a higher plane. So thousands may use the Union only for leisure and convenience, but other thousands find in it direction for their lives, in the growing consciousness that man lives not for himself alone. And they are thus better prepared for leadership in business enterprise, in the professions, and in their communities.

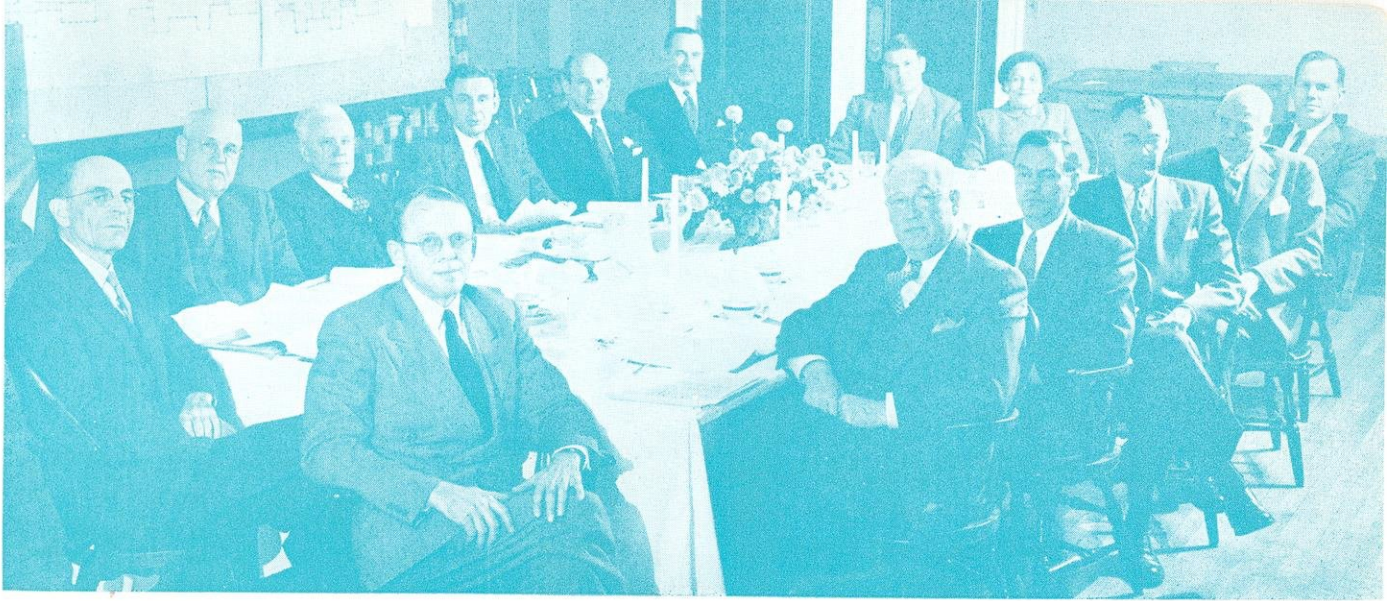
"The free activity of the Union inspires men and women to attainment which discipline and direction alone could never reach. As a great teacher does not dragoon his students, but releases and inspires their abilities, so the Union reveals to its participants the high potentials of liberty. This is the spirit of America, the lesson of democracy.

"The members of the Memorial Union Building Committee have earnest praise for the high efficiency and the low cost of the Union's operations. They admire the imagination which has created the extraordinary number of its programs, exceeding by almost three-fourths the number provided by any other Union.

"But we especially commend to the alumni and to the university, the notable progress made, and the rich opportunities to continue, in inculcating in students those qualities of social understanding, friendliness, and character which, in the words of Van Hise, help Wisconsin to be a maker of men and women, and which, in the words of those who hoped for the coming of the Union, have added a new meaning and glory to the spirit of Wisconsin."

### THE TEACHING AND OPERATING STAFF

		Serving the Union Since:
Porter Butts '24	Director	1926
Leon Lansing	Service Foreman	1928
Caryl Miller	Secretary to the Director	1928
Vernice Coon	Georgian Grill and Tripp Commons Supervisor	1929
Lora B. Palmer '21	Food Service Director	1930
Agnes Moe	Librarian	1930
Howard Henry '46	Personnel Director, Club Services Manager	1935
Jack Postel	Rathskeller Supervisor	1938
Fred Buerki '27	Theater Technical Director	1939
Fannie Taylor '38	Theater Program Director	1939
Douglas Osterheld '40	Associate Director	1941
Earl Vetter	Maintenance Supervisor	1942
Helen Jefferson	Reservations Secretary	1942
Helen Kiepert	Catering Supervisor	1943
Von Donahue	Cafeteria Supervisor	1945
Maurice Combs	Chef	1945
Stanley Carlson	Service Foreman	1946
John Breider '48	Chief Accountant	1948
Anne Minahan '47	Social Director	1949
Rosemary Laudert '49	Membership Secretary	1949
Elliott Starks '43	Art Director	1951
Jo Anne Jaeger '51	Publicity Director	1951
Dale Bender '48	Outing Director	1951



## THE MEMORIAL UNION BUILDING ASSOCIATION, INCORPORATED

(A note on the recent reorganization)

The Memorial Union Building Committee came to the conclusion last fall that it could discharge its functions most effectively if it organized as an educational and charitable corporation, non-stock and non-profit. This it did January 1, 1952, with the knowledge and assent of the university administration.

The Committee is now prepared "to promote the interests, welfare, and development of the Memorial Union Building and the Wisconsin Union" in any ways possible, and specifically "to represent the interest in said Union of the donors of funds."

But as before, it has only advisory and fund raising functions. It does not operate or govern the Union building; this is the responsibility of the Regents and the Union Council, the student-faculty-alumni governing board.

The membership of the new corporation consists of all who have previously become life members of the Union (their privileges and uses of the Union building remaining unchanged) and of any who in the future pay for life membership in the new "Memorial Union Building Association, Inc." (which automatically includes the standard building membership privileges).

The new Association makes provision for life membership subscriptions and for "benefactors" who donate funds or other things of value in excess of the life membership sum.

The Association, in general supplementing the program of the University of Wisconsin Foundation, is confining its money raising efforts largely to the traditional invitation to graduating students to become Union life members. A student leaving school can add \$15 to the semester Union fees he has already paid and become a life member.

Life membership receipts of this kind, plus unsolicited gifts and memberships from others—not infrequently received and always welcome,—amount to approximately \$15,000 a year and account for the funds the Association trustees have at their disposal. The money has been used to make capital improvements—substantial equipment and remodeling that isn't possible within the building's operating budget. In recent years the Association has assisted in the extensive \$350,000 remodeling and refurbishing done in preparation for the university's centennial year; has provided for the purchase of motion picture projectors for the Play Circle, a Hammond electric organ, a concert grand piano for the theater (with the aid of the Class of '25); and now is financing the air conditioning of the Great Hall at a cost of \$18,000. When the air conditioning bills are paid, the Association will have a balance of approximately \$10,000 for further improvements.

Anyone interested in a more detailed financial report of the Association, or in making a gift for the improvement of the Union building, its equipment or services, is invited to write Don Anderson '25, treasurer, Memorial Union Building Association, 770 Langdon St., Madison 6, Wis.



ERECTED AND DEDICATED TO THE MEMORY OF THE MEN AND WOMEN OF  
THE UNIVERSITY OF WISCONSIN WHO SERVED IN OUR COUNTRY'S WARS

