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# A NEW LOOK IN THE UNION

*File:  
[Memorial  
Union]*

JAN 1958

The brand new cafeteria impresses with its pleasant atmosphere. It overlooks the lake on one side (this view has yet to look its best) and is separated from the serving lines by a decorative mosaic tile wall in a harvest range of colors. The tile wall is a gift of the class of 1957.





# UNIVERSITY OF THE PEOPLE



## *New moving picture tells of the activities of Extension Division*

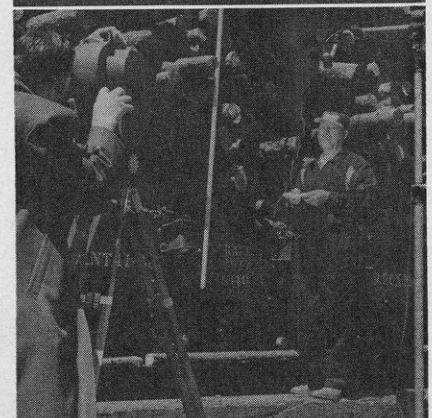
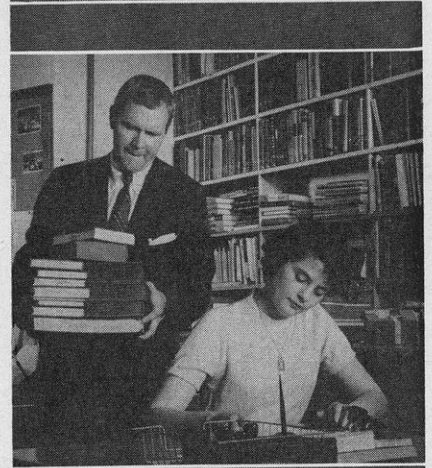
THE TITLE of this article is identical with that of a new documentary film portraying the famed Wisconsin Idea in action—the extension of the boundaries of the campus to the boundaries of the state.

The 28-minute color film, from the camera of prize-winning cinematographer Walter Meives, originated in connection with the 50th Anniversary of the University Extension Division last year.

In demonstrating how the University affects the lives of citizens through academic programs and public services, the moving picture performs a seemingly impossible task—largely by sticking to an exceptional script turned out by Prof. Edward Kamarck of the Wisconsin Idea Theater.

There's one central "character" in the film, Prof. Thomas Ringness, who traveled to Rhinelander to offer a graduate course for school teachers. There's also a central "location," that same city of Rhinelander, which is touched by Extension in many ways.

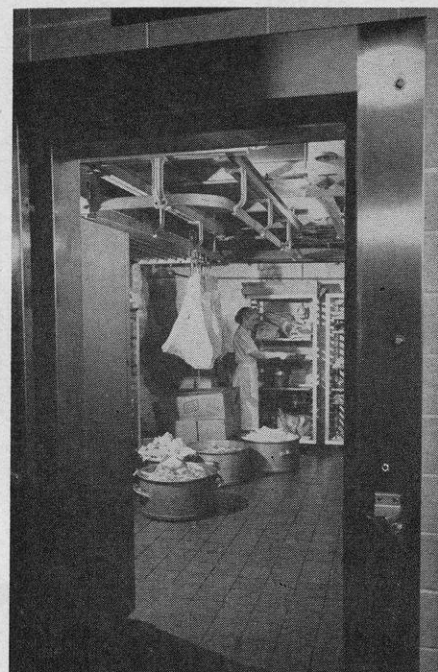
The film is supported by original music composed by Frank Benciscutto, formerly a graduate student and now a Madison teacher, and played by the University Symphony Orchestra. The film is available from the Extension Division's Bureau of Audio Visual Instruction at no charge.







There are two serving lines, usually operating at the same time. In addition there's a snack bar service open during most of the day. On an average weekday, about 2,500 people go through these lines.



Typical of the modern food service facilities installed in the basement, below the cafeteria, is this large walk-in refrigerator for meat. Total cost of all modernization in the Union building was about 1 1/4 million dollars.

ONE DAY in the fall of 1907 Professor Frank C. Sharp, a YMCA trustee, was talking to students George Hill and Willard Stephenson during an encounter on campus. Sharp told of the YMCA's mortgage troubles, and asked for suggestions on how a foreclosure could be headed off.

"A group of seniors were called together, a few alumni were consulted, and Hill, Ted Mulany and I were delegated to lay out a 'plan to save the Y,'" Stephenson recently recalled. "Some of us had visited the Union at Ann Arbor, while attending a football game, and it was suggested that we might organize a Wisconsin Union and revamp the Y if they would turn over their first floor to us, rent free. The Y accepted our plan and we soon ordered all magazines, books and pictures sent up to the second floor and converted the first floor into a student club with cigar stand, billiard tables, trophy room, popular magazines, etc. Popular-priced dances were held once a week. The idea soon caught on."

This was the birth of the Wisconsin Union.

Several years earlier, however, Pres-

ident Van Hise had called for such a movement in his inaugural address.

"Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows," he said. "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."

Subsequently, Van Hise worked closely on the Union idea with student leaders.

While the YMCA was the first home of the Union, alumni of various later vintages will recall its subsequent headquarters in the old Raymer house, the Edmondson house, and the Birge residence. All were near the Langdon-Park street corner. The Birge house persisted until 1937, the others fell in 1923 before the present Memorial Union building was begun.

Typical programs of the early Union were smokers and mass meetings, and

the club was for men only. This exclusion of womenfolk began to break down with completion of the new Union in the mid-twenties, only the Rathskeller remaining sacrosanct. Even this retreat experienced the rustling of petticoats starting just before World War II—and now the sole "for men only" signs are on certain of the restrooms.

There were other Union milestones in the years to come.

In 1933 the cafeteria issued meal books on credit to 300 students suddenly caught without cash.

In 1937 the Birge place—by this time known as the Old Union—was razed to make room for the Wisconsin Union Theater, acclaimed by many as the world's most beautiful showplace.

During World War II the Union served, as well as students on campus, thousands and thousands of service men stationed at Truax Field and at the University.

And there was completed in 1957 a million-dollar renovation of the cafeteria and kitchen facilities, described on these pages.

Any stray thought that the Wisconsin



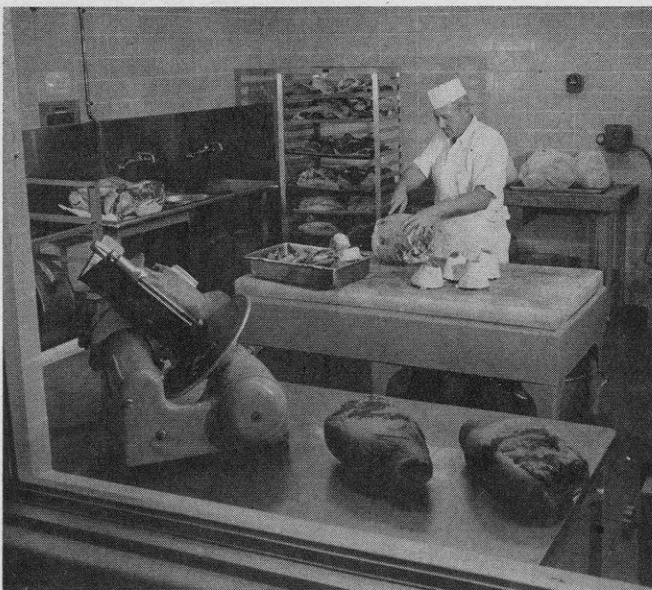


The scraping room is completely mechanized, with two conveyor belts in operation. On one patrons place empty dishes; the other takes scraped dishes to basement. Garbage, paper are ground.



The rotary oven, with its six trays, works like a Ferris wheel. The Union kitchens make a number of special breads, pies, and sweet rolls, so the stand-up oven gets quite a workout each day.

A meat shop is refrigerated at 52 degrees, and it is in this room that meat for cooking is fabricated . . . which is today's butcher's word for "cut up". Typically, fabrication is from quarters.



Union means to rest upon its laurels was dispelled by a recent report of the trustees of the Memorial Union Building Association. This alumni-faculty group, which raised the funds for the original two units of the Union in the 1920's, has assisted in guiding development of the building since that time.

The trustees offered a long-range, six-point program for helping the University to meet the needs of the many students expected on campus within 10 years.

"The Union must grow as the University grows," according to Trustee E. H. Gardner, who also directed the fund campaign of the 1920's. "We must be ready on all fronts when an additional 8,000 or more students come to the campus. This is a number equivalent to the size of the entire student body when the original Union was built."

There are some eye-opening possibilities visualized by the trustees. They include:

- Using the area under the plaza between the Union and the old red gym for enlarged bowling, billiard, and table tennis facilities. The space now devoted to the present cramped game rooms at the west end of the Union may be converted into additions to the Rathskeller, theater rehearsal and storage space, and meeting rooms.
- The building of an underground truck delivery tunnel between the Union and Lake St., connecting the Union with the new Wisconsin Center building and removing trucking from the proposed plaza.
- Development of the plaza between the Union and gym, already part of the University's master plan, as a general community gathering place and recreation facility—an "outdoor living room"—using a combination of planting and a decorative all-weather surface after the manner of many renowned city and university plazas in Europe and this continent.
- The ultimate construction east of the plaza, when a new gymnasium can be built elsewhere, of a major

(continued on page 32)



addition, possibly including housing facilities to serve both the Union and the Wisconsin Center building.

- The development of boat handling and workshop facilities in the unfinished area beneath the Union theater lobby, connected by a passage to the present Union sailing and canoeing pier.
- The construction of a permanent dining facility on the west side of the campus, replacing the Union's present Breese Terrace cafeteria.

The trustees also emphasized the urgency of the parking problem. Providing parking, they said, is "hardly less important than adequate provision for Union space."

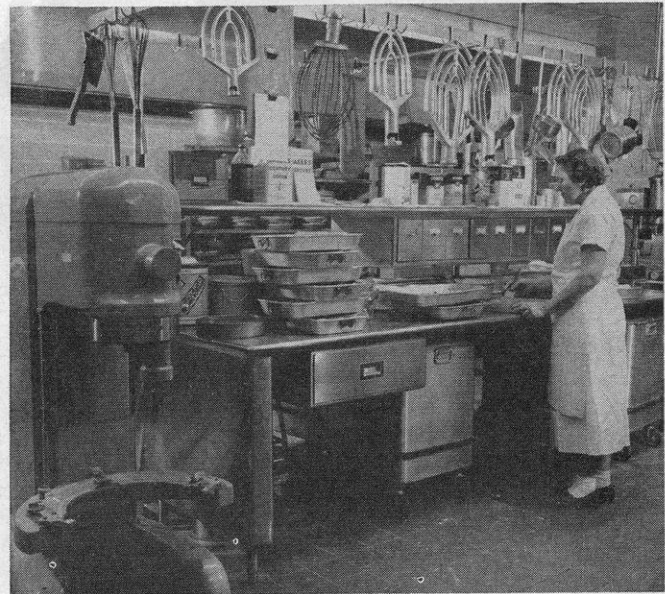
"The ill will we see aroused in alumni and others as they try to gain access to the Union," the trustees said, "opens our eyes more clearly to the damaging effects upon the whole university of the lack of parking space near the buildings the public uses most."

The need and the pressures will be even more critical, the trustees pointed out, when the new Wisconsin Center opens in the spring and brings additional large numbers of cars to the lower campus area.

The trustees urged that everything possible be done to develop a larger parking facility on Lake St. north of University Ave., to expand parking west of Park St. along the lakeshore, and to build a multi-deck parking structure across from the Union theater on the site of the old chemical and electrical engineering buildings.

The trustees recommended that the present area between the Union and the gym be continued for parking use until the possibilities of underground facilities can be fully explored and substitute parking to serve the Center, libraries, and the Union be provided nearby.

The trustee group currently studying the Union's future consists of John Lord, Chicago, Chairman; Don Anderson, Madison; John Bergstresser, Chico,



This is the bake shop, and that's a mixer in the foreground. The kitchen's planners tried to put as much equipment as possible on wheels, or on a solid base, to make cleaning considerably easier.

Calif.; Ray Black, Minneapolis; Dr. H. C. Bradley, Berkeley, Calif.; Thomas Brittingham, Wilmington, Del.; Timothy Brown, Madison; Charles Byron, Chicago; Mrs. Grace Chatterton, Madison; Dr. John Dollard, New Haven, Conn.; Dr. Victor Falk, Edgerton; Lowell Frautischi, Madison; Edward H.

Gardner, Gaylordsville, Conn.; Robert Gresch, Chicago, Howard Mumford Jones, Cambridge, Mass.; John M. Kohler, Kohler; Harold Konnak, Racine; Mrs. Sally Marshall, Madison; A. W. Peterson, Madison; Oscar Rennebohm, Madison; Irving Seaman, Milwaukee; and Don Slichter, Milwaukee.

## Alumni

### 1900-1910

Gen. Roy F. FARRAND '00, president of St. John's Military Academy, Delafield, since 1923, has been nominated for a citation for outstanding contribution toward the advancement of secondary education. The citation will be awarded next June at the 100th anniversary ceremonies of the founding of Shattuck School, Faribault, Minn.

It was old home week in San Francisco when former football star Pat O'DEA '00 met Amos Alonzo Stagg, former University of Chicago coach, for the first time in 58 years. On Dec. 9, 1899, Stagg's team defeated Wisconsin's team, sparked by star O'Dea, and the two reminisced many old times.

William T. EVJUE '06, editor and publisher of the Madison *Capital Times* since

1917, celebrated his 75th birthday anniversary on Oct. 10.

The new president of the American Society of Civil Engineers is Louis R. HOWSON '08. Since his graduation he has been connected with the Chicago consulting firm of Alvord, Burdick and Howson and is now a senior partner. Howson has been active in ASCE since 1914 and served as Director (1950-1953) and Vice President (1953-1956). In 1949 he received a "Distinguished Service Award" from the University.

Dr. Leslie A. BECHTEL '10, Port Wing, is serving as interim pastor at Christ Presbyterian Church in Madison until a permanent replacement can be found for Dr. Roy W. Zimmer who retired Oct. 1. Dr. Bechtel served as pastor of the Hammond Ave. Presbyterian Church in Superior and then was pastor of one of the largest Pres-





# A bullet for Charlemagne

**T**HE thickset Caco general got slowly to his feet. Behind him, in the darkness, stood an ugly backdrop of a hundred Haitian outlaws. At his feet, a woman stirred a small fire.

Confronting him, the tattered young man in blackface disguise saw the fire gleam on his white silk shirt and pearl handled pistol and knew this was the murderous chieftain, Charlemagne Masena Peralte. The man he'd come for, through a jungle and a 1200-man encampment, past six hostile outposts, risking detection and certain death.

Charlemagne squinted across the fire. "Who is it?" he challenged in Creole.

There was no alternative; Marine Sergeant Herman Hanneken dropped his disguise, drew an automatic, and fired.

The night exploded into gunflame, most of it from Hanneken's second-in-command, Marine Corporal Button, and his handful of disguised Haitian gendarmes. But the shot that killed Charlemagne was the one which would finally end Caco terror and bring peace to Haiti.

Sergeant Hanneken is retired now—as Brigadier General

Hanneken, USMC, with a Silver Star for Guadalcanal, a Legion of Merit for Peleliu, a Bronze Star for Cape Gloucester, a Gold Star, and a Navy Cross. And, for his incredible expedition against Charlemagne, November 1, 1919, the Medal of Honor.

The Herman Hannekens are a rare breed, it is true. Yet in all Americans there is much of the courage and character which they possess in such unusual abundance. Richer than gold, greater, even, than our material resources, it is the *living* wealth behind one of the world's soundest investments—United States Savings Bonds. It backs our country's guarantee: safety of principal up to any amount, and an assured rate of return. For real security, buy Bonds regularly, through your bank or the Payroll Savings Plan, and hold onto them!

**Now Savings Bonds are better than ever!** Every Series E Bond purchased since February 1, 1957, pays 3¼% interest when held to maturity. It earns higher interest in the early years than ever before, and matures in only 8 years and 11 months. Hold your *old* E Bonds, too. They earn more as they get older.

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SA J. J.

File  
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Wise  
How to  
use  
Memorial

MADISON, Wis. -

Anne Minahan, social director of the Wisconsin Union, is resigning at the close of the summer session; it was announced by Porter Butts, Union director, yesterday. ~~\_\_\_\_\_~~

Miss Minahan is known to hundreds of students and faculty members for her work in advising ~~key~~ Union committees, her leadership of "social forums" at fraternity and sorority houses and dormitories, and her behind-the-scenes guidance of many all-University receptions, Prom, and other social occasions. She is the author of "The College Union and Preparation for Citizenship," published by the Association of College Unions, and recently <sup>she</sup> presented the results of her study at the St. Louis conference of the American Personnel and Guidance Association.

With the departure of Alice Kearby, assistant social director, to be married in June, and of Howard Henry, personnel director, to become the director of the Union at the University of North Carolina, a general staff reorganization at the Union is taking place for next year, according to Butts.

Mrs. Rita B. Peterson, a member of the Union Directorate as a student and now Union membership secretary, will be staff adviser of the Placement and Literary Committees, <sup>taking</sup> ~~the~~ Miss Minahan's place.

Wallace Douma of Atlanta, Georgia, will work with the Forum Committee, ~~formerly~~ one of Miss Minahan's main functions, and will substitute for Mr. Henry as personnel director.

Douma was a Grinnell College graduate in 1947, where he was social coordinator for the campus, member of the Student Council, dormitory personnel officer, production manager for the campus radio station, an editor of the year book, and drum major for the band. He later became production manager for the Lincoln, Nebraska, community theater and for the past two years has been personnel assistant and office manager for the Atlanta division of the Curtis Company.



Miss Claire Salop, another new staff member, will become staff adviser of the Union News Bureau and Public Relations Committee. Miss Salop is currently a teaching assistant in radio and news writing at the University and will complete her masters degree in communications this June. She has previously been engaged in weekly newspaper work ~~and~~ for two years was director of promotion and publicity for radio station WXIX at Milwaukee, and <sup>hereafter</sup> ~~then~~ national sales service director for WISC-TV, Madison.

Larry Suha, former Union president and now a graduate assistant on the Union staff while taking his higher degree in recreation leadership, will become program counsellor, conducting the Union-School of Education recreation workshop as well as advising the Graduate, International, and Married Student Clubs.

Theodore Crabb will continue as the Wisconsin Hoofers adviser, work with the House Committee, and direct Union building use and reservations in Mr. Henry's place.

Roger Rodzen will be next year club services and night manager, including the management of game rooms, and will be staff adviser to the Tournaments Committee.

Other staff adviserships remain unchanged.



BQ Dec '48

## Beefeaters

# Costume Parties Return to Post-War U.W. Campus



If there is anything characteristic about this year's "social whirl" at the University of Wisconsin, it is the revival of "costume" parties.

Among the dress-up parties which the war ended was the colorful "Beefeaters' Dinner," which the students who run the Wisconsin Memorial Union held in pre-war years.

This year, the Beefeaters were back in all their glory, and in the costumes of "Merrie auld England." More than 200 Union committee members, "Yeomen of the Union," attended; Tripp Commons, the Union's largest dining hall, was transformed into a Tudor hall; costumed trumpeters heralded with fanfares the entrance of the Tudor

—State Journal Etc.

Singers, whose concert was a highlight; and, because forks were not existent in Elizabethan times, the guests ate their succulent beef, potatoes, gravy, beans, and plum pudding with no other utensils than knife and spoon!

In the above picture, Richard Lewis, Eau Claire, president of the Union directorate, is getting attention from two "ladies-in-waiting," Janice Wegner, Wauwatosa, left, chairman of the Union gallery committee, and Ruth Hadley, Madison, chairman of the Union crafts committee.





# LOCAL ITEM

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

11/25/55

Immediately

MADISON, Wis.--

among the students of the University of Wisconsin who are serving on the committee which is making preparations for the 10th annual Beefeaters Banquet to be held in the State University's Memorial Union building Sunday (Dec. 4).

Beefeaters Banquet is an annual pre-holiday event at Wisconsin's Union. It is patterned after dinners which were once served in Tudor England. The tradition is that "Beefeaters" were guards of the Tower of London who needed to eat good red English beef in order to keep awake and alert at their guard duties. Modern day Beefeaters at Wisconsin's University are the committee members of the Union who govern and plan the yearly programs of Wisconsin's Union.

The dinner features fine roast beef, flaming plum pudding, fruits, nuts, and true English atmosphere. All those attending became lords, ladies, dukes, duchesses, and other terms of nobility for the evening.

The Beefeaters Banquet is annually one of the major events at Wisconsin's Union which is appropriately termed the students' "home away from home" and the "living room" of the campus. Located at 770 Langdon Street, at the heart of the campus, the Union this year is celebrating its 26th anniversary of service to the Wisconsin campus and its students.

####

## Knives the Fashion ~~11/10/54~~


Using knives as their only eating utensils, Union committee members will be honored at the annual [Beefeaters'] Banquet in Tripp Commons Sunday, Dec. 4.

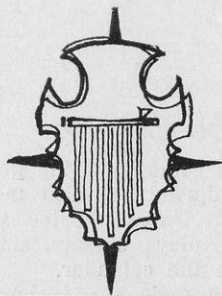
The banquet—now a Union tradition—will be fashioned after the Tudor period. The menu will include prime ribs of beef, large bowls of fruit, pudding, and ale.

Trumpeters, jesters, musicians, waiters, and a Tudor court of Union directorate members in appropriate costume will help carry out the theme.

The annual banquet is to honor the members of the many Union committees who plan and direct most of the Union's activities.

*S/S*





Featuring  
the

File Memorial Union.  
General  
**UNION**

## Column One

### ... from the President

It is a privilege to be president of the Wisconsin Union during its celebration of the fiftieth anniversary of the first Union Board.

During the twenty-nine years that the building has been open we have seen two major additions to it, plus the addition of many new facilities. With over 100 different programs in existence, and over 9,000 people entering the Union every day, we have proof that the very first Union Board was right when they thought that a building would be a great help in unifying the campus.

Our new "scoop" sheet is an added attraction this year. The Union News Bureau committee is publishing it. We feel you, as Union members, would be interested in the type of items it contains, and we hope that you will find them informative and interesting.

We welcome you to come and see our special anniversary exhibit, "The Union Marks a Milestone," and to take advantage of the facilities that fifty classes before ours have worked so hard to make a reality.

—Doris Feldman

## What is so rare As a roast well done?

Heralding trumpets will call together "lords" and "ladies" to the annual feast of Beefeaters in Tripp Commons of the Union, Sunday, December 8th.

Brilliant red tunics, white ruffs, plumed hats, flowing gowns of damask and rich velvet will be worn by the "knights" and "ladies"—the chairmen of the Union committee who are honoring their committee members at this feast for their services during the year.

Candlelight will prevail as two "knaves" bear the beef on a stretcher presenting the first piece to the "Keeper of the Beefe," Union President Doris Feldman. After a cry, "Verily 'tis done, to the kitchen!" all guests will join in eating rare prime rib of beef. Flaming plum pudding will also be served according to the Tudor tradition. Knives only will be used, as forks at this time had not yet been invented.

Between courses, to insure much "Gaiete and laughter on every Side," the Tudor singers will be present to provide yule music.



Already the parking lot adjacent to the Union is filled to capacity whenever there is an event at the Union as shown above. When the new Wisconsin Center opens in December, 200 more cars will be vying for this space.

## Have You Any Ideas? ... Parking Is Our Problem

Parking is the No. 1 facility problem at the Union—for students as well as visitors. About 4800 students drive cars. The Union is the natural daily target for commuters—checkrooms, telephones, washrooms, and a place to eat. But no place to land.

The Union and the university administration are struggling for a solution.

The faculty biologists say "no" to lake fill under Muir Knoll.

The city's been asked to multi-deck the meter lot on Lake St., but the planners want to double the size first, saying the present lot's too small (that puts this project off at least two years).

Meanwhile, one ray of sunshine:

The area between the Union and gym has been expanded and cindered, providing about 15 more spaces. And the Regents have agreed to keep parking there for the time being, despite pressures to put in grass.

Students can drive in there after 5 p.m. week days, after 12:30 p.m. on Saturday, and all day Sunday—to attend theater events, dances, and dinners. But you have to come early.

Any ideas on what ought to be done about parking? Drop the editor of this sheet a note at the Union News Bureau, Main Desk, Union.

## Did you know?

- The oldest college nightclub, Club 770, will celebrate its 25th anniversary on Saturday, Nov. 23.

- Hoofers Club has over 45 pairs of skis, and boots, bindings, and poles, for rental.

- Bill Immerman, Film committee chairman, fell into the Grand Canal in Venice this summer while playing gondolier.

- An entire "weekend at the Union" was presented to Koryu Ishii for his artistic skill in Pumpkin Carving Halloween eve. Siebecker and the Pi Phis had the greatest house representation.

- Over \$150 in prizes will be awarded to students at "Operation Madball" dance, Friday, Nov. 22.

- Wid Stevenson, one of the founders of the Union Board, and '08 grad, will be attending the Union Family Coffee Hour.

- The Union which was originally set up for "Men Only" has as its 50th president—a woman!

- Nearly 3 million people enter the Union every year.



# Union Opened Nov. 20, 1907; Celebrates Golden Anniversary

## Pies, Rolls, Turnovers Exchange Offers Meal

One need not necessarily be a Ben Franklin to be seen on the streets carrying yeast-possessed loaves these days! This campus has its future men like Ben—and they're carrying everything from pies to salad dressings to their dorms, fraternities and private homes. Who knows? Maybe they, too, will win some sweet miss while strolling down Langdon St.

By opening an "exchange" near the new cafeteria, the Union has provided a convenient opportunity to "eat out at home". One may place his order for



"One a penny—two a penny—hot-cross bun!" Corky Wagner, former Forum committee chairman looks over the pastry at the new "exchange." Russell Nelson advises her on what to "carry-out." Students who desire more than three servings of the frozen main dishes, should place their order by calling (U 4512) the previous day.

any one of several frozen main dishes offered, plus a pie or cake for dessert. This makes the Union's new feature similar to a restaurant's "carry-out" orders.

The idea was started two years ago, when requests for such a service were made by married and independent students. With the advent of the new kitchen, such a program was made possible this fall.

Open from 7 a.m. to 7 p.m., Monday through Friday, and 11 a.m. to 7 p.m. on

Fifty years ago this month the first student Union Board was founded at Wisconsin. In 1907 the Board began to work toward its objective: "A Living Room of the University." Today you can take a look at the fruition of their ideas in the Union building, its programs, and its plans for the future.

"The Union Marks a Milestone," the historical exhibit, now on display in the Theater Gallery, shows the growth of the Union through the days of depression, inflation, and world crisis. It brings back the days during World War II when the Union served lunch at 2 a.m. to servicemen; and even earlier, the days when three meals came to a total of \$.53!

The exhibit shows the original plans for the Union building which included a carillon tower. Sketches of the theater addition and the cafeteria addition can be found in this progress report. At the end of the exhibit affording a topic for speculation and proof positive that the Union is a dynamic and growing institution, is the plan for additional expansion in the future.

Over 100 board members, chairmen, and others who have been close to the Union and the Union idea these 50 years will meet at the Union family coffee hour on Saturday, November 16, in commemoration of the 50th anniversary. A tour of the new additions will allow the Union family to bring their knowledge up-to-date and the exhibit will refresh the memories of the "good old days."

(P.S.: Check in on the exhibit—a perfect pastime while standing in Movie-time lines.)

Saturdays and Sundays, the exchange offers many typical Union dishes. Turnovers—beef, chicken, ham, tuna and salmon—are sold, along with tuna, chicken, and beef pot pies. Macaroni and cheese, Spanish rice and beef, pork, beef or ham and noodle casserole are available. In addition, several combination dishes are offered, such as chili and chicken-ala-king.

Fudge-bottom pie is a specialty. Other baked goods available are layer cakes, doughnuts, nutbread, crust-fruit pies and caramel rolls, which currently are heading the "most popular" items list.

### THE STAFF

Five issues of "Featuring the Union" will be published.

News Bureau Chairman . . . Mary Jo Kores  
Editor . . . . . Kathy Delaney  
Advisor . . . . . Alice Kearby  
Photographs . . . . . Jay Kaufman

## Culture Corner

Culture comes in a big pre-Christmas package during the next month at the Wisconsin Union theater with bands, orchestra, plays, singers, and Broadway actors on the calendar.

Nov. 20 finds the Welsh actor-playwright-director, Emlyn Williams, in what he calls "entertainment"—reading from the rollicking prose works of the Welsh poet Dylan Thomas. Thomas Peterson is show chairman.

Nov. 22 and 23 brings the radiant German singer, Elisabeth Schwarzkopf to the campus in a pair of programs on the Concert Series for which dedicated music-lovers have been waiting since 1954 when the soprano first came to America. Roger Hamilton will assist concert manager Bernis Moskowitz in planning this show.

The University Symphony orchestra, under the baton of Prof. Richard C. Church will offer their annual scholarship benefit concert Sunday afternoon, Nov. 24, at 3 p.m.

## From Athletic Faces To Surrealist Mazes

A hunk of masculine pulchritude—in the form of photos of Wisconsin's athletic teams—fifty years ago this was what the first Union Board "considered art." (There are those who would still agree.)

On Sunday, Nov. 24, the Union Gallery committee will announce what they "consider art" at the 23rd annual Salon of Art. Over \$1300 in awards and purchase prizes will be given to the winning Wisconsin artists at the opening reception.

Under the chairmanship of Carol Schiffler, the Salon committees are busily preparing for the judging, which will take place the 16th and 17th of November.

Salon chairman this year include Joanne Kormey, entries; Orland Larson and Delores Zimmerling, exhibition; Kathleen Knapp, publicity; Jan Barland, catalogue; Betty Risteen, social; Mary Kay Crawford, lecture; Dagny Quisling, judges and awards; and Mary Lou Gregg film.

Students as well as university faculty and artists from all over the state have figured as Salon winners. The Wisconsin Union collection houses many of the award-winning works of art and these go to make up the permanent and loan collection of the Union; unique in the fact that they consist of actual originals rather than reprints.

Be sure to take in the exhibit which will be in the Union galleries through Dec. 15. See if you agree with what this year's judges "consider art!"

# U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

4/29/58 ext

Immediately

MADISON, Wis.--The most-used building on the University of Wisconsin campus--and perhaps the most used student center in the nation--will tally nearly three-million visits this year.

That is the projection from the annual survey of traffic in the Wisconsin Memorial Union, the nation's number one example of the effectiveness of Unions as centers for out-of-class student activities.

The latest traffic count indicates that the Wisconsin Union doors swing open 9,220 times every day. The daily total has increased 7.3 per cent over last year with a student body only 2.2 per cent larger on the Madison campus.

Estimated on the basis of 320 Union operating days, the expected total number of people entering the building this year will be 2,950,400.

The Commons entrance reflected the greatest change in daily use since last year, the House committee check revealed. Some 4,118 persons used the Commons door in comparison to 2,694 on the same date last year--a 54.1 per cent increase.

A new cafeteria with day-long service, the exchange, free telephones, and other services now available in the cafeteria lobby were credited by Ted Crabb, assistant to the director, as the main reasons for the increase.

The Park Street theater entrance, which has been the most used entry for the past few years, dropped to second place this year with a count of 3,770 but was still up a 8.2 per cent over last year.

"The results of the survey are used in many ways," said Crabb. "Because of the heavy traffic at the Park Street entrance, the box office was moved there as

-more-



## Add one--Memorial Union

a convenience to students. The popularity of the Commons entrance, has led to the addition of washrooms, phones, sales desk, extensive bulletin boards, and exhibit space in that area."

The use of the so-called "main-entrance" at the top of the front steps has declined steadily over the years, dropping to only 729 this year, and the once busy Rathskeller entrance was used by only 367 persons, the traffic count showed.

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# U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/5/58 unb

RELEASE:

Immediately

MADISON--The [Wisconsin Union], community center for the University of Wisconsin, has been named a merit award winner for "superlative achievement in food service" in the twelfth annual Institutions magazine nationwide contest.

The Institutions award, a coveted honor in the hotel and restaurant field, was presented in Chicago to Prof. Douglas Osterheld, associate director of the Union, for the role he played in redesigning and remodeling the 30-year-old Union cafeteria.

The [cafeteria] overlooking Lake Mendota and the central kitchen of the Wisconsin Union have become show places on the campus. The kitchen supplies service to eight dining rooms in the Union, a branch cafeteria located a mile away, and to the new Wisconsin Center.

Other Institutions magazine merit award winners in the 7,000 to 10,000 meals a day class include the Boeing Airplane Co., Washington; the Ford Motor Co., Michigan, and the International Business Machine Corp., California.

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# SOCIETY NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

9/11/58 mcg

*Memorandum*

MADISON--To lighten the burdens of classwork and study, students at the University of Wisconsin will have a heavy year of social and cultural events, highlighted by the only appearance on a college campus in America of Britain's famous "Old Vic" Company presenting "Twelfth Night" and "Hamlet" Nov. 18-19.

A caliope sounded its shrill notes throughout the day the students arrived this year, heralding the first Open House at the Memorial Union, the campus cultural and recreational center where, on the first evening, 100 special events attracted almost every student on the campus.

It was the beginning of a year of many choices for Wisconsin students.

The culture-vultures among them will have a banner year filled with serious music by pianist Artur Schnabel, tenor Cesare Valletti, the Danish National orchestra, the Minneapolis Symphony, violinist Michael Rabin, the Festival Quartet, soprano Adele Addison, the University Pro Arte quartet, faculty soloists, and student groups;

With lectures by Carl Sandburg, Eleanor Roosevelt, Vance Packard, and Dr. Robert Oppenheimer, with exhibits of Flemish paintings of the 15th century and Wisconsin rural art; with such professional stage productions as Leonard Bernstein's "Candide," the Canadian Players' "Devil's Disciple" and "As You Like It"; and with opportunities for learned discussion with their professors over dinner or coffee.

They will be offered, during this 36th season of the Wisconsin Players, the opportunity to see "Tiger at the Gates," "Three Men on a Horse," "Oklahoma," "The Importance of Being Earnest," and "The Corn is Green."

-more-

## Add 2--UW entertainment

The Wisconsin Union Theater has also scheduled the National Ballet of Canada, the Lotte Goslar Pantomime Circus, the Robert Shaw Chorale and Orchestra, folk singers Marais and Miranda, the George Shearing Quintet, and the annual productions of Orchesis, the campus dance group, and the Haresfoot Club whose men are "ladies" a few weeks each year.

In the Union art gallery, which began the year with a showing of faculty paintings, sculpture, pottery, and drawings, 15 exhibits will include such variety as the annual student art show, 20th century German expressionist art, and paintings by Aaron Bohrod, the University's outstanding artist-in-residence.

Home games for the football team in Camp Randall stadium include Marquette Oct. 4, Purdue Oct. 11, Iowa Oct. 18, Northwestern Nov. 8 (Homecoming), and Minnesota Nov. 22. The basketball season begins Dec. 2 with Marquette facing the Badgers in the Field House.

Students who love to dance will find dancing aplenty at fraternities, sororities, and dormitories; and the Union has scheduled some sort of fling on Friday and Saturday evenings of most weeks. Big dance dates include the Panhellenic Ball Oct. 17, Navy Ball Oct. 24, Homecoming Ball Nov. 8, Prom Feb. 27, St. Pat's dance March 14, and Military Ball April 24.

For the athletically inclined who like to hike, bike, sail, ride, camp, or hunt; and for those who choose to risk their necks on ski slopes, mountain sides, or in white water canoeing, the Hoofers Club maintains headquarters--equipped with advisers, bandages, and equipment--in the Union building.

Experimental plays and outstanding films are features of the Play Circle, the little theater in the Union. On this year's film schedule are such superior domestic and foreign offerings as "Fanfan the Tulip," "Gold of Naples," "Trial," "Manon," "The Brothers Karamazov," "Love in the Afternoon," and "High Society."

The Union also presents the University Symphony and Band faculty soloists, and the Pro Arte quartet in Sunday Music Hours.

Unless they wear blinders as they plod from classroom to library in the avid pursuit of book knowledge during the current academic year, Wisconsin students will enjoy one of the richest programs ever planned for their liberal and cultural education.



# LOCAL ITEM

12/4/59

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--

among the seven sub-chairmen planning the 14th Annual [Beefeater] banquet to be held at the University of Wisconsin's Memorial Union on December 13.

This traditional pageant, "the Union's family dinner," was begun in 1941, and is modeled after a Christmas dinner of medieval England, complete with costumes and a band of Tudor singers. All of the 450 students who have served on committees of the Memorial Union are invited to the banquet.

##



# *Memorial Union General* MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/18/57

RELEASE:

Immediately

The new Memorial Union cafeteria addition at the University of Wisconsin will be open Thursday evening when the senior class gathers in the main room to stage the annual Senior Ball and present this year's class gift -- the central wall decoration of the room.

The addition has been under construction for the past year.

The flexible uses of the new dining area are exemplified by the senior event, according to Douglas Osterheld, associate director of the Union.

Seniors will dance in the central area, sit at tables overlooking Lake Mendota while listening to the orchestra, night club fashion, serve themselves with refreshments from the fountain section of the new cafeteria counter, and stroll back and forth to adjacent lakeshore terrace.

During the evening the class gift will be presented -- the decorations of the 50-foot wall which will be the focal point of the room. The wall is designed in ceramic tiles in a "harvest" color range accented by bronze tiles, framed by redwood planters and panelling, and illuminated with soft indirect light.

The class gift is being made on the occasion of the 50th anniversary of the founding of the student Union organization at Wisconsin, in 1907.

Students, faculty, alumni, and other members of the Union will have their first opportunity to use the new dining service Wednesday.

Work by the contractors, which is not yet completed, will continue in other areas of the new addition for some days. Announcement of full service in other rooms will be made later.

#####



## Madison's Largest Kitchen

*Memorial Union General*

# Union Plans 'Cook's Tour'

Madison's "largest kitchen"—one that can put out 600 pounds of cooked pot roast for a single meal—will be open for inspection Sunday from 1:30 to 4:30 p.m.

A "Cook's Tour" of the Memorial Union's completely reconstructed kitchen has been arranged for cafeteria patrons. This group includes Wisconsin Union members, their guests, and University of Wisconsin faculty and students.

The "behind scenes" tour will give visitors a glimpse of the facilities used to cook the Union's 6,000 daily meals.

### 20,000 Meals a Day

The kitchen is part of the Union's recently-completed addition. Its peak capacity is production of 20,000 meals a day.

A meat preparation area in the unit processes an average of 4 tons of meat a week. The room is held at a constant 52 degrees Fahrenheit to keep bacterial action and meat shrinkage at a minimum and to simplify the handling of meats.

The smallest freezer in the kitchen holds about 10,000 pounds of foodstuffs. The largest one, used for storage of immediate usage items, holds 30,000 pounds.

### Own Bake Shop

The Union has its own bake shop. This can produce 50 dozen breakfast rolls per day, 100 to 150 pies, and 50 to 100 cakes. Many of the recipes used in baking are ones that were developed by the baking staff over the years.

Five large steamers are part of the equipment that will be on display. The steamers, when filled to capacity, can cook 800 pounds of food. And three stack ovens are able to cook the 600 pounds of pot roast.

A revolving tray over, with six trays, can roast 14 turkeys at one time.

### Dishwashing Room

Visitors will see the dishroom where up to 3,000 pieces of dishware can be washed in an hour. This room serves all food units in the building.

The tour route includes the maze of fans, air conditioning equipment, air compressors, the intricate communication system for handling food orders rapidly,

and the five lifts which take food to the upper floors.

Douglas C. Osterheld, 3323 Lake Mendota dr., former Union student president and now associate director of the Union, designed the layout and equipment of the new cafeteria and kitchen. Under his direction, the 30-year-old wiring and mechanical facilities were re-engineered and re-built.

Large colored placards along the tour will explain some of the new facilities. In other areas, the kitchen staff and student hosts will answer questions.

Union committee members will act as hosts and hostesses at a reception in the cafeteria area. Coffee will be served and Marvin Seymour, organist, will play.

## Friendly Relations

### Not This



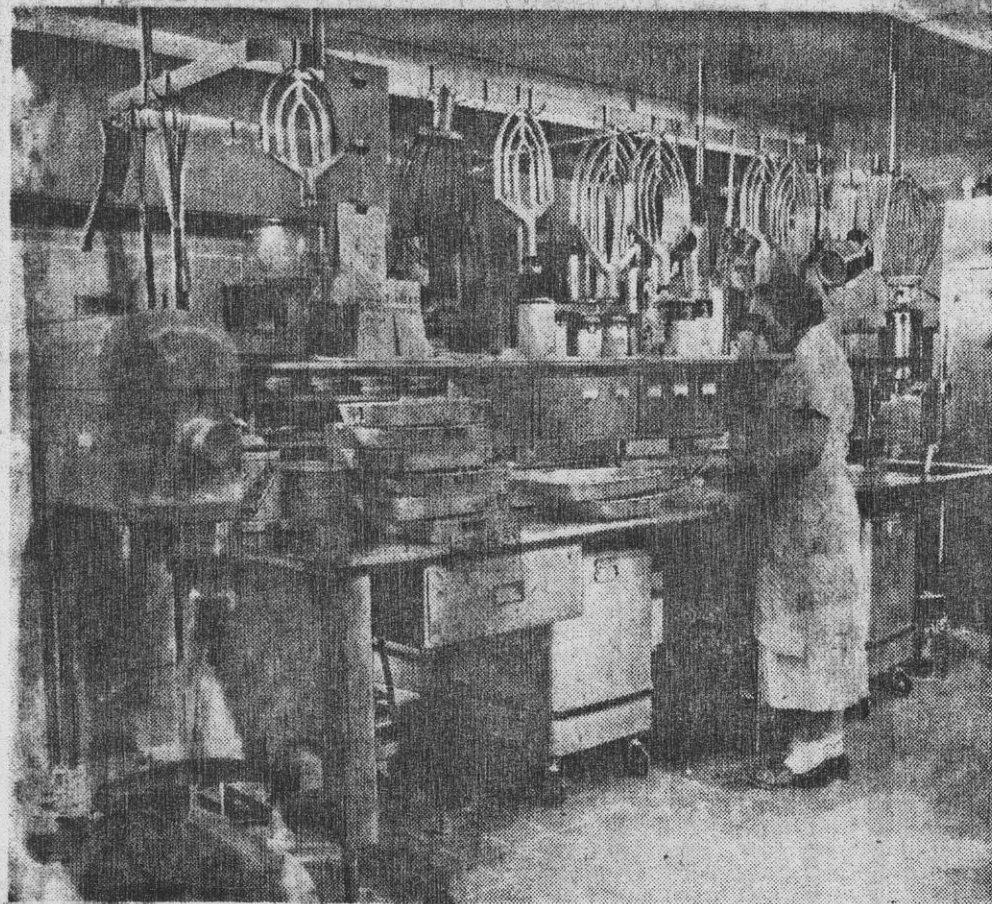
Mother: "You cannot go unless you take your little sister with you. You know how she loves to be with you older girls."

### This



Mother: "No, Ann, you cannot go with the big girls today. I will phone and ask Sandra to come over and play with you."

Insistence on constant companionship harms more than it



One part of Madison's "largest kitchen," the newly-reconstructed Memorial Union cafeteria and food preparation centers, is the Union's

own bake shop. Mrs. Norma Rose, 2570 Hoard st., is at work. The bake shop can produce up to 150 pies and cakes a day.

# U. W. NEWS

6/21/60

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

*Memorial Union*

MADISON, Wis.--No longer merely a place to meet and eat, the college union's highest value is as a community center, where students have an opportunity to practice democracy, writes Porter Butts, director of the University of Wisconsin Memorial Union.

Butts contributed the keynote article for a special 32-page section of "College and University Business" as well as an article on "What the Students Need and Want in a College Union." The articles were published in the June issue of the magazine, distributed nationally to administrative officials of colleges and universities.

"If college students are to be the future leaders of our democracy, somewhere they must have a chance to practice it. On the campus there is no better place than in the union, the campus counterpart of the civic, political and social life of the thousands of communities into which students will move after graduation," he says in introducing the keynote section.

"The days when the union was merely a place to meet and a place to eat, a kind of service station filling accidental gaps in the provisions for out-of-class needs, are long since gone."

"The union is now a community center of the first order, with an identity and meaning of its own."

Butts should know. He has been director since Wisconsin's Union opened in 1928, and past-president and member of the executive board of the International Association of College Unions.

-more-



add one--Porter Butts on Unions

"First of all," he continues, "students need a place for leisure." But, something more than sitting and social rooms should be available, he points out.

He suggests that "presenting cultural activities and opportunities in the place where students are, in their social center, is likely to result in more interest and participation than in a situation where we are expecting them to seek out such opportunities elsewhere on the campus or in the college town."

"The union is a priceless tool for shaping an authentic 'community of teachers and students' and the individual student's sense of social responsibility. ...In this kind of social and service institution, it can immediately be apparent that the ideals of democracy are practiced and that they work," he says.

In the second article in the magazine, Butts reports on the results of a group of surveys conducted on the same basis among students on 20 campuses where college unions were being planned from 1950 to 1959.

He found that a snack bar comes first with students, but that a theater is growing in importance, and facilities are needed for adult conferences.

"If a union were to include only one facility, it would properly be a snack bar; many unions at small colleges are just that."

However, "most noteworthy outcome of the 20 student surveys in many ways is the high priority given to the theater and small auditorium; these facilities rank seventh and tenth among the 38 wanted items. This confirms a trend of student interest as yet not sufficiently recognized in union planning, Butts writes.

The ten top student wants he listed, in order of importance, were: snack bar, bookstore, general lounge, ballrooms, cafeteria, parking, large theater, information desk, bowling, and small auditorium.

Another article, "Wisconsin Builds Nine in 59," told of the simultaneous planning of new unions at Wisconsin's state colleges.



*Wisconsin Union*

*The Wisconsin Union*

*File*

UNIVERSITY OF WISCONSIN • MADISON

March 3, 1961

*Bob*

President C. A. Elvehjem  
Bascom Hall

Dear President Elvehjem:

In accordance with your request of February 1 we have prepared the enclosed biennial report for the Union.

Once we got into it we thought it might be well to include some possibly quotable material that could be used this spring while the legislature is here as well as in the general biennial report to be published later -- especially in view of the concern of some legislators over students and student life, and the need, as always, for reminding legislators and the public of the services of the University to the state (in the case of the Union, without cost to the state).

For such current possible use, I am sending a copy of this report to Bob Taylor.

*X*

Cordially,

*Butts*

Porter Butts  
M

Director



THE WISCONSIN UNION  
BIENNIAL REPORT, 1959-61

The Union as a Cultural Center

"To have great poets there must be great audiences too," Walt Whitman said.

Contemporary observers agree with Walt Whitman, and they add, significantly, that the main hope for a discriminating audience for the arts in America now rests with the universities. Lecturing at the Wisconsin Union's "Dance Festival" last spring, Agnes de Mille, one of the world figures in the field of creative dancing, said:

"There has never been great art without great audiences; the one depends upon the other. Universities can train creative artists and shape taste, and this is a vital service . . . Universities presently constitute our only practical hope."

Eric Sevareid, appearing on the campus a week later, added his testimony:

"It is the universities that will bring and restore creative adventure in the vast interior stretches of the land."

The whole process of liberal arts instruction, of course, is concerned with carrying out this mission of the University. But classroom instruction, of itself, is not enough. If the University is to nurture a great audience for the arts, students need the opportunity to try out in their daily living the cultural interests the University so painstakingly cultivates in the classroom.

At Wisconsin, the primary role of bringing into being the actual audience for the arts, at the same time asserting standards of excellence



and taste, is performed by the Union.

There is reassuring evidence that there is a supporting audience for the arts at Wisconsin -- a very extensive one -- and that the whole pattern and tone of student interests has been substantially changed -- away from the often pointless "collegiate activities" of an earlier era toward serious, rewarding cultural pursuits -- by the Union effort.

In the past two years, for example:

. . . Union committees presented 24 major concerts (including such artists as Menuhin, Casadesu, Victoria de los Angeles, the Robert Shaw Chorale, the Minneapolis Symphony); 10 touring theater and opera companies (including Katherine Cornell, Marcel Marceau, the Goldovsky Opera Company, Thomas Wolfe's "Look Homeward Angel," Archibald Mac Leish's "J.B."); three dance concerts (including the American Ballet Theatre); more than 100 distinguished films; and innumerable lectures and discussions on the arts. In addition, the Union housed most of the public drama and music performances of the Speech, Music, and language departments.

. . . In one year (1959-60) 214,906 persons attended 114 such programs associated with the theater -- almost as many as attended all home football games in a championship year.

. . . Even after excluding weekend films it is evident that the response to the Union's own more strictly cultural offerings exceeds the attendance at all Union-sponsored social events by one-third.

. . . Student buying activity at the theater box office has almost doubled in the past two years, confirming a well-defined trend toward a personal exploration of the arts and ideas.



. . . 77 students submitted 173 manuscripts in the Union's creative writing contest this year -- an all-time record. A single book review by a faculty member recently attracted 275.

. . . 311 students entered art works in the annual student art show, another record.

. . . An average of 820 have visited the Union art gallery each day -- more than would be found in the art galleries of many large cities. Long lines of students form outside the gallery, waiting to choose paintings for their rooms, whenever the Union announces its rental collection of 400 original works is on view.

. . . Dormitory and sorority groups have contributed \$225 of their house funds for awards to artists entering the Union's state-wide Salon of Art. The Inter-Fraternity and Pan-Hellenic Councils have made a fund of \$6000 available to the Union to bring special cultural programs to the campus that could otherwise not be afforded.

. . . 4000 visited the cultural exhibits and watched the dance and music performances of foreign students in the Union's first International Festival.

. . . The Union presented this year the first Dance Festival to be held at Wisconsin, attracting 7000 participants, including heavy attendance, as with most theater events, from other parts of the state.

. . . The Union initiated a conference for Wisconsin college concert and cultural program chairmen on methods of facilitating and improving music and theater programs on all campuses. Ten Wisconsin colleges were represented.



In such ways the Union has become the cultural heart of the campus, and in large measure, of the Madison community and the state, leading to these recent observations in the press:

Holiday Magazine: "The Union is the center of Madison's rich cultural life."

The Capital Times: "The best way to realize the scope of the Union's role is to imagine what the community and the campus would be without it."

The Milwaukee Journal: "No building on the old and beautiful campus of the university has had a more welcome impact on students, faculty, and townsfolk."

Wisconsin's state magazine, Tales and Trails: "In the course of the Union theater's 21 year career as a cultural center for the state, many people in Wisconsin have become familiar with it, as a mirror of the state itself."

The Wisconsin Alumnus Magazine: "Aside from its function as a haven of the arts, the Union theater is of inestimable worth to the University and to state communities because of its continued use as a meeting place for civic and professional groups."

#### Preparation for Citizenship

Another way in which the Union undertakes to make study and student free time cooperative factors in education is in the continuous attention it gives to one of the stated basic objectives of the University: "To make the individual a moral, intelligent, and well-informed citizen with a deep sense of his obligations to the community."



For example, within the past two years the Union has:

- ... Staged mock Republican and Democratic nominating conventions, with 1800 students participating.

- ... Conducted a month-long information service, guiding students in how to register as voters and obtain absentee ballots.

- ... Notarized 4000 student ballots, without charge.

- ... "Staged" the presidential candidate television debates for student audiences of 300-400, preceding the telecasts by student discussion of the issues.

- ... Presented the editor of Reporter Magazine in an evening's analysis of the election issues and arranged for a full page student discussion of the issues in the campus paper.

- ... Conducted a campus-wide campaign and mock election in which 7997 ballots were cast.

- ... Brought 50 distinguished lecturers to the campus to discuss with students current political, social, scientific, and international questions.

- ... Arranged with countless faculty members to meet with students informally in small groups for exchange of ideas.

- ... Added counseling staff and intensified its efforts to prepare students for leadership, by way of a good learning experience on Union planning and policy committees (600 students on 30 major and temporary committees).

- ... Conducted a study of the relationship of Union committee experience to post-college citizenship, searching for the factors that strengthen a student's desire and ability to serve his community.



(In this context it is of interest to know that within the past four months two former union chairmen have been candidates for Congress, five for the state legislature, and one for mayor of Madison; and that a former chairman was recently named assistant secretary of defense).

Increasingly the center line objective of the Union has become this one of helping prepare students for leadership in a democracy -- by providing to them the maximum means and tools for practicing leadership of their common life together on the campus, thus giving a cutting edge to the foundation of work of the classroom.

#### Influence of Wisconsin in the Union Field

. . . The international Association of College Unions has adopted the Wisconsin statement of union purpose, including the objective of education for citizenship, as its official statement of the role of the union in higher education.

. . . All international Association publications are written or edited at Wisconsin. All research and special study projects in the union field are reviewed and given direction first from Wisconsin; much of the research originates at Wisconsin.

. . . The Union director and theater director are semi-permanent officers and editors of their respective professional organizations. They, or other Wisconsin staff members, are on the international and regional conference programs each year. As a consequence, program and operating approaches developed by Wisconsin students and staff are disseminated widely beyond the boundaries of the state.



. . . The case for unions as a necessary part of the federal college housing loan program presented by Wisconsin's director at the hearings of the College Housing Advisory Committee, federal housing agency, and congressional committees is credited at Washington as having insured the continuation of loans for union construction (\$200,000,000) after the President ordered the abandonment of the union phase of the program. (All Wisconsin state college unions were financed under the extended union loan program).

. . . More union directors in the United States and Puerto Rico have received their union training at Wisconsin, as members of the Union staff or by way of short term internships, than at any other institution.

. . . The Wisconsin Union color-sound film has been shown at more than 400 colleges in this country and abroad, widely influencing the concept of the union and its possibilities. The two standard works on union planning and operation, written at Wisconsin, have been translated into Japanese for use by Japanese universities.

. . . Visits of representatives of foreign universities are continuous. During one period of a month and a half, one or more visitors from overseas (Egypt, Puerto Rico, Norway, Australia, Pakistan, Japan) were present every day to confer with staff members and inspect building facilities and operations. Shortly after, two Puerto Rico union directors came for a summer internship.

A faculty member of the University of Melbourne, after spending nine months studying unions in Europe, the United Kingdom, Canada and the United States, wrote in his report to his university and the Australian Association of Unions:



"There are some outstanding unions in the United States which represent the highest of aims and values. One of these is the Wisconsin Union."

#### Services to the Campus Community

One of the continuing traditional purposes of the Union is to provide for the services, conveniences, and amenities the members of the University family need in their daily life on the campus and for getting to know and understand one another through informal association outside the classroom.

Because of the multitude of such services and programs -- there are some 175 types -- and because they do not change materially in kind from biennium to biennium, this report undertakes only to give something of the quantitative dimensions of the use of some of the key services and of the building as a whole.



	<u>1958-59</u>	<u>1960-61*</u>	<u>Increase</u>	<u>% Increase</u>
Enrollment (full time day students, 2nd semester)	16,293	17,934	1,641	10.1%
Average no. of persons entering Union daily (362 days)	10,353	11,386	1,033	10.0
Total est. no. of persons entering Union during year (362 days)	3,747,286	4,121,732	374,446	10.0
Average no. of organized group events each day (362 days)	23	24	1	4.4
Average no. of persons attending group events each day	1,616	1,814	198	12.2
Total no. of organized group events for year	8,273	8,650	377	4.6
Total no. of persons attending group events for year	585,111	656,467	71,356	12.2
No. of persons attending events in large theater (only) for year	166,659	198,947	32,288	19.4
Average no. of persons served in dining rooms each day (362 days; ex- cluding Wis. Center)	5,246	5,988	742	14.1
Total no. of persons served in dining rooms during year	1,901,302	2,167,688	266,386	14.0
No. of persons served at sidewalk information booth	20,661	31,850	11,189	54.2
No. of parking permits issued (Decline in 2 years due to reduced number of parking spaces available)	4,481	4,009	-472	-10.5

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\* Estimates, projected on basis of actual results in first 8 months of 1960-61.



The above "daily averages" are based upon 362 days of operation. The lengthening of the operating year is one of the significant changes of the past biennium. Where formerly the Union was often closed during University recesses, it is now open continuously to serve faculty, civil service staff, student resident in Madison, and visitors except for New Years Day and two days at Christmas.

Obviously, use of the building is much reduced during the recess periods, lowering the daily averages substantially. During peak activity of the academic year the weekday average number of meals served, for example, reaches 8000-9000; the number of organized group events rises to more than 40 per day.

#### Physical Needs

It will be noted that the percentage increase in daily building use (10%) shown in the foregoing table conforms closely with the rise in enrollment in the same period. The reason this percentage is not higher, considering the notable increase in theater attendance and dining room use, are three:

1. The new dormitories in the same two year period have absorbed much of the concurrent enrollment increase, reducing the number of students who would otherwise be potential users of the union's general facilities;
2. Lack of parking prevents access to the building on the part of students and others who drive to the campus from a distance;
3. The building itself has reached a point of near-saturation, especially during the noon meal period when there is literally no room for



students to sit down, and certainly in the case of meeting rooms (more than 500 meeting events had to be assigned outside the Union last year, even after using some Union meeting rooms four or five times a day and referring smaller meeting groups to corners of the cafeteria, ballroom, and lobbies).

From here on enrollment is expected to increase more rapidly than additional dormitory rooms can be built, increasing sharply the number of students who will be dependent upon the Union. The pressure for more and larger meeting rooms and more game facilities intensifies with each enrollment increment.

There is urgent necessity, therefore, for more space, and to proceed as rapidly as possible to increase parking facilities in the lower campus area, to expand game facilities by relocating them underground to the east of the Union, and, in turn, to expand dining, meeting, and theater facilities in the existing game areas thus vacated -- as anticipated in the University's master plan.

#### Financial Outcome

The physical expansion of the Union, the social-cultural and counseling programs, and the daily services of the building are achieved at no cost to the University and state budget and at relatively small cost to students and other Union users.

This outcome is a consequence of the heavy use of the building by the campus community and of very favorable earnings of the building's revenue producing departments, especially the food services.



(The biennium was not without its problems and disappointments, of course. This report, because of its nature, dwells only upon evidences of the more constructive advances).



# U. W. NEWS

8/15/61 aw

*Memorial Union  
general*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN  
Immediately  
RELEASE:

MADISON, Wis.--The Wisconsin Union has set new records this summer as the University of Wisconsin's center of leisure time learning, officials reported this week.

A total of 11,960 students, conference participants and visitors entered the Union on a typical day this summer, registering an 8 per cent increase over last year's traffic count.

A stepped-up program of social and cultural activities at the Union attracted the record participation.

The Union Forum Committee, for example, held full program stride for the summer, presenting more than a dozen programs in the eight week session. Programs ranged from an open panel discussion on Wisconsin's proposed sales tax to a showing and discussion of the controversial movie, "Operation Abolition."

With an assist from the Summer Sessions, the committee also brought two leading observers of the contemporary scene, presidential aide Henry A. Kissinger and CBS correspondent Richard C. Hottelet, to speak to students.

The Union's International Club, which gives American students a chance to get acquainted with Wisconsin's 800 foreign students and vice versa, held to its regular session schedule: weekly Friendship Hours featuring a speaker or a panel on a current international situation and a weekly informal Dancetime.

-more-



Add one--Union summer

Stages in both the Wisconsin Union Theater and the Union's experimental theater, the Play Circle, were kept busy as Wisconsin Players presented a full summer bill of four productions to good houses. In the experimental theater, two firsts were marked: Wisconsin's first candidate for a master of fine arts degree in directing staged a full-length production as part of his thesis requirement and a former student of pantomime artist Marcel Marceau directed the first student-presented production of mime on the campus.

When the Union Gallery committee presented three art films in the Play Circle, showings had to be repeated three times to accommodate students who wanted to see them. Students also supported an outdoor art exhibition and sale of student work to the tune of \$600 worth of purchases, with hundreds of students stopping to browse and buy.

Exhibitions in five campus galleries were on view during the Summer Sessions, with "The Aesthetics of Frank Lloyd Wright: Wisconsin Architect" highlighting the summer schedule at the Union.

In another field of leisure-time learning--living outdoors and liking it--the Union outing club, Wisconsin Hoofers, drew record participation in its outings each weekend and 350 students signed up for Sailing Club, compared with 225 last summer.

A corollary of the Union's increased cultural and social program for the summer was the increase in student participation on committees, also adding up to leisure-time learning. Committees are advised by UW faculty members on the Union staff.

###



*"It is almost impossible not to have  
a good time at Wisconsin's Union"*

*—Time Magazine*

**YOU** are invited

. . . to join in the good  
times of the "liv-  
ing room" of the  
campus

. . . to keep close ties  
with the University

*by becoming a member of*

**THE**

**WISCONSIN UNION**

*Always something fascinating to see,  
to hear, to do . . . . .*





## Center of the lively, entertaining arts -- for the University, for Madison

Touring stage companies from Broadway and  
foreign countries

World renowned artists of the concert stage

Great symphony orchestras, ballet and opera  
companies

Sunday Music Hours

Pop Concerts

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Films you regretted missing, films you want to see  
again, films from other lands—every weekend

Forums and lectures on the ideas and issues of the  
day — political, social, cultural

Art exhibitions in two galleries, continuous

The Wisconsin Salon of Art

Many Union programs are free to Union members.  
When admission is charged, your Union member-  
ship brings you first opportunity to reserve seats.  
Ticket orders from members are filled before a gen-  
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*As a member in Madison or nearby, you  
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listing all major coming events; also special  
theater announcements enclosing preference  
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on the terrace by the lake is a special treat.

**GEORGIAN GRILL** — Waiter service, background  
music, and all the other niceties of a smart club din-  
ing room. **The** place to entertain guests before  
theater time or when re-visiting the campus on any  
occasion.

**TRIPP COMMONS** — buffet service . . . ideal, and  
inexpensive, for a family dinner. Air conditioned,  
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new Tripp Promenade. Another wonderful pano-  
rama of the lake.

**PRIVATE DINING ROOMS** — eight rooms to choose  
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*Your member card is your passport  
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Guest rooms where you can house visiting friends  
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brary . . . free phones . . . meeting and party rooms  
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tables . . . barbershop . . . "carryout" pastry and  
entree service, to make dinner preparation at home  
simpler . . . free parking after 5 p.m. (after noon  
on Saturday, all day Sunday).

*\*The Union, we are proud to note, is one of the few  
college dining rooms, restaurants, and hotels through-  
out the country to win the merit award of Institutions  
Magazine "for superlative achievement in food service."*





# How to become a Union member

The Union is for all faculty, staff members, alumni, and interested friends of the University who wish to join as members, as well as for students. (Membership fees make the Union program possible — no state-appropriated funds — hence the Union offers its services, as do other clubs, only to members and their guests.

## RESIDENT ANNUAL MEMBERSHIP — \$18

If you live within 25 miles of Madison you may become an annual member on the Resident basis, at any time.

The fee of \$18 is credited toward a \$120 life membership up to a maximum of five payments (or \$90) after which \$30 completes membership for life. (The difference between \$120 and the total annual fees credited may be paid at any time). If you prefer, the annual fee may be paid indefinitely, life membership becoming automatic after the eighth payment.

## NON-RESIDENT ANNUAL MEMBERSHIP — \$9

If you live more than 25 miles from Madison, or are a faculty member for one semester or less, you may become an annual member on a Non-Resident basis. This fee is also applicable toward life membership.

## LIFE MEMBERSHIP IN THE MEMORIAL UNION BUILDING ASSOCIATION, INC.

Student rate: \$18, if subscribed while you are still enrolled as a student, or within one year after leaving the University.

Non-student rate: \$120. Husband and wife may take a joint life membership, good as long as either lives, at \$150. Or the husband or wife of a life member may later pay \$30 and receive life privileges.

All previous gifts and annual fees (including Union fees paid while a student) will be credited as payments toward the \$120 life membership.

Life members of the Memorial Union Building Association receive all standard privileges of the Union Building. (Life membership does not exempt you from the Union semester operating fee, however, if you enroll again in the University).

## Welcome, Guests!

You may entertain guests and small groups as in other clubs. This does not include, however, entertainment of large off-campus organizations not otherwise eligible to use the Union. Also, a guest may not in turn bring other guests.

Wives or husbands of members may use the Union in the same capacity as members ("husband-wife privilege card" obtainable at the Union membership office). Other relatives welcome when accompanied by you.

*To apply for membership, simply call or write the  
Membership Secretary (AL 5-3311, U. Ext. 4224)  
Memorial Union Building, 770 Langdon St.  
Madison 10, Wisconsin.*



# FEATURE STORY

10/15/62 aw

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: Immediately

By ALYCE WECK

MADISON--Waiters talk casually about whether they're blue, red, green, brown, or yellow and what their line of march is, and members of the food staff are studying charts like military tacticians this week at the University Memorial Union.

There's a big project at hand, and it's being treated with the thoroughness of a well-planned military maneuver to assure quite another kind of end result: a gracious, precision-served banquet for a thousand or more guests who attend the inauguration of University of Wisconsin Pres. Fred Harvey Harrington Saturday, Oct. 20, in the University Fieldhouse.

Tickets for the banquet, at \$4 per plate, are available to the public at the Wisconsin Union Theater boxoffice.

Head of the banquet-planning group at the Union is Prof. Douglas C. Osterheld, associate director of the Union, and chief of staff of the food department.

He must get food for the thousand diners--appropriately hot or cold--and the china, glasses, silverware, serving equipment, and personnel to serve it, deployed from the Union to the Fieldhouse on Saturday--football traffic notwithstanding.

Banquet time, 6:45 p.m., will find Prof. Osterheld, armed with a walkie-talkie, in the first balcony of the Fieldhouse, where he will function as "command central," in touch with the some 100 people involved in serving the dinner in the hour's time allotted.

-more-



Add one--inaugural banquet

The Union food staff is accustomed to serving formal banquets for as many as 500 in Great Hall, and has often moved outdoors to serve as many as 2600 at one time for a University Farm Field Day. However, "There's quite a difference between serving cafeteria style in a grain field and serving in the manner which this occasion demands in the Fieldhouse," Osterheld says.

Aided by assistant Union director Theodore E. Crabb, Osterheld started preparing for the banquet by getting a floor plan of the Fieldhouse, then worked out locations for five areas from which food will be served. The food will be trucked across campus in thermal units and kept in portable holding units at the Fieldhouse until serving time.

Material for each of the five areas, marked off on a chart in five different colors, has been color-coded so that as equipment and food arrives at the Fieldhouse it goes to the area where it will be used. Dishing and serving personnel also have been classified. They will get advance briefing on what is to happen in their areas, and will be in constant touch with "command central."

Osterheld and Crabb next had to decide which parts of the Fieldhouse could best be reached from which servery. The total table length they had to consider would equal four football fields if the tables in use were stretched end to end.

Once the "line of march" was established, next question was how to synchronize the waiters. Their answer was to design an apparatus which will be attached to the field house scoreboard, and which will function like a modified stop-and-go light. The light will remain red until Osterheld has checked all five areas to see that all are ready.

When he has the go-ahead from each, his "A-OK" will turn on the green light, which is the waiters' cue to move to the tables for serving or clearing. To make sure there are no communication snarls, Osterheld will have both radio and telephone equipment on hand, and naval ROTC students are installing special telephone lines as a class project.

-more-



## Add two--inaugural banquet

While Osterheld and Crabb worked out the serving arrangements with other University officials including Frederick B. Wilcox, operations supervisor of University buildings and grounds, Union food production manager, Paul Cleary, the food unit co-ordinator John Zahari, the catering supervisor, Mrs. Helen Kiepert, and head waiter Jim Martin, were handling other aspects.

They had to work out a plan that keeps the Union's five dining rooms functioning smoothly while all attention is focused on preparing the dinner for the inaugural. Cleary's main task in moving his dinner from his own kitchen on Langdon Street to the Fieldhouse is to get the right food together at the right time at the right temperature.

Menu for the banquet, for which reservations are still being accepted, is spiced cider and cheddar cheese cubes, steak baked in cream and mushrooms, Franconia potato, peas, cranberry relish, green salad, and cherry streusel pie.

As soon as the dinner is served and the tables are cleared, Union personnel begin the last phase of the mission: getting tons of equipment trucked back across the campus, cleaned, and returned to proper places in the Union kitchen.

###



# U. W. NEWS

4/10/62 aw

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN  
Immediately

RELEASE:

MADISON--The Wisconsin [Memorial Union] will be the setting and the Union staff will provide the faculty for the first summer course in college union operation ever offered in the field.

Sponsored by the Wisconsin Union and the University Extension Division, in cooperation with the Association of College Unions, the sessions will be held July 22-28. Present and prospective staff members from this country and from others where there are college unions, including Japan, Australia, Norway, and Hawaii, are eligible for the course.

The course is geared to keep the training of union staff members in line with the growing demand for more administrative and program personnel in the field. One of the most rapidly developing educational resources, college unions have marked a four-fold increase in the past decade.

Current goals of the college union, educational potentialities, the role of student committees and staff advising, and building facilities and equipment which strengthen the union program will be covered.

Also under discussion will be the recruiting and training of student volunteers, developing student leadership and citizenship, and the potential of the union program and practical aids in planning and presenting programs in many areas.

Wisconsin Union staff members teaching sessions will be Porter Butts, Douglas Osterheld, Mrs. Fannie Taylor, Ted Crabb, Wallace Douma, Elliott Starks, Mrs. Rita Peterson, James Wockenfuss, Alyce Weck, Joel Skornicka, Mrs. Nancy Stearns, Ron Loomis, and Paul Cleary. John Shaw, manager of the University Co-op, will also serve on the staff, along with others to be announced.

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# MADISON NEWS

*Mem. Union*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/13/62 aw

RELEASE: **Immediately**

MADISON--Prof. Douglas C. Osterheld, associate director and business manager of the Wisconsin Union, is featured in the "Personality on Parade" section of the recent issue of "Institutions," national magazine of the food and housing industry.

The article cites Osterheld innovations at the University of Wisconsin student center which have been widely copied. These include the first electronically monitored roasting ovens in the country, the design of a self-service cafeteria counter that become the prototype of a stock unit now available nationally, and the light dimming system in the new INN Wisconsin.

Osterheld's ideas are showing up on other campuses where he has served as food service consultant, the article points out.

He is also recognized for his belief in change and for continually adding improvements to the food area and other services of the Union because "the year things become static, we're on our way out."

Osterheld's food service management technique was most recently seen when the Union food staff prepared and served the inaugural banquet for University Pres. Fred Harvey Harrington at the Field House last month.

##



# MADISON NEWS

*Memorial Union*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

1/30/63 mb

RELEASE:

Immediately

MADISON--Three members of the (Wisconsin Union) staff have been named to assist in organizing the 50th anniversary observance of the founding of the Association of College Unions, an international organization of more than 500 unions, it was announced Wednesday.

Porter Butts, Wisconsin Union director and member of the association's executive committee for the past 27 years, is a member of the central steering committee for the 1964 anniversary year. He also is a member of the advisory committee on preparation of the history of the college union movement and will be author of the history's chapter on the development of unions overseas.

Douglas Osterheld, associate director, is a member of the anniversary advisory committee and will be the author of a special publication on food service operations.

Theodore Crabb, assistant director, is preparing another publication on development of union outing activities.

The association ranks as one of the oldest intercollege educational organizations. The 50th anniversary of the association's founding in this country also marks the 150th anniversary of the founding of the first union at Cambridge University, England. Today there are more than 600 unions, with at least 200 more currently planned or under construction.

The Wisconsin Union on the University campus at Madison, established in 1907, is the sixth oldest union in this country and was one of the founders of the association in 1914.

-more-



Add one--Union anniversary

The golden anniversary observance will be highlighted by an international conference at Indiana University with more than 500 union staff members, college presidents, and deans attending, including educators from abroad.

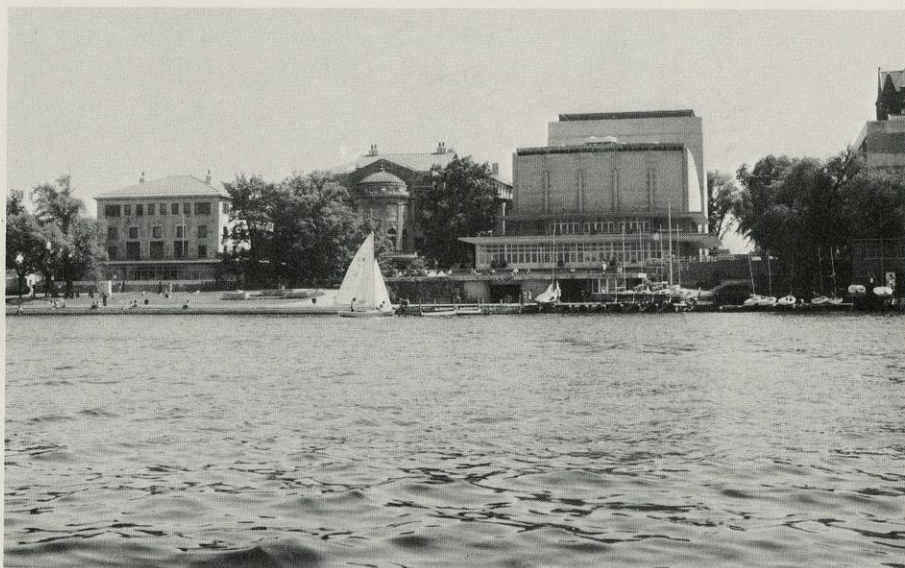
The new book on unions, according to Prof. Butts, will include the 50-year history of the association, tracing evolution of the union from a student debating society in England to the general campus center of today. The modern union provides a comprehensive program for the cultural and social life of the college community and aims to make out-of-class activity of educational significance.

###



# **A RESOURCEFUL UNIVERSITY**

## **THE WISCONSIN UNION**



**The University of Wisconsin-Madison  
in Its 125th Year**



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# **The Wisconsin Union: Changing Center of University Community Life**

Founded as a "Men's Union" in 1907, after President Van Hise planted the seeds of the British Union idea in his 1904 inaugural address, the Wisconsin Union had only the nineteenth-century Oxford and Cambridge unions as available models. The Union went on to become a general University community center with the purpose of providing "a common life and cultivated social program" for students, faculty, and alumni. The three groups together contributed the funds to build the Memorial Union as a permanent "home for Wisconsin spirit," and as a memorial to the University men and women who served in our country's wars. It was the first general fund-raising effort on behalf of the University, and one out of every two students contributed to a Union they knew they'd never be able to use as students.

The Memorial Union opened in 1928, and by the time of the University of Wisconsin's 100th anniversary in 1949, it had become a strong force in campus life and a recognized leader in the national and international world of college unions.

In the last twenty-five years of U.W. history, the Wisconsin Union has continued to grow and change with the changing campus interests and student life styles. From the immediate post-World War II years, when the campus was flooded with veterans and their families, through the politically touchy fifties, when academic freedom was threatened on all fronts, through the revolutionary sixties, right up to the current campus scene, the Wisconsin Union has reflected the cultural, social, recreational, and service interests and needs of the University community.

At the same time, Wisconsin has been holding on to its position of leadership in the Association of College Unions—International. Not only were Wisconsin's building and staff influential in the growing worldwide union movement (the University of Wisconsin was among seven schools founding



the association in 1914), but most of the research, writing, and publishing on the college union has been done at Wisconsin.

Wisconsin's union director for forty years, Porter Butts, was a leader in college union development. Most of the writing and editing of books, journals, and published studies in the union field was done by him as editor of association publications for thirty-four years. For several decades, new union staff members starting at other institutions came to Wisconsin for in-service training. Butts spent many years traveling throughout the United States and abroad, consulting on the plans for evolving union buildings and programs, and then often returned later to give the dedication speeches when they were opened.

### WISCONSIN "FIRSTS"

Wisconsin presents an impressive list of "firsts" attesting to its leadership in college union circles:

Wisconsin's Union was the first in the United States to incorporate theater and music as an integral part of the Union program. Starting in 1919, concert artists, symphony orchestras, operas, dance companies, Broadway drama, and experimental plays were presented as a regular part of the Union's annual program. And as interest grew, so did the offerings; by 1974-75 there were two concert series, a symphony orchestra series, a guitar series, a debut series for young artists, Saturday morning youth concerts, concerts with local high school groups and visiting artists, and a variety series, plus special events—an average of one to two notable performances every week of the school year.

After twenty years of cultural events being held in various inadequate campus buildings, the Wisconsin Union Theater was opened in 1939 with a performance of "Taming of the Shrew" starring Alfred Lunt and Lynne Fontanne. "This theater is epoch-making from the point of view of creative use of leisure and makes not only the Wisconsin Union but the University a leader in the field," said Lee Simonson, of the New York Theater Guild, at the time of the opening.

The first U.W.-owned art gallery was in the Memorial Union when it opened. A second was added when the theater wing was built, and a third was provided later in the new Union South building on the southwest edge of the campus.

Wisconsin's Union made other art world history by creating the Wisconsin Salon of Art in 1936, thereby identifying the U.W.-Madison with, and supporting, the on-going art life of the state. An annual student art competition, begun in 1929, provided previously nonexistent stimulus and rewards



for student creative art. This competition grew to include, by the 1970s, three shows—a crafts exhibition, a photo exhibit, and the Student Art Show.

Another Wisconsin “first” in the art field was the student loan collection, from which students could borrow original paintings and other works of art for their rooms. The Union’s own permanent collection numbered more than 600 works by the mid-1970s, most of them purchased over the years from competitive shows. By 1974, the Union had the most extensive collection of art by Wisconsin artists of any gallery in the state. During the U.W.–Madison’s 125th anniversary year, the Union presented a retrospective show of works from its permanent collection that had been purchased during the thirty-seven years of the Wisconsin Salon of Art.

The Wisconsin Union also organized the state’s territorial centennial art exhibition in 1936, and director Butts was author of the first history of art in Wisconsin.

The first recreational craftshop on the campus was established in 1930—in the bedrooms of the University presidents’ former residence adjacent to the Union. It was the first such craftshop in *any* union anywhere and has continued over the ensuing years to be the hub of craft activities, such as woodworking, ceramic jewelry, pottery, silk-screening, and photography. (When Union South was built, a craftshop was also included in it.)

Long before the student film buffs of the 1960s and 70s arrived on campus, the Union had a regular weekend series called MovieTime, as well as special showings of documentary, foreign, art, and contemporary films. The Union started a regular series of travel adventure films in the 1950s. Children’s films, as well as a film-making cooperative, were additions of the 1970s.

In the literary arts, the Union has also taken a lead by sponsoring an annual student creative writing contest and, in the seventies, the only campus literary magazine, called “Bloodroot.”

And there were other “firsts” in the college union field. Wisconsin’s Union was the first to sponsor a jobs and careers conference on the campus in the 1930s; the first to have a lecture and discussion series on courtship and marriage, in 1938; the first to have a college night club (called the 770 Club), started in 1932; and the first to serve beer (begun in 1933 after Prohibition).

In terms of educational endeavors, the Wisconsin Union (itself recognized by the Regents as the University’s Division of Social Education) established, in cooperation with the School of Education and the Department of Sociology, a bachelor’s and master’s degree program in community recreation. It also organized, in 1962, the first short course at any college for the professional training of staff members in union administration.

As a laboratory for students to learn the ways of community service and leadership—one of the prime purposes of higher education—the Union has





The Union's nightclub, called 770 Club after the address at that time of the Memorial Union, was a popular social program of the thirties, forties, and fifties. This is a formal that 770 Club held in 1948. In the late 1950s student interests began to move toward the serious educational and cultural programs rather than the social events.

encouraged thousands of student Union committee members through the years to volunteer their talents and time for the common welfare, learning, with Union staff assistance, how to do it well.

One of the outcomes of this training is that innumerable former Union committee members now, as alumni, are continuing to contribute as civic leaders in their home communities.

Wisconsin has developed one of the first, largest, and most varied outing programs of any college or university. Founded in 1931, the Wisconsin Hoofers grew from an annual dues-paying membership of seven students and faculty to around 5,500 by 1974. Because of its proximity to Lake Mendota, the Wisconsin Union has, in effect, made the lake a part of the campus recreation facilities. The Hooper organization, by 1974, had seventy-five sailboats, seventy canoes, a shop for building kayaks, a swimming pier, and one of the largest sailing clubs in existence. (Approximately 2,000 novices have learned to sail each year.)

But sailing is only one of the outing skills taught through the years by the Hoofers. At the other extreme of the weather scale, Wisconsin's winters have

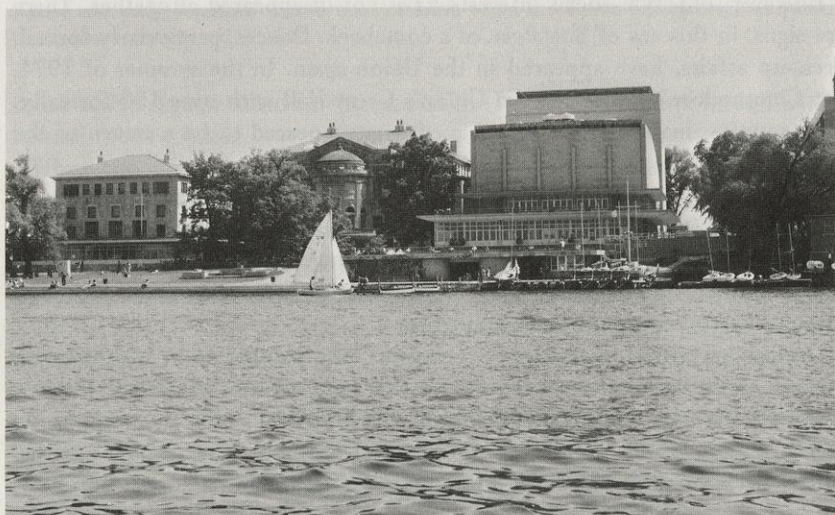


fostered an active Ski Club, with an annual membership of between 1,500 and 2,000. Weekend ski trips, a learn-to-ski program, a Ski Patrol, and racing teams were sponsored by the club in the 1970s. During vacations, Hooper skiers were traveling to Wyoming, Utah, Colorado, New Mexico, and Europe on low-cost ski trips. Other skills and interests of the students of the 1960s and 70s encouraged by Hooper clubs were camping, canoeing, mountaineering, horseback riding, and ecology. All of these programs, in the beginning, were unique among college unions; now they are widely copied.

## HOW THE WISCONSIN UNION HAS CHANGED

Since its opening, the Wisconsin Union has continued to bring forth new ideas and to start innovative programs—demonstrating the Union's ability to change according to the changing times.

The realization that students in the sixties and early seventies did not always want to make long-term commitments to projects such as a year-long planning committee, but would rather dig their teeth into community service projects in which they could help other people on a one-to-one basis and see



An essential part of the U.W.—Madison Campus, Lake Mendota, is used to its best advantage by the Wisconsin Union. Some 2,000 students and other Union members learn to sail each year and make good use of the Hooper fleet of seventy-five sailboats. The Hooper activities are centered in the basement of the Theater wing (*right*). The Union Terrace (behind the central part of the building) is a favorite gathering place in the warm months.



immediate results, led to the opening of the innovative volunteer services office and the other programs of a new Outreach and Services area of the Union. Although students still man the Union's program-planning committees (and many students *do* still volunteer their time in this way), there are other alternatives from which they can choose. Approximately 1,300 student volunteers were contributing more than 50,000 hours of service annually in community, school, and welfare agencies by 1974.

When it became obvious that dances, coffee hours, Proms, and other social events popular during the forties and fifties were no longer the "in" thing to do, the program at the Union accelerated the change to an emphasis on cultural interests, as the 1959-61 Biennial Report of the Union noted: "There is reassuring evidence that there is a supporting audience for the arts at Wisconsin . . . and that the whole pattern and tone of student interests has been substantially changed—away from the often pointless 'collegiate activities' of an earlier era toward serious, rewarding cultural pursuits." In 1959-60, the attendance at cultural programs exceeded the attendance at social events by one-third.

Where Union dances in 1946-47 pulled in 80,000 students during the year (there were 2-4 of them a week), only forty-five social events (*including* dances) were held in 1970-71.

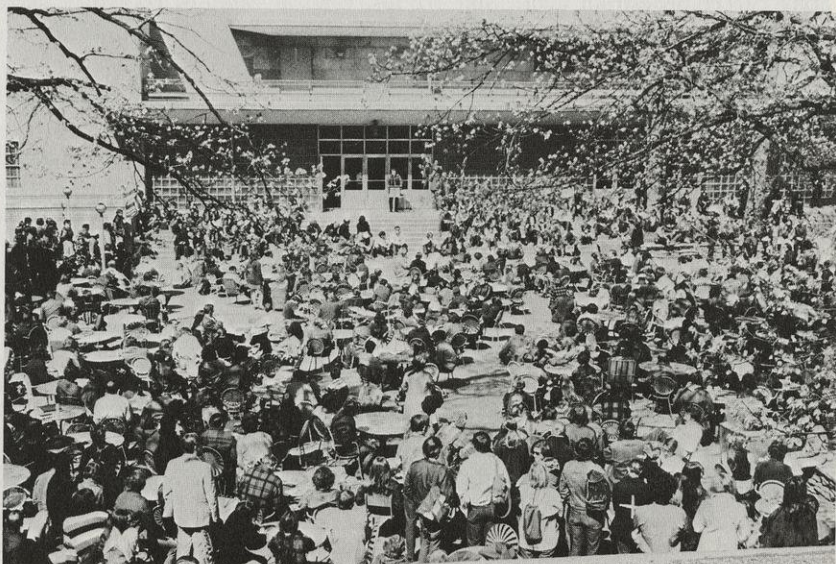
However, old-style social interests have not disappeared altogether. There are signs, in this era of nostalgia, of a comeback. Dances, particularly formal, dress-up affairs, have appeared in the Union again. In the summer of 1974, the Commodore's Ball filled the Union's Great Hall with over 150 formally-clad couples, marking the beginning of what appeared to be a return to the dance.

Discussion topics have changed over the years reflecting student interests. In 1950 McCarthyism led the topics covered, and in the early fifties speakers such as Owen Lattimore and Norman Thomas tested the U.W.'s "time-honored tradition" of providing a "forum for the free exchange of ideas and viewpoints upon current events and issues."

During the protest years, Union programs long planned to be conducted in certain ways were often changed at the last minute to reflect student involvements and to provide a relevant sounding-board for the campus. In 1970, during a war protest, for example, a Terrace party originally titled "Rites of Spring" was changed into a "War Fair," providing opportunities for students and faculty to discuss the Vietnam and Cambodian situation. The Union responded to a 1970 student strike aimed at closing the University by providing an information center where students could find out which courses were cancelled, and which were going on as usual, and where.

When students began eating natural foods and vegetarian diets, the Union kitchen scrambled around and started coming up with cheese without rennin and breads without preservatives. The cafeteria began the response to the





In 1970 during the Cambodian crisis, a rally was held on the Union Terrace, which in earlier days was traditionally the scene of summer lolling and sunning only. The late sixties and early seventies were a time of crisis when the Union had to respond quickly to student interests and needs.

trend with a regular meatless entrée, and the Rathskeller soon followed with a natural foods counter.

When the Free University program on the campus faltered, but students showed continued interest in supplementing their formal course work with informal skill-learning, the Union realized the need and stepped in with "mini-courses" to fill the gap. Close to 1,000 students and alumni Union members enrolled in approximately fifty such courses each semester in the early seventies. Subjects ranged from pet care to weaving, Mahler to auto repairs.

Another response to changing times was the Union Day Care Center which answered the call for child-care facilities from student, faculty, and staff parents. Co-sponsored by a community day care agency, the center had, and continues to have, a full contingent of three- to five-year-olds.

With the lowering of the voting age to eighteen, the Union's Outreach and Services program responded in the early 1970s to the need for easy voter registration for students, as well as an election center where they could become informed voters.

The concern of all, and especially young people, for the environmental health of the country led to the Wisconsin Hoofers' formation of an ecology club in 1969. The club has concerned itself with the energy crisis, the new



State Street pedestrian mall, Muir Woods, cars on campus, recycling, litter control, and other environmental activism, in addition to sponsoring an annual Earth Week.

In 1974, the Union even got involved in the trend toward foster-child placement in single-person homes. It sponsored, through its innovative Outreach and Services area, a recruitment program and orientation for students interested in this kind of community service.

## AND THE UNION BUILDING GREW

In the University's centennial year of 1948-49, the Wisconsin Union's twenty-year-old building underwent the first large-scale remodeling and refurbishing project since it was opened in 1928. Furnishings in the original section of the building had been worn out by the ten to eighteen thousand students who used the building daily during World War II and the postwar years.

Included in this project were the main lounge, the browsing library, the main gallery (which had originally been designed as a music and reception room), Great Hall, the Rathskeller, and the Trophy Room.

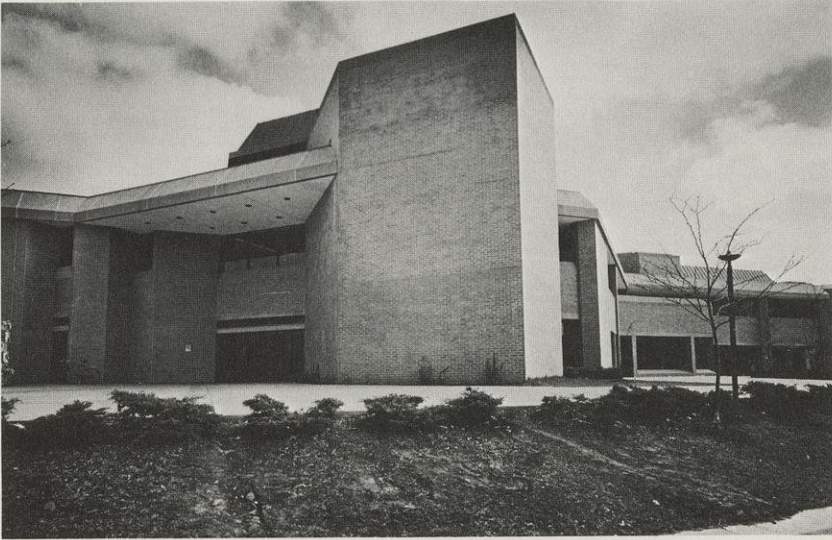
In the 1949-50 school year, the total number of students using the Memorial Union on a given day ranged around 13,000, and from 6,500 to 9,000 meals were served daily. By the mid-sixties with booming enrollments reaching toward 30,000, the number of students using the building daily had risen to 15,000, and the number of meals served each day had climbed to 8,000 to 10,000 . . . all this in a building built for 10,000 students.

1957 brought the opening of the remodeled cafeteria, which, having been wrapped around the original, doubled the seating capacity. At the same time, the Union's kitchen was also enlarged to meet production demands. And soon after, in the 1960s, followed the development of a large lakeside outing center to take care of the spectacular rise in sailing, kayak building, and other outdoor recreational interests.

The prediction of still increased enrollments and campus expansion to the south and west led to planning for a second union. The outcome was Union South, which was opened in 1971. The 102,000-square-foot, beige brick building houses a full-service union, including bowling lanes and table-game rooms, an assembly hall, three dining rooms, an art gallery, a music lounge, a TV room, meeting rooms, a second outing center, lounges, a craftshop and fourteen guest rooms.

In the early 1970s remodeling and refurbishing were again needed at the Memorial Union, more than twenty years after the last general redecoration. The Memorial Union Building Association, the alumni-faculty-student body designated by the Regents in 1919 to raise funds for the Union, which has





In 1971 the modern, beige brick Union South building opened on the corner of Randall Avenue and Johnson Street. A complete Union in itself, "South" quickly began serving the needs of students, faculty, and staff on the southwest end of the campus. By 1974, it was being used by more than 4,000 people a day.

continued to represent the interests of some 43,000 life members and other donors—again launched a general campaign for funds.

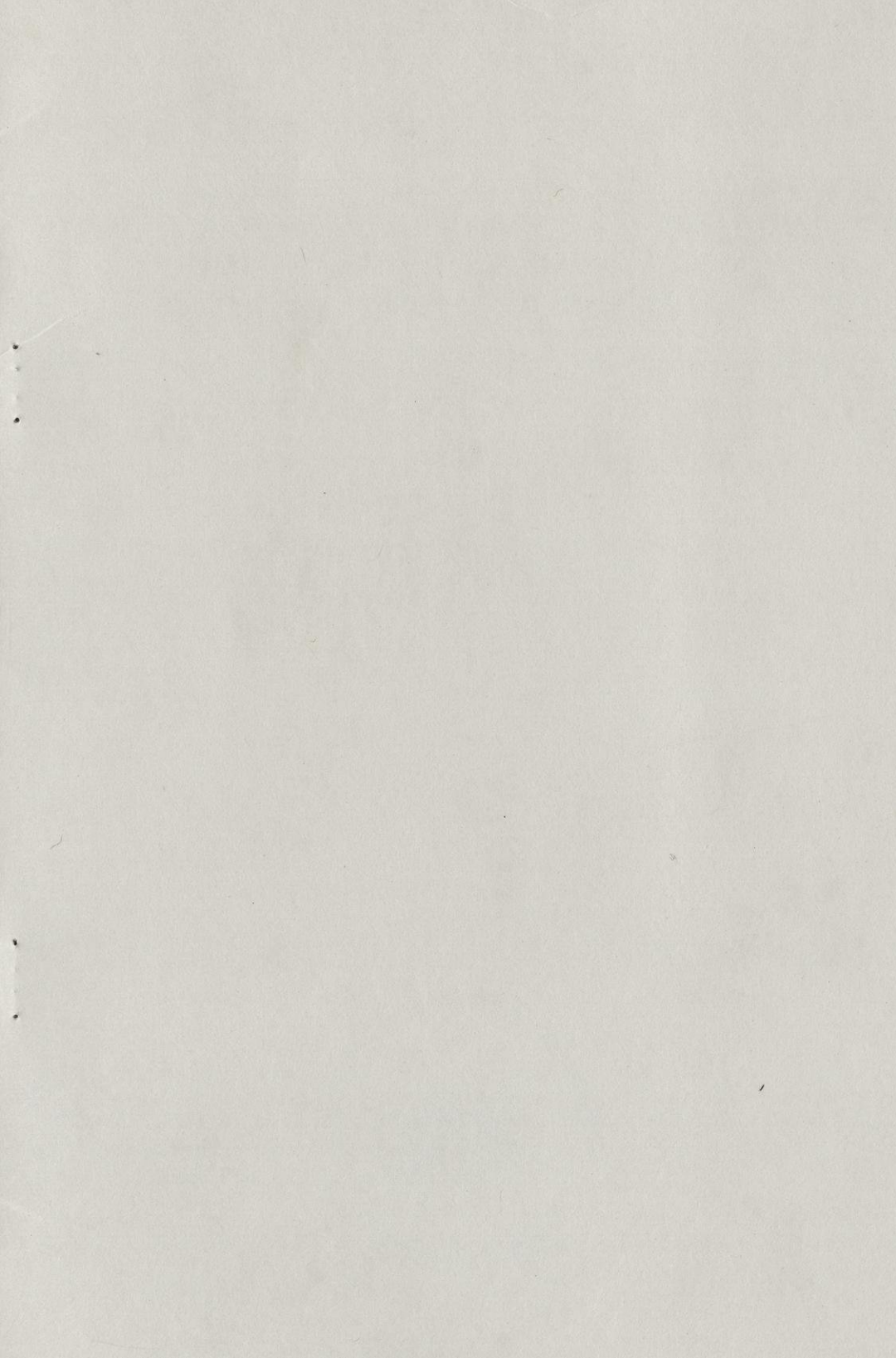
The aim: to accomplish, in stages, all possible improvements of Union facilities prior to the celebration, in 1978, of the golden anniversary of the opening of the original building.

The first stage of the master plan for improvement—a new entry and lobby for the dining wing of the building—was completed in 1974, with funds contributed by graduating students and former student chairmen of Union committees.

Included in the long-range plan are: a large, new reception-dining room opening into the Union's Great Hall and expanding its capacity; a new art gallery adjoining the main gallery; enlargement of the Beefeaters Room and the addition of three more meeting rooms; a theater coffee house where theater patrons can gather after performances; a music listening lounge; conversion of the theater plaza overlooking Lake Mendota into a garden-like gathering place, with planters, outdoor furnishings, and sculpture; major improvement and beautification of the lakeshore, including weather-proof ramps for the Union's sailboats; and a general face-lifting for 46-year-old rooms.

The ultimate goal of the new campaign: \$1,000,000. The theme: "For a still finer Wisconsin."











# U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/11/63 mb

RELEASE:

Immediately

*Memorial  
Union  
General*

MADISON--Prof. Porter Butts, director of the University of Wisconsin Union, and Prof. Douglas Osterheld, associate director, joined more than 400 delegates at the 1963 Association of College Unions' conference in White Sulphur Springs, W. Va., this week (March 10-14).

Prof. Butts, editor of the association bulletin and a member of the executive board, presented a conference paper, "The Union Field as a Career." Prof. Osterheld led the session on "Organization and Administration of Food Services."

The association, international in scope, and one of the oldest inter-college educational organizations, will shortly celebrate the fiftieth anniversary of its founding in 1914. These centers of college community life now number more than 600, with another 200 in the planning or construction stages.

The Wisconsin Union was the sixth to be established in this country, being organized in 1907. Its building, opening in 1928, was financed through contributions by students, alumni and friends, a small federal public works grant in the 1930s, and borrowed funds. Most unions, like Wisconsin's, are constructed and operated without cost to taxpayers.

After starting in England as debate organizations at Oxford and Cambridge in 1815, unions in America, including Wisconsin's, have evolved as general centers to meet the out-of-class needs of all students and faculty, and in recent years have shown a marked trend to include such cultural facilities as music rooms, theaters, browsing rooms, art facilities and craft shops.

###



# MADISON NEWS

*Memorial Union  
General*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/31/63 jc

Immediately

MADISON, Wis.--The University of Wisconsin Union has announced a full slate of activities for the 1963 Summer Sessions in Madison, kicking off with an all-campus open house June 29.

On July 4 the Union will hold its annual Independence Day party for students, faculty, and their families.

The social highlight will be Summer Prom on Aug. 3.

Old-time silent movies, previously shown on the Union Terrace, will be on view in the new Stiftskeller.

Wisconsin Players' productions and other attractions will be held in the Wisconsin Union Theater. On July 5, a travel adventure film, "The Caribbean," will be shown.

Billiards and table tennis, Friday and Saturday night dances and mixers, and continuous art exhibitions in the Union Galleries will round out the program.

###



# U. W. NEWS

*Memorial Union  
General*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

10/1/63 mb

Immediately

MADISON--Intellectual aspects of the University of Wisconsin Union program are lauded in an article written for the October issue of the Association of College Unions Bulletin by David Boroff, New York University professor of English and book reviewer for the New York Times and Saturday Review.

Boroff, who included a profile of the University in his book, "Campus U.S.A.," refers to the Wisconsin Union in an article entitled "The Union and the Professor."

Pointing out that unions in general are often accused by university academicians of too much frivolous activity, Boroff discusses how union administrators can "counteract these fictions and half-truths."

"One thing they can do is to maintain a program which has its roots in the organic intellectual life of the college," he writes. "I find it hard to imagine even the most uncompromising intellectual at the University of Wisconsin complaining about the Union. How can he? Much of his intellectual life takes place there."

"It is very important not to let the union be captured by anti-intellectual elements on campus. It is essential to foster an atmosphere hospitable to the play of ideas. Again, Wisconsin's Union provides a vivid example of a healthy atmosphere. Its Rathskeller educates almost as many students as the university's classrooms."

The Bulletin is the official news organ of the Association of College Unions. The association numbers some 400 member unions throughout the country and abroad.

###



# NOTE

*Mem. Union  
General*

FROM THE UNIVERSITY NEWS AND PUBLICATIONS SERVICE, OBSERVATORY HILL OFFICE,  
MADISON, WISCONSIN 53706  
TELEPHONE: 262-3571

February 23, 1965

TO: Madison Area Newspaper, Radio, and Television News Editors

You or your representative are invited to attend the dinner program described in the attached news release. Photographers are welcome, too, of course.

If you plan to cover this event, marking a government project which concerned thousands of Wisconsin war veterans, would you please so inform me or Mr. L. P. Gordon, of the State Department of Public Instruction, at 266-1646.

Thank you.

James F. Scotton  
Director  
UW News and Publications Service



# U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON, WISCONSIN 53706

2/23/65 jb

RELEASE:

Immediately

*Mem. Union  
General*

MADISON, Wis.--A dinner-program marking the termination of Public Law 550--the G. I. Bill--will be held at the University of Wisconsin Union Thursday evening at 6:30 p.m.

Speakers will include Gov. Warren P. Knowles, who will discuss "The Governor's Educational Advisory Committee--and Implications for Wisconsin"; and W. B. Gundlach, associate director for education, Veterans Administration, Washington, D.C. He will speak on "A View from the National Office."

Other program participants will include Prof. Charles A. Wedemeyer and LeRoy E. Luberg, dean for public services of the University of Wisconsin; Gordon A. Huseby, former director of the State Department of Veterans' Affairs; and Harold A. Hogan, Milwaukee.

Veterans Administration personnel and former members of the governor's advisory committee have been invited to attend the gathering in the Old Madison Room.

All training for veterans under the G.I. Bill terminated Jan. 31 this year. It ended almost 21 years of providing aid to ex-servicemen in what authorities described as "the greatest and most successful experiment in mass education and training in history."

In Wisconsin, 174,164 World War II and Korean conflict veterans received benefits aggregating \$334,642,018. Another \$1,734,588 was expended to 1,002 war orphans under the same program.

##



# uw news

*Memorial Union  
General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

10/24/66 ns

MADISON, Wis.--During the 16 years it has been in operation, attendants at the University of Wisconsin drive-up information booth have answered over a half-million inquiries about people, places, and events on the campus and in Madison, according to a report by the Wisconsin Union which operates it.

The largest group of questioners at the booth, located just outside the Union's Park St. entrance, has been out-of-town visitors -- 250,000 of them -- and the largest group of questions has concerned the location of specific buildings. More than 75,000 Madison, campus, and Wisconsin Maps have been given out.

The students asked more than 150,000 questions, including some of the most original ones. "Where can I find a bottle to hold lake water?" "Where is the best place to find a date?"

Answers given to these weren't recorded but unusual questions are, and special attention is given to recurring ones which indicate problems about which something might be done.

One of the most frequent subjects is parking on campus which over the years has triggered almost 67,000 questions -- and some of the most pungent reactions. Though about 50,000 special parking permits have been issued since 1950 to persons with appointments or with special business on campus (out-of-town representatives interviewing students for jobs, for example) the demand has skyrocketed while the number of spaces near the inner core of buildings has diminished. Now only a few special permits can be given out each day.

- more -



## Add one--Information Booth - Union

When the University visitors' parking lot was opened on Murray St., some of the pressure was relieved. Mrs. Karen Dosch, the present attendant, refers visitors to it and to the city parking lots nearby on Johnson St. and on Lake St. She also points out that the University's main parking lot for visitors, lot 60 on Walnut St. at the western end of the campus, is a terminus for the campus buses which leaves every few minutes and run the full length of the campus to the Wisconsin Union.

When the booth was first opened, one of the most frequently asked questions was "where is the Union?" Since then events in the Union itself have stimulated more than 26,000 queries.

Not long ago an Illinois editor who had taken part in a conference held at the University wrote the Union a fan letter which ended, "Whoever thought of providing that drive-up information window is a genius." (Wilbur Renk suggested it in 1949, several years before he was appointed to the U. W. Board of Regents.) The letter went on, "I have not met that convenience elsewhere, but in view of the parking problems prevalent on all campuses I trust the idea is quickly imitated on a large scale."

###



# UW news

*Memorial Union  
General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

**7/5/67 ns**

MADISON--Porter Butts, professor of social education and director of the Wisconsin Union at the University of Wisconsin, has announced he will withdraw from the directorship of active operations of the Union a year from now.

Prof. Butts, the only director of the Union since the building was opened, plans to devote his time to teaching, research, and development of special projects.

He has been invited to lecture at 13 Australian and New Zealand universities next summer and early fall, and to give the dedication address at the opening of the new University of Melbourne Union.

Upon returning to Madison he expects to organize special Union staff and student leadership training programs, continuing the summer course in Union operations he initiated several years ago. He will also carry forward general research as editor of publications for the Association of College Unions-International. The Association this year published his books on Union planning and on the development of social-cultural centers in 60 countries.

A search committee will be named to consider a successor to Butts so that a new director may be appointed by the regents by January.

###



# uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

9/28/67 hb

MADISON--A seven-member search and screen committee to pick a new director of the [University of Wisconsin Memorial Union] was appointed Thursday by Joseph Kauffman, dean of student affairs.

Prof. Porter Butts, who has been director of the Union since the building was opened 40 years ago, will withdraw as head of operations next year to devote his time to teaching, research, and special projects.

Co-chairmen of the committee named to choose a successor are Prof. James Bower, head of the accounting department in the School of Business, and Bruce Russell, a junior from Fort Atkinson.

Committee members include Supreme Court Justice Nathan Heffernan, alumni representative on the Union Council; Prof. Clarence Schoenfeld, summer sessions director and a former member of the Union Council; Lowell Frautschi, a Madison businessman and a Union Council trustee; Ann Prisland, a junior from Evanston, Ill., and vice president of the Union Council, and Michael Fullwood of Madison, president of the Wisconsin Student Association.

Dean Kauffman told the committee to "search inside and outside the University" for qualified candidates and said he hoped a recommendation would be ready for presentation to the Board of Regents no later than February.

###



# NEWS FROM THE UNIVERSITY OF WISCONSIN

Statewide Communications Service, 10 Bascom Hall, Madison, 53706

2/16/68 vh

RELEASE Immediately

## UNION DIRECTOR

MILWAUKEE--Theodore E. Crabb, director of the Union on the University of Wisconsin's Milwaukee campus, will become director of the Wisconsin Union at Madison, effective July 1.

University regents approved his appointment Friday and also okayed a change in status, effective on the same date, for Prof. Porter Butts whom Crabb succeeds. Butts, who is both Union director and professor of social education, will become professor of social education on a half-time basis.

The Madison campus Union will not be new territory for Crabb, 36-year-old Janesville native and Wisconsin alumnus. He served as assistant director under Porter Butts from 1958 until 1964 when he accepted his present Milwaukee post, was an assistant to the director from 1955 to 1957, and was the Union's outing director during 1954. While earning his 1954 B.S. degree from Wisconsin, Crabb also served as student president of the Union during his senior year.

The returning administrator, a one-time reporter for the Janesville Gazette, also served for a time as student union program director at Cornell University.

Porter Butts, internationally recognized leader in the Union concept, has been director of the Union on the Madison campus since its building on Langdon Street was opened more than 40 years ago, and helped raise the funds for the original construction.

Prof. Butts will devote his time to teaching, research, and development of special Union projects following withdrawal from the directorship of active operations.



**NEWS****FROM THE UNIVERSITY OF WISCONSIN**

Statewide Communications Service, 10 Bascom Hall, Madison, 53706

*Register*  
**RELEASE***Memorial Union - General*  
**Immediately**

2/16/68 vh

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###

# UW news

*Memorial Union  
General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

**5/2/69 mcg**

MADISON--For 10 crowded days in May, students at the University of Wisconsin in Madison will be offered a bewildering variety of new experiences in music, art, films, dance, drama, and electronics.

Called the "Science-Humanities Contemporary Fine Arts Festival," the days between May 11 and 21 will be packed with more than 70 events planned by 12 University departments working with 11 student committees.

According to festival director and coordinator Richard DePeaux, assistant art director of the Memorial Union, the festival will blend contemporary arts and modern technology for the first time on the campus.

Events are as various as "do it yourself" sculpture on the Union Terrace; water music from a barge on Lake Mendota; films made by students as well as professionals; a concert of modern dance; and Glowflow, a blend of lights and sounds controlled by computer.

In the words of its originators, "Glowflow represents a unique experiment in computer control of an aesthetic situation...The exhibit is essentially a viewer-responsive, light-sound environment, designed to reveal gradually, through subtle changes in light and sound, relationships between viewers and the room."

- more -



Add one--fine arts festival

Glowflow is directed by Richard Venezky, assistant professor of English and computer sciences, and Jerry Erdman, Neenah, a graduate student in sculpture and research assistant in computer sciences.

The first day of the festival includes blues concerts at 2 and 8 p.m. in the Union Theatre by the Otis Rush Blues Band, Little Brother Montgomery, Jimmy "Fast Fingers" Dawkins, and Big Joe Williams. Sound and light sculpture in the Union Main Gallery and a concert on the Terrace are other Sunday features.

Events of the week include productions of Shakespeare's "Coriolanus" in the courtyard of the new Humanities Building; lectures and films; a concert of modern dance; and Glowflow, which begins Friday and continues to the end of the festival.

The weekend will bring the student sidewalk art sale from 10 a.m. to 5 p.m. Saturday and Sunday on the Library Mall, and the Sunday evening presentation of Haydn's "The Creation" in the University Pavilion. A concert of electronic and live sounds at 8 p.m. May 20 in the Union Theatre brings the festival to a close.

Throughout the 10 days, art works by UW graduate students, from oils and watercolors to sculpture and jewelry, will be on exhibit in the Wisconsin Center, the Union, the State Historical Society, and the Humanities Building sculpture courts.

Assisting DePeaux are music Prof. Vance George, producer-director; Steve Rooney, Milwaukee freshman, publicity; and Ann Prisland, Evanston, Ill., and Marilyn Rice, Hartsdale, N.Y., coordinating assistants.

###

Release:

**Immediately**

**7/3/70**

By LARRY K. LARSON

MADISON--There's a continuing demonstration on the Madison campus which has not commanded any headlines. It involved more than 1,200 students who volunteered their time and services to 16 agencies in the Madison area during the past year.

The student-volunteers served in a variety of ways, some in group activity but mainly on an individual basis. Most of the work was once-a-week activity. The programs ranged from helping in pediatric wards in Madison hospitals, working with handicapped persons and senior citizens, individual tutoring, recreational supervision, and helping with a Cub Scout den or a Boy Scout troop for retarded boys, to service work in the VA hospital.

"We are very pleased with an increase of 25 per cent more students who participated in the programs," Mrs. Laura Howard, referring to a survey of the total project, stated. She is coordinator of the Wisconsin Student Association volunteer services program.

"And many agencies are looking for volunteer help right now, because we are continuing the program throughout the summer months."

Interested students can reach Mrs. Howard by telephoning 262-2421, or at the Wisconsin Union, Room 514.

The student-run volunteer programs often involve tutoring assistance, with over 200 young people involved the past year in the Union-sponsored One-to-One Program (for elementary school children) and WSA's Tutor-Friend Program (for junior and senior high school pupils). Another 480 students at the University

-more



add one--student volunteers

participated in various programs involving the mentally ill and physically handicapped of the community.

Other concerned students at Wisconsin have become involved in special projects, such as the 70 men who are Big Brothers, 50 co-eds who serve as Big Sisters, and scores of others who work with University YMCA and YWCA programs, various scout troops, the Wisconsin School for Girls at Oregon, and neighborhood centers. There were 60 projects of a fund-raising nature in the past year.

This summer the most popular areas of service are the United Migrant Opportunity Services, neighborhood center work, and the day-care centers. Of the varied areas of volunteer work, most students choose to work with children and youth.

The program with migrant workers is an evening program involving tutoring in English and helping migrant families to settle in the Madison area.

Because of its location close to the University campus, the First Congregational Church Day-Care Center, 1609 University ave., one of five such centers served by the program, gets much valuable help from UW students.

"Our day-care center takes care of children who come from families where the parents are UW students or who work, and the mother is not in the home," Mrs. Barbara Stange, director of the center, noted.

"With four and one-half full-time teachers and a normal enrollment of 44 children in four age groups, we can't possibly develop a close relationship with each child.

"This is where our student volunteers perform their greatest service. They become an adult friend for the child."

Several students are doing service work there this summer. Eight University students regularly worked at the center during the past semester.

# UW news

*Union, then  
General*

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

8/6/70 pr

MADISON--The upcoming primary and general elections are expected to arouse more than the usual amount of interest on the nation's campuses this fall, and the University of Wisconsin is no exception.

When students return to Madison in September, they will find a group of politically-minded classmates already involved in the state's fall campaigns.

On Sept. 14, students and staff at The Wisconsin Union will open the Election Center -- a place where students, staff, and faculty can meet candidates, discuss issues, and collect information they need to become familiar with the election process.

The center -- located in the Union's library -- will be a non-partisan clearing house, making available information on all candidates from all parties in the state. It won't serve as headquarters for any candidate, group, or point of view, according to the center's co-ordinator, Mrs. Rita Peterson.

"Whether students have strong, well-defined opinions or are just interested in the general political scene, they can come to the center to learn about the political process and become involved," Mrs. Peterson, a member of the Union's program staff, explained.

Biographical data on candidates for Wisconsin county, state, and congressional offices, as well as the candidates' campaign materials will be available at the center. Voter registration, absentee voting information, and a notary public service also will be provided.

- more -



Add one--center

For out-of-state voters, there will be some information on congressional candidates in other areas.

The center also will serve as a communications center, listing political programs and events being held on or near the campus.

An all-student Wisconsin Union Elections Committee will be responsible for the center's programming, sponsoring lectures, discussions, and small workshops for all UW students, faculty, and staff.

The committee's first program, held July 29, included an appearance by Democratic gubernatorial candidates Patrick J. Lucey and Donald O. Peterson.

"This program, like the others we hope to plan, may not have solved any problems, but it did increase understanding," according to Neil H. Dunlop, the committee's summer chairman.

Dunlop, a senior from Short Hills, N.J., sees the committee's function as bringing about some exchange between candidates and students.

"We need to give students a chance to talk with politicians, and for the candidates to really get on campus and find out what's on students' minds," Dunlop said.

Students and staff and the Union have been working on the idea since last May, gathering data on candidates, pinpointing key issues, and planning the center.

###

# uw news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

4/4/72

pr

*Memorial Union Journal*

MADISON--The University of Wisconsin-Madison Memorial Union will sponsor a Wisconsin Folklife Festival July 2-15.

The festival will focus on the customs of the dozens of ethnic groups throughout the state, and will include folk dancing, music, art and craft displays, and demonstrations, ethnic dinners, poetry readings, and food demonstrations.

All festival activities will be free.

Its purpose is to allow members of the UW and Madison community to share in the heritage of the many ethnic groups that have settled in the state and become a part of its character.

Groups or individuals wishing to participate in the festival should send inquiries to: Wisconsin Folklife Festival, c/o William Dawson, 800 Langdon, Madison 53706.

###



TO: The University of Wisconsin Community

FROM: Edwin Young, Chancellor  
F. Chandler Young, Vice Chancellor Student Affairs

~~4/19/72~~  
4/19/72

*Memorial Union General*

We want to take this opportunity to bring you up to date on the current situation at the Memorial Union.

The Wisconsin Union is being struck by the Memorial Union Labor Organization, the labor organization which represents student and limited term employees at the Wisconsin Union. Strikes by public employees are illegal and the MULO strike is no exception.

The bargaining teams met on April 18th, as they have been doing on a regular basis since December. A bargaining meeting scheduled for April 24th will not be held because of the strike.

While the bargaining teams have reached substantial agreement in many areas, there remains disagreement on important areas such as wages, promotions, overtime pay, restructuring the governance of the Union, discipline, grievance procedures, management rights and a "no strike" clause. Even were it feasible for the University to bargain about wages from a budgetary standpoint, the State Employment Labor Relations Act precludes bargaining by all State agencies over wages and other forms of compensation.

Since the financial position of the Wisconsin Union is precarious, the strike and possible disruptions will further jeopardize its ability to operate. The Wisconsin Union management will attempt to minimize reductions in service and programs and avoid layoffs of personnel. It cannot do this without your support.

###

For more on MULO,  
see: Student Orgs/MULO

JOINT NEWS RELEASE BY MEMORIAL UNION LABOR ORGANIZATION AND UNIVERSITY OF WISCONSIN  
MADISON

Memorial  
Union

Friday, May 26, 1972

Members of the Memorial Union Labor Organization (MULO) today voted by paper ballot to ratify the contract reached on Thursday morning between University and state negotiators and the MULO bargaining team.

The agreement covers student and other part-time Wisconsin Union employees at the Memorial Union, Union South, Wisconsin Center, Lowell Hall and the University Club.

Subjects covered in the agreement include:

1. Job security including minimum shift and average work week.
2. Grievance procedure ending in final and binding arbitration.
3. Disciplinary procedures.
4. Written work rules.
5. Anti-discrimination, including personal appearance.
6. Union security.
7. Transfer scheduling and leave procedures.
8. Two week pay periods.
9. Campus trouble.
10. Health and safety.

Also included are management rights and no strike clauses.

At a meeting held last night, MULO members voted to end the strike under the terms of a strike settlement reached during mediation sessions last week. Included in the strike settlement is discipline for all strikers. Under the settlement, strikers will receive a five cents per hour wage reduction and partial



Add one--MULO

loss of seniority. Eleven employees on strict probation at the time of the strike will be suspended for six months and be reduced to base pay and seniority on return. Supervisors who struck will lose their supervisory positions. Discipline for strike activities is limited to the terms of the settlement. Strikers are eligible to return to work according to seniority.

The Wisconsin Union management and MULO officials join in encouraging members of the University community to resume normal use of the facilities.

###

# uw news

*Memorial Union*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

12/15/72 mh

MADISON--The University of Wisconsin-Madison Memorial Union and Union South will be closed from noon Dec. 22 to Jan. 4 because of the new midsemester break schedule.

For the first time, midyear commencement will come before January. It will be held Sunday (Dec. 17). Registration for the second semester will be held the week of Jan. 8-12, with classes resuming Jan. 15.

The University's information booth on N. Park St. and the Outing Center in Memorial Union will be open during the holiday recess.

###



Release:

**Immediately**

7/18/73 hg

**AFTER ROUGH BATTLES WITH ENVIRONMENT, UW SAILING CLUB AGAIN READY TO CAST OFF**

**MADISON--**The University of Wisconsin-Madison sailing fleet returned to the water this week after a five-day storm-caused absence.

The storm last week sent high waves crashing against the piers of the UW Hoofers Sailing Club, which is affiliated with the Wisconsin Union. Three of the club's 12-foot tech sailboats were damaged beyond repair. Another 20 boats of the 50-boat tech fleet incurred some damage.

Sailing was suspended during the week while the club rebuilt docks and piers. More than half of the tech ramp facilities broke apart during the storm, crashing the boats against the rocky shoreline of Lake Mendota.

The club's boats are insured, said club Commodore Robert S. Groos, Colton, Calif., graduate student. "But we won't be able to get new boats until next year," Groos said. "The techs are made especially for us during the winter."

Fifteen techs are currently fit for sailing. None of the club's 14 larger 20-foot boats were damaged by the storm. The extremely high water level of Lake Mendota this spring and summer has left the club's boats and docks vulnerable to storm damage. Sections of the dock structures have been washed away five times this year.

For nearly a year, the club has been working on a plan to improve its boat and pier facilities.

- more -

Add one--sailing club recovers

Still in its early planning stages, the club's "Lakefront Improvement Project" includes a beautification proposal for the Hoofers' docks and surrounding area. The sailing club is working with several other organizations on the project.

To curb the threat of storm damage, the club hopes to store its boats on wooden dollies when they are not in use. Currently, the techs are kept on docks which rise barely one foot above the lake.

"We have gotten wiped out five times this year. This time was the worst," Groos said. "I hope that this storm will get the ball rolling towards realization of the plan for a new facility."

###



*Memorial  
Union Building  
General*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

**1/12/73 jb**

## SKATING RINK

MADISON--Construction plans for an ice skating rink inside the Camp Randall Practice Building on the Madison campus, for use by students, staff, and faculty, were approved Friday by the University of Wisconsin System regents.

Presented by the regents' physical planning and development committee, the project is expected to cost \$245,700, to be financed through intramural segregated student fees.

The regent action outlines authority to prepare a budget and concept, to ask for bids, and to construct the rink.

Under the proposal, an ice sheet measuring 85 feet by 195 feet will be built at the south end of the facility. It also includes a wood wall to separate it from other areas, and storage for an ice re-surfacing machine.

The rink is expected to provide a multi-use recreational and instruction area for the division of athletics, club sports, and men and women's intramural activities. To accommodate 450 skaters at one time, the facility is expected to be completed by next September. No spectator seating was included in the initial plans.

The regents, who accepted a \$150,000 gift from the trustees of the Memorial Union Building Association last month, approved plans for remodeling of the commons wing entrance, to enclose the crossover deck between Great Hall and the craft shop, to build a new men's room on the fourth floor, and to make additional safety improvements.

# feature story

*Memorial  
Union  
general*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

**6/28/74 ha**

**ATTENTION: Music Editors**

MADISON--The University of Wisconsin-Madison's special 125th anniversary celebration, "Summer Scope-125," July 5-7, will have something for every musical taste. Fans of rock, jazz, dixieland, or classical music will not be disappointed.

At the Memorial Union, the music will continue all weekend, with a different group every night. Friday night's TGIF entertainment will be held from 7-11 p.m. on the Union terrace, featuring Bimini, a new five-piece jazz-rock group from Madison.

"Saturday in the Stiftskeller" will present bluegrass music by Dave and Ruth, two members of the group Colonel DeKalb and the Corn People, from 8:30-11:30 p.m.

Sunday night at the Union will be a special treat for those familiar with dixieland music. After the fish boil on the terrace, the well-known, seven-piece dixieland band, the Riverboat Ramblers of Milwaukee, will be playing from 6-9 p.m. The Ramblers have appeared in numerous concerts throughout Wisconsin and Illinois.

All musical entertainment at the Union is free.

The senior session of the UW's 1974 Summer Music Clinic will be playing all day Saturday in the Humanities Building. Called the "Festival of Music," the concerts by high school students will be held from 9 a.m. to 3:30 p.m. in Mills Auditorium, Morphy Recital Hall, and 3650 Humanities.

- more -



Add one--music at Summer Scope

Musical theatre, performing excerpts from Bernstein's Mass, with bands, choruses, chamber music, rock ensembles, jazz ensembles, swing choirs, and orchestras, will be open to the public.

An admission fee of \$2 will admit one adult for the whole day (accompanying children free), and \$1 will be charged for one concert for one child under 14.

Tickets are available at the door only. Honors groups will be playing in the afternoon.

In addition, a program of Victorian music at 3:30 p.m. Friday in the Historical Society Auditorium will open a new exhibit, "The Victorians."

There will be a recital at 3 p.m. Sunday by Prof. John W. Harvey at the Carillon Tower, with doors open to the public at 2:45 p.m.

The Madison Sidewalk Art Show will fill the Square July 6-7. A number of bands and drama groups will be appearing on the Square both days, including a drum and bugle corps.

###

# UW news

*Memorial  
Union*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

1/6/75 las

## UW FOOD SERVICES ABLE TO HOLD LINE ON PRICES

MADISON--University of Wisconsin-Madison dormitory and student union food services have been able to hold the line on food prices.

As students return to campus this week they will not be faced with major food cost increases.

In the two student unions, Union South and Memorial Union, only a few bakery and poultry items have been raised, "but none of the heavy traffic items like hamburger, soft drinks, or beer will be raised," according to Bill Williams, director of Union Food Service.

University Residence Halls "is pretty much on target" with its food budget for the 1974-75 academic year, according to Bill McKinnon, assistant director of the Res Halls Food Service. He said the UW had anticipated a 12 per cent cost-of-living increase.

Residence Halls are able to maintain food budgets because of a stabilization and decrease in meat prices, which totals one-half of its business. This has offset cost increases in sugar, chocolate, and shortening. The cost to the University for fountain drinks has tripled over the past year.

Dorm residents buy a number of meal tickets under plans ranging from \$440 per semester to \$860 for heavier eaters. McKinnon noted a student must spend an additional \$40 to stay at the same level as last year.

###



# news

*Memorial  
Union -  
General*

From the University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

4/25/75 js

## CAMPUS TOUR AND INFORMATION CENTER TO OPEN MAY 1

MADISON--A new campus tour and information center will open May 1 on the second floor of the Memorial Union on the University of Wisconsin-Madison campus.

Tour groups from around the state and visitors to the campus can make arrangements through the center for a guided tour of the campus or individual buildings. University students act as guides either on a bus, if the group has one, or on foot.

In addition, the center will again sponsor daily walking tours of the campus Mondays through Saturdays at 1 p.m. beginning in May.

The campus tour information center will be staffed by Mrs. Karen Dosch, who has been the attendant in the information booth at the Park Street entrance to the Memorial Union. All functions of that booth will be moved to the new tour and information center. Plans for a curbside information service at the booth location are under discussion.

###



4/27/76

## WISCONSIN UNION

*Memorial  
Union  
Journal*

### INFORMATION ON THE SHOPPING SERVICE USED BY THE WISCONSIN UNION

History - In July, 1973, a Legislative Audit Bureau Report pointed out numerous problems in the Union's cash control system, and recommended that the Union institute basic cash control procedures. A follow-up audit was done in September, 1975 by UW Central Internal Audit and the report indicated that, although improvements had been made, "departures from procedures by sales cashiers and unit supervisors were numerous". In response to these audit reports, the Wisconsin Union developed and implemented cash handling procedures which were described in two cash handling procedures manuals. In addition, cashiers offices were constructed in both buildings. In order to insure that proper cash handling procedures were being followed by sales clerks a "shoppers service" was employed as a necessary audit check. This is a procedure which is generally accepted and widely used by retail businesses.

Reasons for the service are: (1) to provide cash and inventory control; and (2) to observe the quality of service to customers.

How the testing is done - The service is provided by a private contractor who is asked by the Union's fiscal coordinator, Martin Verhelst, to perform a given number of tests in a month. The contractor performs the requested tests on a random basis throughout the month.

Typically, the tests are performed by a team consisting of at least two people, one of whom assumes the role of a customer while the other observes the handling of transactions with customers. The test results are given to the fiscal coordinator approximately twice each month.

How the tests are used - Employees who follow established procedures for handling cash and products and who do a good job of serving customers may receive special recognition and a letter of commendation in their personnel file. All employees tested will be provided with a copy of the shoppers service report on the test. A reprimand or discipline results only from the following situations: (1) failure to follow proper cashing procedures; (2) stealing, losing or giving away cash or products. (Total retail value governs the degree of the reaction).

Detailed guidelines have been drawn up outlining the implementation of the service, how employees are told about the service when hired, how the reports are made, how they are used and how the copies are distributed and handled after they are received from the shoppers service.

Management has explored alternate means of providing the necessary audit checks. No affordable, effective alternate procedures have been found. The use of the shopper's service is a basic and necessary component of the Union's overall cash and inventory control system. Therefore, the use of the service must continue if management is to properly discharge its responsibility for internal control and financial management.

The Wisconsin Union Council (student-faculty-alumni policy-making body of the Union) has followed the use of the shoppers service and has instructed its operations committee to perform an ongoing review of the use of the service.



Background on UW-MULO strike

For more information call:  
Jody Schmitz  
263-3924

*Student  
Orgs  
MULO  
Memorial Union  
General*

Student and limited term employees went out on strike against the Wisconsin Union on the UW-Madison campus on Saturday, May 1 after four weeks of bargaining between the Memorial Union Labor Organization (MULO) and the University. The University bargaining team headed by Ed Corcoran, met with MULO up to the last minute but talks ended when the MULO bargainers declined to accept the UW's position on bargainability of wages.

The UW position is that wages are not within the scope of bargaining based on previous action of the state legislature. In 1971, MULO was legally certified and recognized by the University as the collective bargaining representative for student and part-time employees of the Wisconsin Union under the then existing State Employment Labor Relations Act. That law did not give employees of the State and University the right to bargain wages or associated matters.

In 1972, this legislation was revised by the legislature. The new law gave full-time classified employees the right to bargain wages, but did not cover any other state employees including student and part-time employees. However, the University agreed to voluntarily continue recognition of MULO as the representative of the Union's part-time employees. This recognition was contingent on the scope of bargainable subjects remaining within the framework of the law under which MULO was recognized originally.

On Tuesday, May 4, the University informed MULO that they would be willing to consider returning to the bargaining table if MULO removed the demand to bargain wages. At the time of this writing, no response has been received from MULO and, therefore, talks have not resumed.

(more)

Other major issues in addition to the bargainability of wages are removal of the Shoppers Service and the provision of job descriptions. The Shoppers Service, which was instituted by the Wisconsin Union in October, is considered necessary to insure cash and inventory controls and the Wisconsin Union management feels that it must be able to continue using the service if management is to properly discharge its responsibility for internal control and financial management. The University had offered contract provisions regarding due process and employees' rights to privacy in the use of the service.

Contract language regarding job descriptions for part-time employees was also offered by management at the last bargaining meeting, April 30, shortly before MULO declared its strike.

The Wisconsin Union has reduced the hours of many of its operating units since the beginning of the stoppage, but full-time and supervisory employees, as well as some part-time workers, are making it possible to continue to offer food service in five buildings, as well as recreation, meeting facilities, and guest rooms in the two Unions.

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4/27/76

*Memorial  
Union  
General*

## THE WISCONSIN UNION

### UNIVERSITY POSITION ON BARGAINABILITY OF WAGES

In 1971, the Memorial Union Labor Organization was legally certified and recognized by the University as the collective bargaining representative for student and part-time employees of The Wisconsin Union under the existing State Employment Labor Relations Act. That law provided, among other things:

1. Employees do not have the right to bargain such matters as compensation and fringe benefits, promotion, layoff, classification, and other actions provided for by law [111.91 (2)];
2. Nothing in the collective bargaining process shall interfere with the "management rights" of the State as the Employer [111.90].

This legislation was revised by the legislature in 1972. Under the new law, full-time classified employees were authorized to bargain wages with the State. This right was extended only to full-time civil service employees.

Although the new collective bargaining law did not cover part-time employees, the University agreed to voluntarily continue recognition of MULO as the representative of the Union's part-time employees. This continued recognition, however, was contingent on the scope of bargainable subjects remaining within the framework of the law under which MULO was recognized (i.e., to exclude wages, fringe benefits, promotion, layoffs, etc). The legislature did not provide the authority to bargain these topics with part-time employees.

Wage rates for Wisconsin Union part-time employees are established in accordance with the wage plan for student hourly employees which is developed on a campus-wide basis. This campus plan is reviewed on a regular basis by representatives of all major employing departments on the campus in order to provide a uniform wage plan. The current wage range is from \$2.20 to \$3.50 per hour.

The Wisconsin Union's part-time employee wage schedule which implements the campus plan is reviewed annually with student employee input. The current average wage for part-time Union employees is \$2.38 per hour. Further, all part-time employees will receive an increase of 10¢ per hour in August, 1976.



Henry B Herman Awards Announced  
May 21, 1976

S. Silverman  
263-3928

FOR IMMEDIATE RELEASE:

*Memorial  
Union  
General*

The Wisconsin Union has announced the selection of Daniel J. Castleman, graduating senior at the UW-Madison, as the 1976 recipient of the Henry B Herman Award.

Harry M. Behrman, completing his undergraduate work in Social Studies and Economics Education this semester, received a special letter of recognition by the Union.

During his five years in Madison, Castleman has been an active participant in student activities making significant contributions to the University and Madison communities. Most notable was his service and dedication to the Wisconsin Union where he served admirably as Vice President of Operations (1974) and as Directorate and Council President (1975).

Having made numerous contributions in the field of education, Behrman was commended for his establishment of H.A.S.H. (Help at Southeast Halls), a free tutorial assistance program for UW-Madison dormitory residents.

The annual award, established by the family and friends of Henry B. Herman, is made to a UW-Madison undergraduate from N.Y.C., who has demonstrated qualities of concern through service to his fellow human beings, consistent with the devotion exemplified by Henry B. Herman, Director of Program and Asst. Director of the Wisconsin Union (1965-71).

###



# Computers Are Now Searching

By UIR Science Writers 5/7/76

Four libraries at the University of Wisconsin are quietly bringing the information explosion under control.

Within minutes a Computerized Bibliographic Data Services literature search can provide a list of journal citations that once took hours or even days to gather.

"It's been a quantum leap," says David Oyler, director of the Steenbock Memorial Library. "Now a researcher can spend his time digesting the literature instead of looking for it."

Oyler recalls that one experienced person, armed with printed abstracts, worked 22 hours on a literature search.

A COMBIDS computer, scanning its data banks, listed the same references in 30 minutes.

Four Madison campus libraries are offering COMBIDS at prices that vary according to the complexity of the search:

- Steenbock Memorial Library: agriculture and life sciences, \$10-40 per search;

- Instructional Materials Center at 225 N. Mills: literature on education, \$3-5 per search;

- Middleton Health Sciences Library at 1305 Linden Dr.: medical fields, \$3.50 a search (for an additional fee, the search will also be updated every month);

- Engineering and Physical Sciences Library at 215 N. Randall Ave.: everything its name implies, \$10-40 per search.

COMBIDS have so far focused on the technical and scientific fields. They could soon, however, be providing a broad coverage of arts and humanities as well.

"How fast depends on the amount of interest shown," says Richard R. Hughes, coordinator of computing affairs.

John Luedtke, coordinator for COMBIDS at the Engineering library, recently demonstrated his system. His desktop computer terminal looks like a portable TV, complete with channel knob. A movable typewriter keyboard is attached to the terminal by a short cable.

Like the other three COMBIDS libraries, Engineering buys its services from centralized data banks, Luedtke explained. This particular terminal is connected by highspeed telephone wire to a computer in Oak Ridge, Tenn.

"Suppose you want to look at the economics of wind power," he said. He typed the code that calls up the ERDA (Energy Resources and Development Agency) Energy Information Data Base, a magnetic tape containing information on publications in that field.

# Libraries For UW Scholars

The ERDA data base, fairly typical of the 40 available to Luedtke, contains more than 48,000 separate citations in non-nuclear areas of energy, including coal and oil products, oil shale and bar sands, solar energy, electric power — and, of course, wind power.

W-I-N-D-P-O-W-E-R, Luedtke typed.

He pressed a button. In a few seconds the words 'WIND POWER: 194' appeared on the screen. The computer was saying it had 194 articles in the ERDA data base with the key words

"wind power."

Key words — as many as 20 of them — are assigned to each reference, when it is recorded on tape. Each key word or phrase, such as "wind power," gives a

general description of the article. Together, they summarize the contents precisely.

"The program also functions like a 'thesaurus on line,'" Luedtke adds.

"Related key words are grouped together as in Roget's Thesaurus."

He did some more typing and the "wind power" group appeared in full: WIND POWER 194; POWER 579; WIND TURBINES 25.

"By doing this, we pick up key words we might have missed," he said. "For instance, I didn't think of 'wind turbines.'"

"Now, we combine terms," he said, pushing more buttons. "We ask for only those citations that have both the key words 'wind power' and 'economics.'"

There were 51 such citations. More buttons, and the screen filled with authors, titles, and journal citations for the first six. Leading the list was "High Energy Wind Belts as Massive Energy Sources." Another button and the next six appeared, and so on.

"For another ten cents a citation, you could have Oak Ridge send you a print-out," Luedtke said.

The search had taken less than 10 minutes, about 10 seconds per citation.

## Strike Cuts Business at UW Unions

MT 5/9/76  
Special to The Journal

Madison, Wis. — A strike has severely cut business at two student unions on the University of Wisconsin campus here.

The strike involves 350 student workers who are members of the Memorial Union Labor Organization.

Student unions affected by the week old strike are the Memorial Union and Union South. Strikers also worked at the Bay Center, Wisconsin Center, Lowell Hall and the University Club.

Ted Crabb, director of the student unions, said some areas of union business were closed and that income from areas still operating had been cut in half.

The Rathskeller, a popular place for conversation and beer, is closed. Crabb said the Rathskeller normally took in \$1,000 to \$1,500 a day. Also closed are cafeterias in both unions.

About 100 students who are not members of the labor organization continue to work.

The UW has refused to resume negotiations as long as the strike continues.

Key issues are the right to bargain, wages, and the use by the student unions of a "shoppers service" to uncover theft of food or property by employees.

# feature story

*Memorial Union*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

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7/29/76 jc

## PAUL BUNYAN LEGEND LIVES ON THROUGH WATROUS MURALS

MADISON--"If you can find someone to give you the walls, fine."

That's what the Public Works Administration told Jim Watrous in 1933 when he applied for a job as a mural painter.

Watrous, then a graduate student in art at UW-Madison, found Union Director Porter Butts, who in turn found Watrous the walls he was looking for. They were part of the Memorial Union's newly decorated Paul Bunyan room, a replica of the cookshack/bunkhouse where the legendary superlumberjack might have lived.

Watrous faced the task of decorating the walls with scenes depicting some of Paul's adventures. For six months, he worked steadily, receiving \$18.75 a week from the government.

By the fall of 1933, the federal program had folded and Watrous found it difficult to divide his time between the painting project and his new duties as a teaching assistant and part-time director of the Union Workshop. But he continued working off and on, until the murals were completed in 1936.

The room remained open while Watrous painted and he frequently received advice from the amateur artists who observed him. "That was part of the fun," he remarks, though he admits he became a little annoyed when one student climbed up on the scaffolding with him, gnawing a handful of potato chips.

Watrous says he remembers the room--which was "men only" until 1937--as a favorite spot for students to eat, talk and play cards.



Add one--Watrous

Indeed, the "Wisconsin Alumnus" magazine commented in 1929, that Paul Bunyan room activity "has done much to keep the student with time on his hands from inhabiting the more undesirable type of game room and in assisting in establishing a better feeling of camaraderie among male students on the hill."

Perhaps the most memorable reactions Watrous received came not from observers nor art critics but from students manning the Rathskeller snack bar.

It seems that the paint used for the murals was egg tempera: a recipe of one part egg yolk and two parts water, mixed with the desired pigment. So, when ready to paint, Watrous would go into the Rat and ask for an egg.

First came the chore of convincing the cook that he wanted the egg neither sunnyside up nor scrambled--but raw. Then followed the inevitable hubbub over how much he should be charged for the uncooked egg. "The usual cost," he notes, "was two cents."

Studying up on the legends he aimed to portray, he found a collection of Bunyan tales by Esther Shephard, daughter of an old northwoodsman, most helpful.

There are 12 murals of varying sizes in the room and a map of Paul's territory marking such spots as Pea Soup Lake. All have accompanying inscriptions written by Watrous.

The artist's favorite is the portrait of Paul's reversible dog seen above one door. Reads the inscription: "Paul's reversible dog could outrun all others. When tired of running on his front legs, he just turned over and ran on his back."

Other murals portray people and events in the life of Paul, who is known for his deeds of cleverness and skill and for the immense size of his operations.

"The logging in Paul's camp was done on a big scale. It took the seven great axemen to carry one of Paul's great saws," says one inscription.

Add two--Watrous

Nearly as notable as Paul himself is his companion, Babe the big blue ox. According to legend, "Babe was Paul's greatest asset and liability. When Babe was young, he grew so fast that every night he busted out a whole new barn."

Watrous, who recently retired as art history professor, is also well-known for his mosaic murals which adorn campus buildings. He is now working on a mosaic for the Memorial Library.

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*Memorial Union*

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

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12/7/76 rt

CONTACT: Assistant Union Director Corky Sischo (608) 263-3938/263-2543

## SMOKING RESTRICTIONS FAVORED BY MAJORITY AT STUDENT UNIONS

MADISON--Three out of four people who use the University of Wisconsin-Madison student unions do not smoke; most of them are annoyed by smoke; and a high percentage believe the buildings should have smoking restrictions.

These findings have led to a recommendation for establishment of no-smoking areas in lounges, cafeterias, and study halls in the unions, according to Assistant Union Director Corky Sischo.

A recent survey conducted at the Memorial Union and Union South contacted more than 1,200 union-users, most of them students. Sischo said those specific areas overwhelmingly designated by respondents will be recommended for no-smoking sections.

At the Memorial Union, these areas include:

- Most of the Main Lounge;
- One-fourth of Tripp Commons;
- One-half of the library; and
- One-third of the cafeteria.

At Union South, no-smoking areas would include:

- One-third of the Copper Hearth Lounge;
- One-third of the Snack Bar;
- One-half of the Carousel Lounge

The 15-member Union Council will act on the recommendation at its next meeting, scheduled Wednesday (Dec. 8) at 6:30 p.m. in 215 Union South.

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Release: **Immediately**

12/9/76 jb

*Memorial Union*  
*[Signature]*

## SEVEN FROM MADISON ELECTED MEMORIAL UNION TRUSTEES

MADISON--Seven Madison residents, all alumni of the University of Wisconsin-Madison, were among 15 trustees of the Memorial Union Building Association elected recently.

They are:

F. Anthony Brewster, 2 E. Gilman st.; Jeffrey Kunz, 6010 Old Sauk road; Don R. Murdoch, 435 W. Paterson st.; Clarence Schoenfeld, 312 S. Owen drive; Charlotte I. Spohn, 4133 Council Crest; Robert Taylor, 5632 Lake Mendota drive; and Wilson B. Thiede, 4825 Bayfield ter.

The trustees authorized release of \$65,000 to fund additional union refurbishing and remodeling during the next two years. They also approved expenditure of \$15,000 to underwrite other projects partially funded by class and alumni gifts.

In an allied action, the trustees voted to continue the current fund-raising drive aimed at completing as many remodeling and refurbishing projects as possible prior to the Memorial Union's 50th anniversary in 1978. A special anniversary planning committee earlier recommended a full-scale celebration to mark the occasion.

The association represents the donors of gifts to the Memorial Union since the original fund-raising campaign of the mid-1920s.



# UW news

*Memorial Union*

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

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## LOUNGE FOR OLDER STUDENTS WILL OPEN AT UW-MADISON

MADISON--A new lounge for use of older students at the UW-Madison will open Sept. 6 in the Memorial Union.

Called the Rosewood Lounge, it will provide a place for students, approximately 50 years and older, to meet, eat bag lunches, and relax between classes. Coffee and tea will be available for a small fee.

The Rosewood Lounge will be located on the west stairwell of the Memorial Union near the Paul Bunyan Room between the second and fourth floors. Union information centers on the first and second floors can provide specific directions.

The lounge will be staffed by UW-Madison Guest Students, and will be open Monday through Friday from 10 a.m. to 2 p.m. when classes are in session.

The Guest Student Program at UW-Madison was begun in 1973. Guest Students over 62 years of age can audit classes free, and those under 62 pay half-cost.

Fall semester registration for Guest Students will be held Sept. 6-16.

For more information contact the Office of Inter-College Programs-- Guest Students, 433 N. Murray St.; telephone: (608) 262-2115.

# uw news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

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11/23/77 jhs

*Memorial  
Union  
Journal*

CONTACT: Nancy Gebert (608) 262-2115

## OLDER UW-MADISON STUDENTS, FACULTY AND STAFF INVITED TO TEA

MADISON--One segment of University of Wisconsin-Madison's elder contingent has invited all the other segments to tea.

The invitation comes from the Rosewood Lounge Advisory Group, made up of "guest students" at least 62 years old. It was extended to all UW-Madison students, faculty and staff members roughly 50 years old and up.

The tea is scheduled Wednesday, Nov. 30, from 10 a.m. to 1:15 p.m. in Memorial Union's Rosewood Lounge, a room opened this fall to provide a special meeting place for older students. The advisory group runs the lounge, which is also staffed by guest students.

Normally open weekdays from 10 a.m. to 2 p.m., the lounge supplies a place where older students can meet and visit with one another, can eat a bag lunch, or can have a cup of coffee and relax. Memorial Union information centers on the first and second floors can give directions to the room.

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# feature story

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

9/28/78 js

*Memorial Union*

CONTACT: Jody Schmitz (608) 263-3924

## 'HOME AWAY FROM HOME' MARKS ITS 50TH BIRTHDAY

MADISON--The University of Wisconsin-Madison's Memorial Union will celebrate its 50th anniversary Oct. 5 in the midst of an entire year of special programs and celebrations.

The stately Italian Renaissance structure on the shores of Lake Mendota has been alternately called the students' "home away from home" and the "living room of the University."

The Union was built in 1928 as a gift to the University and State resulting from the UW's first organized fund-raising campaign among students and alumni. As of its 50th year, over 50,000 people have subscribed to the Memorial Union Building Association. A fund drive kicked off four years ago by the Association has netted over \$1 million to renovate and remodel the building, which was built for a campus population of 15,000, and now, along with its counterpart on the southwest end of campus, Union South, serves an enrollment of nearly 40,000.

The Memorial Union is used by 15,000 people daily and another 8,000 use Union South. The buildings are bustling centers of activity where students can meet people, have a snack or meal, attend theater programs and concerts, see an art show, hear a speaker or panel discussion, learn a new craft or skill, attend a meeting or one of the many hundreds of social, cultural and recreational activities held annually.

Add one--Memorial Union

Because of its early founding and because of the leadership of its staff, the Wisconsin Union became known as a leader among college and university unions. It has an impressive list of "firsts" attesting to that leadership including: the first Union to incorporate theater and music as an integral part of its program (the Union Theater was added in 1939); the first statewide competitive art show, the Salon of Art; the first recreational craftshop; the first outing organization to utilize the natural setting of the University; and the first college nightclub.

The Union's 50th year began with a student outdoor birthday party Sept. 9 attended by 10,000 people and featuring a 1,000 gallon milkshake.

Several hundred former staff members and chairmen will return to the Union for a reunion celebration Oct. 6-8. Other events of that week include the opening of the first exhibition of prints from the Helen and Mark Hooper collection in the Memorial Union galleries Oct. 4, dedication of the Union's Play Circle theater to Fredric March Oct. 5, a Fredric March film festival starting Oct. 3, and appearances of NBC newsman Edwin Newman and folksinger Arlo Guthrie Oct. 8.

A stellar theater and music season will continue through the year highlighted by a five-week residency of the Alwin Nikolais Dance Theatre and the presentation of a new work.

###



*Memorial  
Union*

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

10/4/78 mt

(EDITORS: Names of new members are listed alphabetically by city following news release.)

CONTACT: Martha Taylor (608) 263-4545

## BASCOM HILL SOCIETY ENROLLS 64 MAJOR GIVERS

MADISON--The Bascom Hill Society will enroll 64 new members Friday and Saturday (Oct. 6-7) at its annual meeting. The society is the University of Wisconsin Foundation's major gift organization.

The meeting marks the 100th anniversary of the University's first major private gift, donated by former Governor and Regent Cadwallader Washburn. His gift of \$43,000 built Washburn Observatory in 1878. It was the first campus building devoted to research.

The 50th anniversary of the Memorial Union, being celebrated with a reunion this week, also marks the first general fund drive at the University to raise money to "find a home for the Wisconsin spirit."

The Bascom Hill Society will recognize the Union's key role in the cultural life of the campus and honor Mrs. Florence Eldridge March and the late film and stage actor Fredric March. Mrs. March will be initiated as a new member of the society. At dedication of the Fredric March Play Circle, part of the Union's 50th reunion, Mrs. March will announce establishment of the Fredric March Scholarship in the department of theatre and drama. March was active in Union groups while a student.

The annual meeting also marks the charter membership year of the society itself, which had been founded in 1965 as the Presidents Club. The name of the organization was changed to identify more closely its relation with the University of Wisconsin-Madison.

Chairman James Vaughan, Park Ridge, Ill., will announce that the 580 members have pledged or given more than \$28 million for professorships, scholarships, building projects and other programs needed at the University.

The meeting also notes progress in the University's Forward with Wisconsin capital gifts campaign. William O. Beers, Winnetka, Ill., will report on the \$15 million campaign to raise money for key projects including the Clinical Sciences Center, a new gymnasium unit and professorships.

Other highlights of the annual meeting include a panel discussion by health science professors and a tour of the Clinical Sciences Center; a reception and dinner in Great Hall of the Memorial Union followed by a performance of the Pro Arte Quartet; tours of the College of Engineering with Dean W. R. Marshall, and of the College of Agricultural and Life Sciences with Dean Glenn Pound; and a luncheon hosted by Chancellor and Mrs. Irving Shain.

Chancellor Shain will present certificates to new members at a special reception Friday evening. They include:

WISCONSIN

Cambridge

Fond du Lac

Fort Atkinson

Fox Point

Hartland

Madison

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Mrs. Mildred K. Gill, 215 Gill Road

George J. Becker, 246 Taft St.

Mark H. Kerschensteiner, 409 Rock River Lane

Charles P. La Bahn, 1213 E. Goodrich Lane

Robert T. Foote, 6100 N. Brumder Road

Prof. and Mrs. Gustav Bohstedt, 4802 Regent St.

Miss Helen R. Bray, 401 N. Eau Claire Ave.

Prof. Glen G. Eye, 110 S. Henry St.

Dr. Robert E. Gilson, 3000 W. Beltline Hwy.

Dr. Margaret Ward Orsini, 1815 Adams St.

Mrs. Cedric Parker, Route 3

Ms. Carmen Peck, 3101 Stevens St.

Harold E. Scales, 25 W. Main St.



Madison	Roth S. Schleck, 19 Mountain Ash Trail
"	Mr. and Mrs. John C. Stedman, 3533 Blackhawk Drive
"	Miss Alice Thorngate, 2020 University Ave.
"	Edwin Traisman, 1402 Nishishin Trail
"	Prof. and Mrs. Jon G. Udell, 5210 Barton Road
"	Mr. and Mrs. Charles W. Vaughn, 839 Farwell Drive
"	Dr. and Mrs. Perry Wilson, Six Whitcomb Circle
Manitowoc	Mr. and Mrs. Mark L. Hooper, 851 Lincoln Blvd.
Menomonee Falls	John S. Best, W220 N8124 Town Line Road
Middleton	Mr. and Mrs. Bradley P. Bjork, 6645 Wood Circle West
"	Mrs. Elizabeth Gay Kurtenacker, 5218 Hedden Circle
Milwaukee	Mrs. Fred O. Haas, 2888 S. Wentworth Ave.
"	Charles S. McNeer, 6520 Washington Circle
"	Charles W. Parker, Jr., 2907 E. Linnwood Ave.
"	Mr. and Mrs. Ralph F. Schilke, 2403 S. 109th St.
"	Miss Ella Stoelting, 2848 N. Sherman Blvd.
Nashotah	Howard B. Stark, Sr., 32289 W. Oakland Rd.
"	William W. Winkler, 32275 W. Oakland Rd.
Sun Prairie	William H. Voss, 736 Chase Blvd.
ARIZONA	
Scottsdale	Mr. and Mrs. Hartley B. Barker, 6246 E. Alta Hacienda Dr.
Sun City	Prof. and Mrs. J. C. Walker, 14016 N. Newcastle Dr.
CALIFORNIA	
Beverly Hills	Mrs. Florence Eldridge March, 272 Lasky Drive
FLORIDA	
Sarasota	Lloyd Gladfelter, 8400 Vamo Road
ILLINOIS	
Glencoe	Wade Fetzer, 600 Greenleaf Ave.
Glenview	Edmund James Frazer, 2023 Fir St.
Pearl City	Mr. and Mrs. Charles Broege
Winnetka	Mr. and Mrs. John W. Seabury, 936 Sunset Road
MINNESOTA	
Edina	Mr. and Mrs. Roger C. Taylor, 5737 Drew Avenue South
NEW JERSEY	
Woodstown	Mrs. Warren W. Woessner, 26 Chestnut Drive
NEW YORK	
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East Aurora	Miss Ida Belle Knights, 124 South Grove St.
PENNSYLVANIA	
Muncy	Dr. Margaret R. Draeger, 27 S. Washington St.
TEXAS	
Dallas	Dr. Linda H. Hester, 5747 Eastridge Dr.
VIRGINIA	
Alexandria	Mr. and Mrs. Ralph A. Grant, 5100 Fillmore St.

# UW news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

5/8/79 vw

*Memorial  
Union  
General*

**CONTACT:** Scandinavian Studies department (608) 262-2090

## DANCERS, SINGERS FROM NORTH ATLANTIC ISLANDS TO ENTERTAIN

MADISON--A group of 26 people will demonstrate the ancient handcrafts, ballads and dances of the Faroe Islands at 8 p.m. Monday (May 14) in Great Hall of the Memorial Union.

The public is invited to enjoy the free event, presented by the University of Wisconsin-Madison department of Scandinavian studies in cooperation with the Smithsonian Institution of Washington, D.C.

The 17 small, treeless islands of the Faroes are located north of the British Isles and midway between Iceland and Norway. Because of isolation of the islands, the Faroese language, dances and ballads have been preserved in their ancient forms. The Islanders speak Faroese, a direct outgrowth of Old Norse, the language of their Viking Forebears.

Their folksongs are the oldest in Europe, with ballads of Tristan and Isolde, Charlemagne and the Volsungs dating back 500 years. These ballads provide the music for the ancient circle dances, which were common throughout Scandinavia and Europe in the Middle Ages, but which now survive only in the Faroes.

Sheep and wool have played an important part in Faroese history. The visiting craftsmen will demonstrate their distinctive hand spinning wheel and various crafts like plucking, carding, spinning and knitting.

###



Memorial Union Asbestos  
Sample Results Negative  
JAS  
11-13-79

MEDIA INFO ONLY:  
for further information  
call 263-3924  
Jody Schmitz

*Memorial  
Union  
Fund*

FOR IMMEDIATE RELEASE

Air samples taken in the Memorial Union on October 24 to test for asbestos particles have been analyzed and found to be well within the accepted levels, according to reports received last week from the State Department of Industry, Labor and Human Relations (DILHR).

Samples were taken in a half dozen areas throughout the Memorial Union building including the kitchen. An earlier DILHR study had come up with a discovery of bulk asbestos-containing insulation in five basement areas in the building.

"The findings of the air samples confirm the expectation that asbestos particles are well under the accepted levels," Dick Pierce, operations manager of the Memorial Union, said.

A sample taken near the kitchen in an area which has been of particular concern to Union safety committee members showed that no asbestos was present in the air.

"Since there was nothing in the air samples, the Campus Safety Department does not consider our building a serious problem," according to Tom Cleary, Union personnel director and member of the safety committee. Nevertheless, repairs are being made in some problem areas.

(more)

press releases press  
the university of wisconsin madison 53706  
the wisconsin union

Memorial Union Asbestos - add 1

Last week, before the results of the air tests were received, Pierce reported on asbestos problems to the Memorial Union Labor Organization (MULO), representing the 1100 student and part-time employees of the Union.

At that meeting Pierce reported that four possible courses of action were being taken in areas where there is concern: encapsulation and sealing with a plastic material; enclosure with a protective covering; removal; and reallocation of the use of the involved space to reduce the traffic in the area.

Work is now underway to apply these methods of correction on the specific locations identified as problems. Pierce predicts that the correctional work can be done now and absorbed as a routine repair and maintenance expense rather than waiting to include asbestos-correction projects in the 1980-81 budget.

###



ness and independence."

Freshman Dan Winter said he doesn't expect the transition to be very difficult because he's been a frequent visitor to the Marquette campus in Milwaukee and "that's sort of a condensed version of Madison."

Asked about his plan of study, Winter said he's undecided. "Zen or philosophy," he offered. "All I know right now is that I'd like to be in the Junior Year Abroad Program. I'd also like to try out for the crew team for a position as the person who gives directions to the others . . . the cockswain!"

A native of Milwaukee, Winter said he's optimistic about his next four years at the UW-Madison. "I've never met a person who didn't like the school."

Most of the students came to campus equipped with the essentials: music, food and typewriters. That was all that was necessary to make the transition from study lounge to "resortland," which is how Dan Carlin, a freshman from Waukesha, described his new residence in Chamberlin House of Kronshage.

Carlin said he is eager to meet new people and get involved in other social activities at the university. He also said he was happy with his college roommate.

His twin brother Mike echoed his feeling: "He's my best friend. It's cheaper liv-

ing together because we can share each other's clothes; we also don't have to worry about any surprises."

Bridget Conley, of Watertown, has a different expectation of her new home: "It won't be as luxurious or convenient as living at home, but I'm looking forward to it." ■

# New drinking age poses few problems for Unions

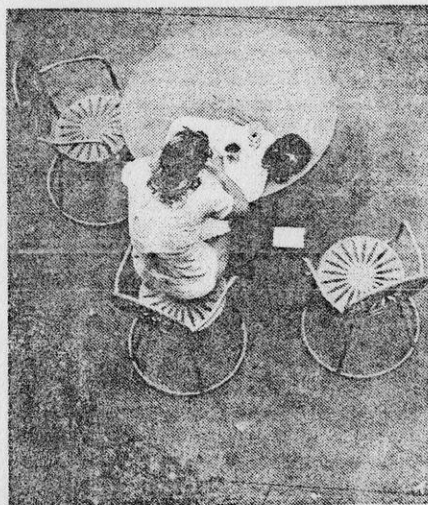
WI. Week 8/27/86  
Special to *WisconsinWeek*

The law that mandates a 21-year-old drinking age by 1988 will have little effect on the operations of the Wisconsin Union until the grace period provided by a grandfather clause in the legislation lapses.

According to Union officials, existing services, programs and food units will remain open to all students, and the Union will maintain its policy of carding students for age and university IDs when they buy alcoholic beverages.

The new law stipulates that anyone who turns 19 on or after Sept. 1 will not be able to purchase alcoholic beverages until his or her 21st birthday.

"With the new law in effect, a lot of 19-year-olds may be disappointed when they discover they can't purchase beer," said Michael Hirsch, manager of the Rathskeller/Stiftskeller bar in the Memorial Union. "We'll be placing an even greater emphasis on carding people for proof of age and ID, but we're still going to provide the same free music and nonalcoholic beverages that we've always made available."



**THE NEW DRINKING LAW, which mandates a 21-year-old drinking age by 1988, will have little effect on Union social activities.**

The Wisconsin Union, which provides a variety of social opportunities for all UW students, serves nearly 30,000 people a day in its two locations: Memorial Union, 800 Langdon St.; and Union South, 227 N. Randall Ave. Its operations include 10 food units, 15 other service centers and a variety of cultural, educational, social and recreational programs for the campus.

The activities are sponsored by the Wisconsin Union Directorate, the student programming board.

Tom Smith, associate director of the Wisconsin Union, said, "The financial impact of the new legislation is obviously a concern to us, as it is to any vendor of alcoholic beverages. But, more important, we're interested in how we can continue to best meet students' interests, regardless of age. And we think maintaining our present policies will help us do that."

Smith said recent informal surveys in the Stiftskeller bar have found that 75 percent of those buying beer are over 21 years of age. "This seems to indicate that many of our patrons are in the 'eligible-to-buy beer' category, regardless of the new legislation."

However, Smith said he believes the main reason people use the Union is to socialize, use services such as the UPS shipping service or free campus phones, or to attend programs.

"Buying beer is often secondary or complementary to the socializing," he said. "Our question is—if some patrons are ineligible to buy beer, what other beverages, refreshments, activities, would they like to see the Union provide so that they can still enjoy socializing and using the unions in a way that fits their needs."

Smith noted that the law's grandfather clause is essentially a grace period for vendors.

"Over the next two years, the number of people eligible to buy alcohol will steadily decrease as more students have to wait until they're 21 to buy alcohol," he said. "This grace period will give us a chance to study the effect of the law on our operations." ■

*Mem. Union general*

**University of Wisconsin-Madison  
Student Personnel Association**

**LINDA C. STITT**

**Outstanding Achievement Award 1987**

*Mem. Union  
Journal*

"Her continual giving of energy and time in her quiet, thorough way is a reflection of her strong value system and her commitment to the University." "We value and appreciate her. She has challenged us, filled us with fresh ideas and perspectives and given us direction, enthusiasm and energy." "She is an innovator, a leader, a planner and an implementor. We have all benefited from her unique blend of talents and tireless energy." These quotes reflect the high esteem in which this year's recipient of the Norman Bassett Award for Outstanding Achievement in Student Services is held by her colleagues.

During Linda Stitt's tenure as Memorial Union Program Director at the Wisconsin Union, she has made outstanding contributions to student leadership development and multicultural education. Linda was instrumental in the development of campus-wide training programs for student leaders of campus organizations. The response to this program has been excellent with several hundred students having taken advantage of the offering. Seven years ago, she introduced the concept of multicultural education for students and staff at the Union and began to develop goals and training in this area. At present, multicultural training and education is a firmly established principle. Linda's efforts in the area extend across campus. She was a dedicated organizer of the first multicultural reception for new students and continues to be involved. She is an active member of the Minority Recruitment Committee and the Coalition of Minority Women. She is currently Regional Coordinator of Minority Programs for the Association of College Unions International.

In her role as a Wisconsin Union adviser, Linda's exemplary work in student program development has enhanced the quality of student life. Her commitment and enthusiasm for the goals of the volunteer committees she advises in coupled with encouragement and assistance to individual students in meeting their personal goals. As one student said, "her door is always open." She is a mentor, a role model and an inspiration to the students with whom she works.

We are fortunate to have such a rare individual as Linda as our colleague. It is with warmth, respect and appreciation that we recognize her contributions to student services and present this award to her today.

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Vice Chancellor-Academic Affairs

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President, Student Personnel Association



*Mem. Union  
Journal*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

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5/4/87

## FOUR HONORED BY STUDENT PERSONNEL ASSOCIATION

MADISON--Four University of Wisconsin-Madison staff members have been recognized for their contributions to student services by the UW-Madison Student Personnel Association.

Honored were Wallace H. Douma, director of the Office of Student Financial Aids; Betty Peterson, former secretary and administrative assistant in the Office of the Dean of Students; Linda C. Stitt, Memorial Union program director; and Carol H. Tarr, undergraduate advisor in the department of English.

Douma was cited for his leadership in establishing an "efficient and sensitive system for delivering aid to students as equitably as possible." When he began as director of financial aids office in 1964, students at UW-Madison received about \$500,000 in aid; this year, students will receive more than \$75 million in financial aid from a complex assortment of state, federal and private sources.

Peterson spent 26 years in the Office of the Dean of Students, starting in 1961 in the Dean of Women's office. As the first contact for students coming in to see the dean, Peterson was recognized for her warmth and compassion, which helped "transform an institution that can seem overwhelming and impersonal to one that is smaller, with a promise of understanding."

Tarr was cited by students and colleagues in the English department for "providing countless individual students with the personal attention that

Add 1--Personnel awards

makes the difference" in reaching their academic goals. Besides holding individual conferences with undergraduates, Tarr publishes a yearly handbook of information essential to English majors, and sends out newsletters to keep students informed of educational and career opportunities.

Stitt was cited for "outstanding contributions to student leadership development and multicultural education." In her role as Memorial Union program director, she has been instrumental in developing campuswide training programs for student leaders. She is an active member of the Minority Recruitment Committee and the Coalition of Minority Women.

The SPA is an organization of UW-Madison employees who work in such areas as counseling and student services. The group's annual awards carry stipends made possible through a grant from the Norman Bassett Foundation and contributions from SPA members.

###

-- Mary Conley (608) 262-3846



# Feeding the masses

## Even the fudge bottom pie is on computer in Memorial Union's kitchen

Wt. Week 7/29/87  
by Mary Conley

Imagine feeding 7,000 people a day. For starters, you might need 70 gallons of soup, 25 pans of lasagna, 900-1,100 sandwiches and 15-20 large bowls of fruit salad.

The thought of such an undertaking raises doubts in the minds of even the most competent chefs. But those quantities are a daily requirement for Rosemary Bass and the Union Food Service staff. The 12 full-time staff members and 50-75 part-time employees work out of one of Madison's largest kitchens to prepare food for the 7,000 to 8,000 people who visit the Union's eating places on any given day.

All the major food items—soups, chili, salads, desserts, potatoes, prime rib, sandwiches, casseroles—are made in the basement of the Memorial Union and transported to the 12 Union dining areas across campus.

Bass and her crew rely heavily on computer technology to keep things running smoothly.

Computerized five years ago, the Union Food Service lists 1,000 recipes in its computer data base. "Everything we sell is in there, including a bottle of beer," said Bass.

All the raw products are inventoried once a week and the current prices are put into the computer. Using the recipes, the computer is able to tally the amount of food ordered by the individual units and bill them accordingly.

For example, if the Carousel Cafeteria in Union South orders five fudge bottom pies, the computer multiplies the amount of cream, chocolate and other ingredients in the pies by the current price of each ingredient to obtain the cost to the

Carousel Cafeteria.

To cut costs, the Union Food Service staff works with the residence halls and University Hospital and Clinics to buy larger quantities at better prices.

The computer also makes it possible to forecast how many customers the Union eating places are going to have, said Bass. "We use a base of how many people are on campus—44,000, whatever,—and then the computer tells us how much to order."

According to Bass, the most popular food items are fudge bottom pie, hamburgers, lasagna "and ice cream, of course—Babcock ice cream."

Bass, who has been at the Union since 1956, started in the salad department. She later was trained to be a cook and, eventually, was named the first woman manager of the Union Kitchen.

"It's the student contact that makes the job unique," she said. "Different kinds of foods or different trends in eating change more quickly on a campus than they do anywhere else."

To accommodate the changing tastes, the Union's cafeteria line has incorporated different kinds of foods this summer, including pizzas, submarine sandwiches sold by the inch, pasta and gyros sandwiches.

People also are eating more healthful foods now, said Bass.

"Back in the '50s and '60s, everyone had large meals at noontime—with mashed potatoes, gravy and meat," said Bass. "Now they're eating chunks of cheese and little vegetable plates."

"They're watching their diets and exercising. They're also eating more finger food—something they can take in a hurry that's also healthy for you." ■



CAREY SCHNEIDER and Rosemary Bass display the fruits of their labors in Memorial Union's kitchen.

*Mem. Union Journal*

# UW news

*Mem. Union  
General*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

7/30/87

CONTACT: Rosemary Bass (608) 263-7910

## FEEDING THE MASSES: EVEN THE FUDGE BOTTOM PIE IS ON COMPUTER AT UW-MADISON

By MARY CONLEY  
University News Service

MADISON--Imagine feeding 7,000 people a day.

For starters, you might need 70 gallons of soup, 25 pans of lasagna, 900-1,100 sandwiches and 15-20 large bowls of fruit salad.

The thought of such an undertaking raises doubts in the minds of even the most competent chefs. But those quantities are a daily requirement for Rosemary Bass and the Union Food Service staff at University of Wisconsin-Madison. The 12 full-time staff members and 50-75 part-time employees work out of one of Madison's largest kitchens to prepare food for the 7,000 to 8,000 people who visit the Union's eating places on any given day.

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-more-



Add 1--Union food

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-- Mary Conley (608) 262-3846

# Union expects 500 for Easter dinner

WI. Week 3/30/88

by Patrick Dorn

Easter Sunday will be a day of rest and relaxation for most people. But for Paul Algiers and more than 30 Wisconsin Union food service staff, Easter means enough work to keep them hopping most of the day.

As associate food service director for the Union, Algiers coordinates the traditional Easter buffet at Memorial Union's Lakefront Cafeteria. Algiers estimated that about 500 people will partake of the annual buffet, which is open to the public.

"It's pretty much the same crowd year after year," Algiers said of Easter buffet customers. "You begin to recognize a lot of the faces and the people are very glad to have the dinner."

They also are more appreciative than the usual Lakefront clientele, he said. In turn, table settings are fancied up and cafeteria staff place more emphasis on service for the holiday meal. "It's more of a dining out experience, rather than the caring for basic hunger needs that's the

main concern of the normal crowd."

Algiers said the buffet originally was started as a service for students who could not get home for Easter. Today, many university faculty and staff join students as regulars at the buffet.

"There's just nothing happening on campus during Easter break and it can be a pretty lonely place for out-of-state or foreign students," Algiers said.

On the menu for this year's buffet are leg of lamb with mint jelly, baked chicken and Virginia-baked ham with pineapple. Fixings include mashed and sweet potatoes, bread dressing, assorted vegetables, fresh fruit, a salad bar and a variety of desserts, including the Union's famous fudge-bottom pie.

Service hours will be from 11:30 a.m.-2 p.m. Prices are \$7.95 for adults, \$4.25 for children ages 6-12 and \$1.95 for children under six.

Algiers said about 400 people were served at a similar buffet this past Thanksgiving. He said the Union last summer staged its first Fourth of July

terrace brunch, something Union management is considering making an annual event.

As many as 2,000 people frequent Lakefront Cafeteria daily when school is in session, with an additional 400 people signed up for the cafeteria's meal plan.

WI. Week 3/30/88

## Flexibility is trademark of UW's new ensemble

Everything from Mozart to American popular music is in the repertoire of a new UW-Madison student ensemble that recently made its debut.

Developed through the UW-Madison Arts Outreach Program, the eight-member Madison Arts Players (MAP) is designed to provide entertainment for social and commercial occasions. MAP's unique instrumentation—four singers, one violin, one trombone, one saxophone and piano—allows for performance of virtually any style of music.

Karlos Moser, UW-Madison opera director and MAP artistic director, said the group was developed to fill a musical niche not served by current arts outreach ensembles. MAP's ability to perform a wide variety of music will be a key to the ultimate extent of its popularity, he said.

The group gave an informal performance for the campus community March 4

Algiers said Wisconsin Union employs more than 400 full- and part-time food service personnel.

"The holiday buffets are a little special and a lot of fun," Algiers said. "The people who come down here seem to really enjoy themselves." ■

and presented its first public performance March 8 at UW Center-Fox Valley.

Moser said the group has prepared 20- and 40-minute programs and soon will add a 75-minute show to its program collection. Programs include some limited choreography, but he said the emphasis is on sound not sight.

Ken Strmiska, program assistant with the university's arts outreach program, said MAP is targeting audiences that don't need the Broadway-style showmanship of the popular Wisconsin Singers or that want a more formal music program. He said MAP will charge \$250-500 for a performance to cover the group's expenses.

Anyone seeking information about MAP or other arts outreach ensembles can contact the arts outreach office at (608) 263-4068. ■

*Mem. Union Journal*



# Butler brightened breakfast at the Lakefront Cafeteria

WI. Week 10/19/88

By Jeff Iseminger

"Good morning, how ya doin'? I am great and ready to fix you a plate!"

That's not what you hear in most restaurants at breakfast time, to be sure. But the Wisconsin Union's Lakefront Cafeteria featured it as standard fare for the past 11 years through its minister of good cheer and ambassador of warmth, Katherine Butler.

Butler worked as a breakfast and lunch server from 1977 until her retirement this fall at age 62. She served up more than food to her customers, sprinkling them with smiles and humor like powdered sugar over waffles.

"I'm a person who always likes to make people feel good," says Butler. "I believe it's a gift from God to brighten up their lives."

"Katherine kind of radiates," said Sue Batt, the cafeteria's manager. "Even if you're in a bad mood, she gets you out of it. She puts a little spark in your life."

Butler saw a few bad moods shuffling through the Lakefront line over 11 years. Maybe a professor grading 27 essays in three days or a secretary reeling from rapid-fire phone calls, or a student about to experience the cruel joke called early-morning class.

Lo and behold, those bad moods lifted, at least while their owners were within smiling distance of Butler.

Butler's specialty was food for the soul: a warm smile, a cheerful voice, one human being *paying attention* to another.

"Katherine was the difference between waking up and seeing the sun and waking up and seeing the rain," said Roberta Mecum, the Union's payroll manager and a regular Lakefront customer for 21 years. "She truly made a difference."

Mecum said Butler was one of six Wisconsin Union employees honored this year for outstanding performance. Three

years ago Butler received a courtesy award from the Madison branch of the International Food Service Executives Association. She was nominated for the award by Rosie Bass, then an assistant food director at the Union.

Hard work has been part of Butler's life. She grew up on a Mississippi farm, then farmed herself for many years with the help of her 10 kids. "We grew cotton, corn, potatoes and peanuts and had a half-acre garden too," Butler said. Her eight surviving children now all live in Wisconsin.

One of them, Jerry Butler, chairs the art department at Madison Area Technical College. He did his undergraduate work at Jackson State and earned his master's degree at UW-Madison. He told his mother that Madison could offer her easier work than hoeing cotton in the Mississippi sun, so she moved here in 1974.

Sue Murphy is glad she did. Murphy, a senior from Iron Ridge, Wis., worked at Lakefront Cafeteria for three years.

"Katherine has been just like a mom to me," she said. "And she made her job so fun, it was catching."

Contagious enough that Butler says she had people from New York come into Lakefront Cafeteria and tell her they never heard so much laughter that early in the morning.

At her retirement party Butler recited a new rhyme: "In 1989, the only plate I'll fix will be mine. Then I'll be able to wine and dine." Butler said her wine-and-dine phase includes sleeping straight through the 4 a.m. wakeup time she had as a breakfast server.

She also drops by the cafeteria now and then. The people there—former customers and co-workers—smile warmly when they see Katherine Butler.

The way they see it, how can you scowl at the morning sun? ■



**FOOD IN HAND AND SMILE ON FACE** is the way thousands of Lakefront Cafeteria customers saw Katherine Butler during her 11-year stint as line server. She retired herself and her humor this fall, leaving Lakefront tray-pushers much the poorer.

*Memo. Union*

# feature story

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Immediately

8/26/82 sjs

Release:

*Mem. Union Journal*

CONTACT: Jan Fox (608) 262-5969

## STUDENT POSTCARDS ON DISPLAY AT MEMORIAL UNION

MADISON--An unusual art show--an exhibit of postcards--went on display this week (Wednesday, Aug. 25) in the Class of 1925 Gallery at the University of Wisconsin-Madison Memorial Union.

The display, "Drop a Line II," the second such show sponsored by the Wisconsin Union Directorate, is a group of about 100 postcards mailed to the Union this past summer from all over the country. The mailing came about after Union staff members handed out last spring 500 gummed labels with the Union's address and 500 stamps.

"We just gave the labels and stamps to people at random and asked them to mail us a postcard over the summer," said Jan Fox, coordinator of the project.

The postcards that came back show great variety: there are traditional scenic shots, garish souvenir cards, abstracts, handmade works of art, even a card of a smiling Dwight Eisenhower. Some include messages and are signed, others were sent anonymously.

Fox said the idea was to have a "participation exhibition" in which anyone could take part. She said the postcards represent "little vignettes, four by six versions of an experience."

"People look for different things, see things in individual ways," she said. "Some send really beautiful cards, and some are really tacky."

"The object of the exhibit is to let us know that art is all around us," she said.

The postcard display will run through Sept. 8.

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WISCONSIN UNION ORGANIZATION  
OBSERVES 75TH ANNIVERSARY  
JAS  
10-21-82

MEDIA INFO ONLY:  
for further information  
call 263-3924  
Jody Schmitz

*Memorial  
Union  
Journal*

FOR IMMEDIATE RELEASE:

The Wisconsin Union at the University of Wisconsin-Madison is observing its 75th anniversary this fall. In 1907 a handful of men students got together to form a "union" where UW students would be able to come together for social, cultural and recreational activities and where they could interact, relax and meet other students.

Until that time there was no such communal life on campus. Students lived in their rooms and attended classes but there was little social life. President Van Hise, in his Inaugural address in 1904, had suggested the formation of such a union, saying that "nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows."

The fledgling organization moved into the University YMCA on Langdon Street and the newly formed Men's Union Board started operating a reading room and billiard parlor, a soda fountain, shoe shine stand, meeting rooms and offices for student organizations. They sponsored an all-campus social-recreational program including mixers, low cost dances, "smokers" for men, faculty-student mixers and many other activities.

It was not until 1928 that the Wisconsin Union was able to build its own building next door to the YMCA after making several moves to neighboring houses along that block. The new Memorial Union soon became

(more)



## WISCONSIN UNION ORGANIZATION OBSERVES 75TH ANNIVERSARY - Add 1

the center of activity for the campus. Porter Butts, first director of the Memorial Union, recalls ... "We began to see the Union as a means of building a better kind of community -- making the University a more human place, doing something about the economic welfare of students, providing a general social-cultural-recreational program -- with the Union building the center of campus community life in all its aspects."

The Men's Union Board has long since been replaced by a coeducational programming body of students called the Union Directorate. This group of twelve students oversees all of the programs sponsored by the Directorate's eight committees and the Wisconsin Hoofers outing club -- a total of several hundred programs each year. They not only have the 54-year old Memorial Union building in which to stage their activities; but since 1971 they also have a second Union located on the southwestern end of the campus.

Over the years thousands of students have volunteered their time as committee members and chairs to put on programs in the Wisconsin Union, proving that a Wisconsin learning does not just occur in the classroom. These students learned the techniques of community leadership through their Union service and have transferred that training to their future lives.

Butts, who retired in 1968 from the Union directorship, summed up the Union's educational role: "One of the greatest values that has come out of the development of unions has been the opportunity afforded the college to train students in self-government and in leadership of community affairs."



# The Memorial Union — “A Home for the Wisconsin Spirit”

**I**f the University of Wisconsin is to do for the sons and daughters of the state what Oxford and Cambridge are doing for the sons of England . . . it must once more have the halls of residence and to these must be added a commons and a union,” said UW President Charles R. Van Hise in his 1904 inaugural address. “Nothing that a professor or laboratory can do (for a student),” he continued, “can take the place of daily close companionship with hundreds of his fellows.”

This was the beginning of the Union idea at Wisconsin—an idea revolutionary for its time. Harvard and the University of Pennsylvania were the only other universities in the United States that had unions at the time Van Hise initiated the suggestion for the University of Wisconsin.

The dream of building “a home for the Wisconsin spirit” would come true thanks to the generous contributions of many students and alumni. The Memorial Union building was the focus of the University’s first major fund-raising effort, a remarkable undertaking. And gifts to the University of Wisconsin Foundation from alumni and friends continue today as a vital source of support for the Union, providing funding for many projects that might not otherwise be possible.

The Union idea actually took more specific form in 1907 when President Van Hise and student leaders from Iron Cross, the senior men’s honor society, formed the “Wisconsin Men’s Union.” They leased the main floor of the Langdon Street building which housed the faltering University YMCA. The Union provided reading and trophy rooms, billiard tables and space for low-cost dances, games, discussions, rallies and exhibitions.

The Union helped boost the YMCA program, but the Union’s lease was terminated in 1916 to enable the “Y” to add dormitory space to its now successful facilities. The “Y” Board was also unhappy with billiard tables and the sale of cigars on its premises. The Union moved next door into a small University-owned house that remained the only location for student leisure-time activities until 1924.

Regent President and later Governor Walter J. Kohler, Sr., urged that a Union building be constructed as the University’s war memorial. Kohler launched an all-out alumni fund-raising campaign with a goal of \$500,000—and Kohler himself was the single largest contributor.

Dean of Men Scott Goodnight and Professor Ned Gardner were the first two campaign directors. They traveled across the United States, building enthusiastic support for the Union campaign.

Jack Dollard, Gardner’s successor, brought the fund-raising campaign back to campus. In collaboration with the Union Board, student organizations and class presidents, he established an annual Union Campaign. One out of every two students in the 1920s contributed to the Union Building Fund, although none would have the opportunity to use the facility while they were students. More than \$1 million was raised in the 1920s for the original building.

Armistice Day in 1925 brought the Union’s groundbreaking. Since the campaign goal was still far away, students developed the slogan, “Let’s Dig,” and raised \$35,000 over the next year. When the lowest construction bid came in \$90,000 above estimates, the Union Building Committee contacted nine alumni, who together guaranteed a \$90,000 note, and work began.

**O**ctober 5, 1928 marked the official opening of the Union building and the uniqueness of Wisconsin’s Memorial Union was quickly recognized. The grand Italian Renaissance-style building, in a perfect setting overlooking Lake Mendota, was the envy of many campuses. Even more important, the concepts of a student majority on the governing board and the Union’s designation as the Social Education Division of the University were truly innovative ideas. Under the leadership of Porter Butts, director from 1926 until 1968, Wisconsin’s Union became an international model.

The Union’s recognition as “a home for the Wisconsin Spirit” has continued. “The Union has played a central role in campus life for more than 55 years,” explains Ted Crabb, Union Director since 1968 and a former student president of the Union.

“The Union is one of the fond memories alumni have of their years at the UW-Madison. They seem to want to ensure that the Union experience continues to touch as many students, present and future, as possible. And the precedent is there—remember all those early students and alumni whose gifts built the Union,” says Crabb.



*Gift funds from the Class of 1936 will aid with the expansion of the Union Terrace, providing additional dining and programming space in the area from the cafeteria down to the lakeshore.*

**T**he 50th Anniversary class campaigns, organized through the UW Foundation, have been particularly generous to the Union. To help with the completion of the class projects, class gift funds are frequently underwritten by the Memorial Union Building Association, which continues the work of the original Memorial Union fund-raising committee. Association funds come primarily from the sale of life memberships to the Union, and from contributions.

The initial 50th Anniversary gift to the Union was presented by the Class of 1920. The class funded the refurbishing of the Union’s small Play Circle Theater, with a special dedication to their class president, renowned actor Fredric March.

Members of the Class of 1924, renewing their 50-year-old pledge to support the Union, provided funding for a reception-dining room adjacent to Great Hall, while

the Class of 1925 funded an addition to the art gallery. The Classes of 1927 and 1928 raised funds for a combined Golden Anniversary project, contributing more than \$100,000 toward improvement of the lakeshore area from Park Street west to the Limnology Building. Supplemental support for this project was provided by the Brittingham Fund, the State of Wisconsin and the Wisconsin Hoofers.

The Class of 1930, which contributed \$1,000 at their graduation for an art purchase award fund, raised additional money for the Union’s visual arts program as a 50th anniversary gift. The Class of 1949 commissioned a work of sculpture for the theater lobby. Another programming boost has come in the Class of 1950 Distinguished Lecture Series which has included campus programs by Charles Kuralt, John Kenneth Galbraith, Shirley Chisholm and James Baldwin.

Additional class gifts include new sound systems for the Theater and Great Hall from the Class of 1929; a lake safety tower, Class of 1932; furniture for the theater deck, Class of 1934; grand piano for the theater, Class of 1937; construction and furnishing of the commons entrance plaza, Class of 1951; and the Stiftskeller murals, Class of 1952. The Class of 1941 funded a pedestrian walkway from Langdon Street to the lake between the Union and the Red Gym.

Fund-raising efforts currently in progress through the Foundation focus on the 50th reunion of the Class of 1936. The class is raising funds for an expansion of the Union Terrace, targeted for completion in the spring of 1986. The class has set a goal of \$100,000 which will be combined with an estate gift and Union operating funds to total the \$250,000 project fee.

**T**he Union experience has also inspired a number of individual gifts, many from alumni who as students participated in the Union program or otherwise benefitted from the activities and facilities.

John Ewald, a 1974 UW-Madison graduate, and his wife Carol live in San Francisco, far from the shores of Lake Mendota, but their contributions and matching gifts from their employers have provided generous support for the Union’s lakeshore improvement project.

A vice commodore of the Hoofers Sailing Club while in college, Ewald was interested in the project and the benefits it would provide for the Club. But he also felt the project was critical to help ensure the preservation of the campus lakeshore.

Robert Zigman, who graduated in 1947, was a student member of the Union Board—and he’s still involved in the Union, currently serving on the Board of Trustees of the Memorial Union Building Association. A new member of The Bascom Hill Society, Zigman is especially enthusiastic about the new Endowment Fund for the Union Theater.

“The Memorial Union was like a second home to me when I was at the University,” Zigman recalls. “The Union provides a tremendous service to the campus, and the Theater program and other cultural activities add so much to the college experience. I’m pleased to be able to help maintain and improve the Union’s facilities.”

Winfred Herberg, Class of 1930, is another member of The Bascom Hill Society who has designated his support for the Union program.

“I lived in the YMCA when I was attending the University, and I spent a lot of time at the Union,” recalled Herberg. “I especially enjoyed the meals in the cafeteria,” he added.

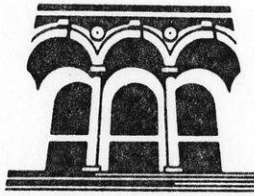
Herberg has maintained close ties with the Union since his college days. He regularly attends the fall Jazz Bashes at Union South and enjoys talking to current UW students. He believes the Union still plays a vital role in student life.

“In the Union,” stated the trustee committee in 1952, “by close contact in creative activities, self-inspired and self-directed, the men and women of Wisconsin can acquire the truest culture . . . the idealism of youth, the comradeship of college days, here can find vital expression.”

The “Spirit of Wisconsin” truly thrives within the walls of the Memorial Union.



THE WISCONSIN UNION



University of Wisconsin at Madison

*Mem.  
Union  
J. J. J.*

800 LANGDON STREET, MADISON, WISCONSIN 53706

Svetnicka  
10/15/84

MEDIA INFO ONLY:  
for further information  
call 263-3924  
Doug Svetnicka

FOR IMMEDIATE RELEASE:

Doug Svetnicka, a Madison native and 1975 journalism graduate of the University of Wisconsin, has assumed the position of Marketing and Promotion Director for the Wisconsin Union.

Svetnicka replaces Jody Schmitz who served as director of the Wisconsin Union's public information office for more than ten years. Schmitz resigned her responsibilities to return to school at the University.

A 1969 graduate of Madison West High School, Svetnicka comes to the Union from a position as Director of Public Information for the College of Santa Fe in New Mexico. Prior to that, he worked in the news office of the University of New Mexico and for various newspapers in Colorado and New Mexico.

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# Der Ratskeller

Mem.  
Union

By Jane Newald

The "Rat" is so crowded that searching for my friends seems nearly hopeless. I edge my way between occupied tables, laden with bookbags, newspapers and empty beer pitchers. I feel as though I'm on stage — I often wonder if people observe me as I do them when I'm sitting down, partaking in serious 'people watching a la Rathskeller'. I circle the room, around the empty band stage soon to be cast under lights, and under archways on which murals are painted with accompanying old German phrases. I eye the bar counter...perhaps I should get beer and popcorn before the line stretches farther. No, I must continue the search. I pause, scan the increasingly boisterous crowd and listen to the jukebox playing the same popular song again. "Oh good," I say to myself, "There they are. Time for T.G.I.F...."

The Rathskeller was originally intended for the pleasures of men only when the Union was opened in 1928, according to Porter Butts, author of the pamphlet, *Der Rathskeller & Der Stiftskeller, 1928-1979*. "This can only be understood," said Butts, "if one remembers that for a hundred years, unions had been men's clubs....Furthermore, Wisconsin women had clubrooms of their own and a 'Tea Room' nearby in Lathrop Hall." Later, a women's 'refreshment center' was established in the Paul Bunyan room

across the hall from the Rathskeller.

During the 1930s, the Rathskeller was not only a resting and gathering place, but was the center of activities such as watching silent movies of a weekly campus newsreel, 'The Eyes and Ears of the Rathskeller'; being entertained by the Union chef on "Cheese Nights" while he showed off his cheese-slicing talents under glowing spotlights; or listening to radio broadcasts of out-of-town football games.

By 1934, women fought for and gained equal facilities, and the 'Katskeller,' a small room adjacent to the Rathskeller, was established. Because of the large number of women attending the university during the summer session in 1937, women were allowed access to the Rathskeller. In 1941, they were granted the use of the Rathskeller by the Union Council, but only after 2:30 p.m. daily. "This soon gave way to use around the clock, and despite some raised eyebrows by returning veterans, the room became thoroughly co-educational," said Butts.

The Rathskeller is also known for being the first public university facility to authorize beer on any campus; beer was served in 1933. "For all the year since, whenever Wisconsin Union was mentioned in faraway places, the first reaction was likely to be 'Oh, that's where they serve beer.' " said Butts.

The "Rathskeller" literally refers to a cellar of a German Ra-

thaus, or village hall, where Germans gathered after work for fellowship and refreshment. The decor — including arches, 'alte deutsche' murals of student life and German mottoes, as well as heavy oak tables and strip-iron light fixtures — contribute to the 'Rathaus' atmosphere.

"The Union installed the old mahogany bar from the now defunct Hausmann Brewery on State Street... and sprinkled sawdust on the floor, only to find the dust churned up and got into the soups and hamburgers... and provided handsome fluted glass steins (for one dollar each), which disappeared en masse in the first few weeks," said Butts.

*The band has finished playing, and the crowd is beginning to disperse. I don't feel like budging — my body has comfortably molded itself to the oak chair; my knees lean against the rounded edge of the wood table. I stand and slowly don my heavy winter jacket and backpack, ready to battle the frigid weather for the walk home.*

*I'd rather stay and share some more warm laughs.*

*As we say our goodbyes at the entrance way, I glanced at the curved German writing overhead, "Leichten Muthes Bring Herein, Lass Drausse Die Sorgen Sein!" — "In Cheerful Spirit Enter, Leave Your Sorrows Outside!"*

*I smile and offer to buy another round.*

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# feature story

*Men. Union  
General*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

12/6/84

CONTACT: Laura Smail (608) 262-2777

NOTE TO EDITORS: Sidebar to Oral History Project story.

## UW-MADISON'S MEMORIAL UNION ORIGINALLY DESIGNED AS A MEN'S CLUB

MADISON--Women would have been permitted in only three rooms of University of Wisconsin-Madison's Memorial Union -- if the original blueprints for the student center had been followed.

"The facilities for women were, in the blueprints, fairly limited," said the union's former director, Porter Butts, in an interview for UW-Madison's Oral History Project.

The blueprints, drawn up in the 1920s, patterned the union after other popular men's clubs of the time. The design included plans for "Der Rathskeller," which was originally intended to be a "sacrosanct" place for men to gather and play chess or billiards.

Butts' interview addresses the early struggle to establish a student union. Butts, who still lives in Madison, played a key role in starting the union during his 1920-24 tenure as an undergraduate, and later served as union director from 1928-68. From 1968 to 1978 Butts coordinated membership drives and fundraising efforts. The interview, recorded in 1979, is one of about 300 contained in the Oral History Project archives.

Butts told his interviewer that early plans for the union would have restricted women to one cafeteria, a parlor on the second floor off the Great Hall ballroom and the ballroom itself, "where women were expected to be for

-more-



dancing."

But he said women changed all that, even before the union opened.

For one thing, women students did better at fundraising for the union than the men did, he said. They personally gave money in greater proportion to their numbers than the men and were more active than men in soliciting donations from groups such as alumni.

Pressure from the women themselves also helped increase their access to the union, he continued. In the beginning, women did not object to the idea of a men's club, because they already had a tea room in Lathrop Hall. But Butts said as the building neared completion, the women decided they'd rather be where the men were.

"As far as the men were concerned, I think they preferred to have the women over here, too, but not in all parts of the building," he said.

When the building opened in 1928, all the dining rooms were open to women as were meeting rooms and student offices for the drama club and student publications. During weekdays, the ballroom in Great Hall served as a women's lounge complete with women's magazines and tea service in the afternoon. However, much of Memorial Union's ground floor, including der Rathskeller, remained closed to women.

Butts said the tea room in Lathrop Hall was also maintained during this time as a "satellite union" for women only. Student fees of \$5 per semester paid for both unions, he said.

"We were sure that we had to and wanted to provide equal services for women and men," Butts said, adding that more sections of the union gradually became shared.

"The ground floor of the building, the Rathskeller, the game rooms, were exclusively for men," he said. The middle floor -- the main lounge and the gallery -- were for both, kind of a middle sex room where they could come together. And of course they did come together, at dances, meetings and social affairs."

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# UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

*Mem. Union  
General*

Release: **Immediately**

3/8/85

(NOTE TO EDITORS AND NEWS DIRECTORS: The March 12 dance is open for media coverage. Contact Jay Ekleberry or Doug Svetnicka for assistance.)

CONTACT: Jay Ekleberry (608) 262-6954, Doug Svetnicka (608) 263-3924

STEP ASIDE, ROCK 'N ROLL -- STUDENTS ARE DANCING TO A DIFFERENT BEAT

By BARB KUCERA  
University News Service

MADISON--Afternoon sunlight filters into the gym at University of Wisconsin-Madison's Lathrop Hall. About a dozen young couples shuffle around the floor to the tune emanating from a stereo "boom box" in the corner.

The music, however, is not a pulsating Michael Jackson or Bruce Springsteen song. It's a waltz.

Ballroom dance -- old-fashioned gliding and dipping -- is in the midst of a comeback at UW-Madison. Classes in dance can be found all over campus, from those offered as part of the university curriculum to evening non-credit mini-courses.

"There does seem to be a renewed interest," said Jay Ekleberry, program planner for mini-courses at the Wisconsin Union. "Our enrollments are up, and we have more people in our basic ballroom class than we've had since 1981."

Interest in this type of dance never disappears, but it appears to peak every four or five years, Ekleberry said. This is one of those peak years.

The mini-course program offers several classes in ballroom dance, jitterbug, tango and Latin dancing. A total of 214 people currently are enrolled in beginning ballroom dance alone. Hundreds more take credit courses

-more-



Add 1--Ballroom dance

or participate in campus dance clubs.

And this year, the mini-course program will have a new feature: an old-fashioned ballroom dance, in Great Hall of Memorial Union, complete with a 20-piece orchestra called "Dimensions in Sound."

The dance will be held Tuesday (March 12) from 8-10 p.m.

"You get Great Hall full of people and a Big Band, and it's a chance to really have a good time," said Ekleberry.

Ballroom dance is popular because it's fun, Ekleberry said. It also has its practical side.

"Everyone attends weddings where these dance skills come in handy," he said. "We have people who are getting married in June taking dance now. They don't want to get on the dance floor and look like fools."

Students in the Lathrop Hall class, a one-credit physical education and dance course, said they were having a good time learning the old steps.

"A friend of mine took it last semester and she had a lot of fun, so I decided to sign up," said Anna Zimmerman, a senior in pharmacy. She and friend Kay Wallander, also a senior in pharmacy, signed up together.

"The physical education ballroom dance classes fill up really fast," Wallander noted. "This class is just about all seniors."

Lanty Monroe, a senior in physical education, enrolled to fulfill a requirement. "I had a choice between ballroom dancing and square dancing," he said. "I thought ballroom would be more practical."

The students said their friends think "it's neat" that they're taking ballroom dance.

"I practiced with my roommate last night," Monroe said. "I made him follow, though."

Tuesday night's dance is open to union members and UW-Madison students, faculty and staff. Tickets, \$3 for faculty and staff and \$2.50 for students and union members, are available at the mini-course office, 509 Memorial Union.



*Mem. Union Journal*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

4/3/85

CONTACT: UW-Madison Police (608) 262-4524

#### ETCHINGS MISSING FROM MEMORIAL UNION

MADISON--Four etchings hung in University of Wisconsin-Madison's Memorial Union were apparently too much for a thief to resist this week.

Union officials told University Police that the etchings of Chicago area scenes, all by artist Leon R. Pesherit and valued at \$100 each, were discovered missing Monday afternoon (April 1) from a third floor corridor.

The wood-framed etchings are entitled "The Outer Drive, Chicago, Illinois," "Gross Point, Evanston, Illinois" and "Northwestern University of Chicago," each 16 by 20 inches; and "LaSalle Street," 6 by 8 inches.

Anyone with any information on the theft can call University Police at (608) 262-4524 or the Campus Crimewatch number at (608) 262-TIPS.

###

-- Steve Schumacher (608) 262-8289





*Mem. Union  
Spent*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

5/20/86

CONTACT: University Police and Security (608) 262-2957

#### UW-MADISON POLICE SEEK CLUES IN WALKIE-TALKIE THEFT

MADISON--University of Wisconsin-Madison police are seeking help in recovering five walkie-talkies stolen late Sunday or early Monday morning from a locked room in Memorial Union.

The walkie-talkies and matching leather holster cases are valued at about \$2,500. One walkie-talkie charger, also stolen, is valued at about \$200. The equipment is the property of Pinkerton's Inc.

A University Police spokesman said Pinkerton's had loaned the communication radios and charger to a group holding a "Very Special Arts" show, displaying works by handicapped children. The group locked the equipment in a second floor union room about 10:30 p.m. Sunday after finishing preparations for the Monday show. A janitor reported the missing equipment to police at about 2 a.m. Monday after noticing the room had been entered and the door left standing open.

Anyone with information about the theft is asked to call University Police at (608) 262-2957.

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-- Patrick Dorn (608) 262-2650

# When the Union Forces Gathered

Mem. Union

It was seventy-five years ago that a few students started the plan to give us a "campus living-room."

By Kent Hamele '78

*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, if it is to do even what the Eastern institutions are accomplishing . . . it must (once more) [\*] have halls of residence, and to these must be added a commons and a union." (UW President Van Hise in his Inaugural Address, 1904.)*

A commons and a union. Places for students to get acquainted, to eat, to relax. Places where people learn social skills and adaptability. Three years after Van Hise expressed his concern for a social-education function at the University, a plan took root. Its eventual success stemmed from a failure.

The University YMCA, on the property that is now the parking lot between the Union and the Red Gym, was, in theory, the social hub for male students. (Women had a tea-room arrangement in Lathrop Hall.) But it *wasn't*, and as a result, was in deep financial trouble to a degree that promised a foreclosure on its mortgage. As the late Willard Stephenson '08 recalled in a letter he wrote in 1953: "Prof. Frank C. Sharp stopped me and George B. Hill in Mendota Court near his home one day in the fall of 1907 and told us the YMCA was going under. He was one of its trustees. He said alumni were no longer supporting the Y because of dissatisfaction over the way it was being run, and complained that students seemed to avoid it as if there were danger of catching the plague. He wondered why. George and I explained to him that the average student did not like to be met at the door with a demand that he come in and attend a prayer meeting. The place was in the hands of a small group of religious fanatics. Consequently, no one wanted to go there, and it was next to impossible to keep tenants in the sleeping rooms. The YMCA was like a morgue. Dr. Sharp asked us to think about what might be done, and we promised to see him again in a few days."

Stephenson, Hill, John Mulaney and other "prominent seniors," as Stephenson referred to them, got together. Some of them had visited the small union at the University of Michigan, and they thought they could turn our YMCA around if they could convert its first floor into a union.

"The main idea was to get the Wisconsin student body into the building and to run things so they'd come back again," Stephenson wrote. The YMCA board

okayed the plan, and the Union Board was formed of representatives from each college or department of the University, plus the president and secretary of the Y. At its first meeting it mandated that all religious periodicals, books and art be sent up to the second floor. They were replaced by athletic photographs and banners. There would be a billiards room and cigar stand, a trophy room, and a reading room stocked with newspapers and popular magazines.

The response was just what they'd hoped; soon the new Union was humming with activity. What's more, the YMCA was able to rent out its sleeping rooms, and its religious meetings were better attended than ever. The happy situation lasted for nine years. Well, not exactly a "happy" situation. The existence of the Union on its groundfloor saved the YMCA from bankruptcy, but what with billiards and cigars, it was only tolerated by its host. In 1916, Stephenson wrote, the Y "kicked the Union out," and soon reverted to its former mausoleum status. The Union moved to the Raymer home, one of several that fronted on Langdon Street between the Red Gym and Pres. Birge's home on the Park Street corner. Along with its own offices, it installed Haresfoot, student publications . . . and one billiard table.

Four years after the move, Porter Butts and his brother arrived in town "from the hot cornfields of Illinois," as he puts it. Porter would one day become the first director of the Wisconsin Union, but now, in 1920, his major after-class preoccupation must have concerned getting along in an alien land. He told about it in an interview a few years ago:

"The fraternity and sorority people were the dominant social and political group on campus, though they numbered only 600 out of nearly 8000 students. The rest of us were rather deprecatingly called 'barbarians.' We led a pretty thin kind of existence because there were no general meeting places, no University housing. There was no food service, except for that tea room over in Lathrop. Our normal day consisted of going from our rooming house to find breakfast somewhere, and then to class. The sudden isolation was quite real. It was a new experience, and a little frightening.

The brothers eventually joined ATO and were thus "established as part of what was really the mainstream of student life." But the earlier lack of a central focus for the campus prompted Butts to get involved in the Union's fund-raising efforts which had begun several years earlier. His first contact was through a show called "Union Vodvil,"

put on in the Red Gym annually. (Frederic March was one of its regular performers.) And, as editor-in-chief of the DAILY CARDINAL, he was able to see to it that editorials and news items pushed the idea of an official Union building.

It would take a lot of money. The legislature had raised hopes when it appropriated \$350,000 toward what would be a \$1,000,000 total construction bill, and the Building Committee had thereupon set a \$500,000 goal for "official" fund-raising. Then, the next legislature rescinded the promise of the first. It was all up to the campus and its friends now! The Building Committee renewed its efforts to reach \$500,000 and a group of regents, faculty and friends set up a second non-profit building committee which was able to borrow \$400,000 toward the \$1,000,000 bid. Student government set a mandatory \$10 membership fee for all students. But, "one of the remarkable things," remembers Butts, "was the outpouring of support by students—over and above their required fee—to get this building to happen. Fifty percent of them pledged and paid \$50 for a life membership, and in the mid-'20s that was the equivalent of nearly \$300 today." Then, when the cornerstone was laid on Memorial Day of 1927, nine alumni guaranteed a bank loan of \$10,000 apiece to furnish and decorate the building.

In the seventy-five years since its inception, the original Union Board has evolved from a handful of interested male students and faculty to today's Wisconsin Union Directorate. About 800 former board members are still part of the "Union family." Their experiences are invaluable to the directorate's student president and two vice-presidents, to the eight students who chair the committees for the Union's "interest areas," to the president of the Hooper Council. And their experiences reflect in continuity the Union's success over its nearly fifty-five years. When Porter Butts retired as director in 1968 after forty years, he described what those young students of the '20s had foreseen and what has indeed come to pass: ". . . We began to see the Union as a means of building a better kind of community—making the University a 'more human place,' doing something about the economic welfare of students, providing a general social-cultural-recreational program—with the building as the center of campus community life in all its aspects." □

Kent Hamele is a public information specialist with the Memorial Union.

[\*] Students, many faculty and the University president and his family were housed in North Hall during the University's embryonic days.



*Mem. Union  
Journal*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

5/23/89

CONTACT: Candace McDowell (608) 262-7765

## NEW AGREEMENT WILL DOUBLE MULTICULTURAL CENTER SPACE

MADISON--After months of meetings and negotiations, the Interim Multicultural Center and university and Wisconsin Union administrators have reached an agreement that will more than double the space for the Multicultural Center, which is housed in the Memorial Union.

Adding more space to the existing Multicultural Center will allow each of the five ethnic minority groups to have office space and will provide the center and the individual groups with a room for meetings, conferences and social activities, said Candace McDowell, the center's acting director.

By mid-August, the center will expand into the Rosewood Room, into area now used by the Union Travel Center and into half of a room currently shared by the Union's conference coordinator and catering manager.

Since it opened last fall, the Interim Multicultural Center has conducted its activities from a small office and a lounge next to the Union's Main Lounge. Campus administrators agreed with minority students that the space was inadequate, but said the rooms provided last fall were the best, centrally-located space that could be reassigned quickly.

Office space for minority organizations will be located in what is now the Travel Center. The conference services and catering office will be divided into two rooms; the Multicultural Center will use its half of this space as a computer room. The Union has given the center exclusive use of the Rosewood Room for the fall semester on an experimental basis.

Add 2--multicultural center

"If we are using the room very regularly, the Union will extend the arrangement," said McDowell, who added she is pleased the center will have more room for it's activities next fall. Eventually, she noted, it is hoped the center will be among a number of student services organizations to move into the UW Armory. A major renovation project has been proposed for the Armory, also known as the Red Gym. If approved, the project is expected to be completed in the mid-1990s.

Making additional room available for the Multicultural Center meant moving some other offices to different locations, said Dick Pierce of the Union's operations office. The Travel Center will move to the Langdon Room on the fourth floor. After the office now shared by the catering manager and conference coordinator is divided, the conference coordinator will move to an office now used by the Fraternity Buyers' Coop. The coop will move out of the Union building, Pierce said.

Discussions about locating additional space for the Multicultural Center involved McDowell, the Multicultural Center Advisory Board, members of minority groups, the Wisconsin Union Council and Union administration.

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--Mary Ellen Bell (608) 262-8287

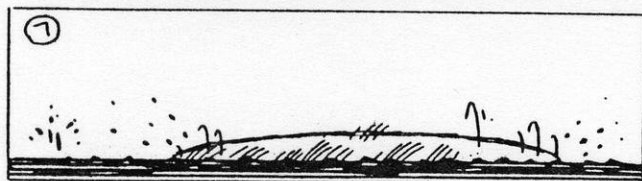
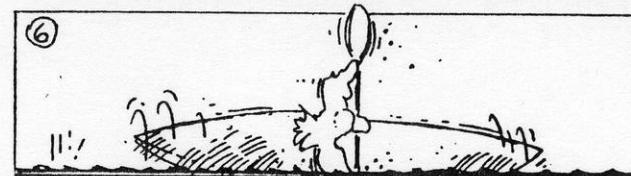
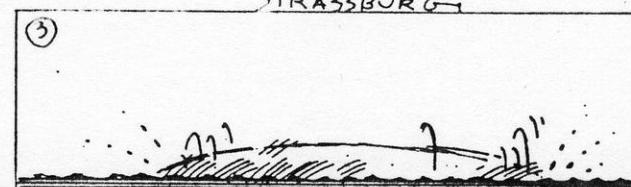


Mem. drawn  
by me

# ONE DAY OFF SHORE AT THE UNION

WI. Week 7/12/89

STRASSBURG



*Mem. Union Journal*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

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## UW-MADISON NEWSBRIEFS

### CONFERENCE TO FEATURE MARTIAL ARTS

A conference on "Japanese Martial Arts and American Sports: Cross-Cultural Perspectives on Means to Personal Growth" will be held at UW-Madison's Wisconsin Center Aug. 7-10.

U.S. and Japanese experts will examine the integration of martial arts and sports with the liberal arts. A public performance by martial artists and dancers will be given Tuesday and Wednesday, Aug. 8-9 at Music Hall. Admission is \$3, and tickets are available at the Vilas Hall Box Office and at the door.

The conference is sponsored by Nihon University-Tokyo and UW-Madison's Buddhist studies, East Asian area studies, South Asian studies, and physical education and dance. For more information, call 262-3012.

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### CAMPUS TOURS OFFERED

The Wisconsin Union is now offering campus tours to visiting groups and tourists. Walking tours are offered every Tuesday and Saturday at 1 p.m. from the second floor Information Desk at Memorial Union. The tours include a 20-minute video and an hour of walking.

Groups of 10 or more may make reservations for a private group tour. Both walking and bus tours are available.

For questions or reservations, call the Union Information Desk at 262-1331.

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# Projected fall enrollment gets back on track

WI. Week 8/23/89

By Chuck Nowlen

Fall enrollment at the UW-Madison is expected to decline by about 1,000 students this year, due largely to a projected sharp drop in the number of new freshmen.

UW-Madison Registrar Don Wermers said he expects total enrollment to be about 42,600, down from 43,641 last fall.

"The university remains on track in meeting its share of UW System enrollment reductions," he said.

UW-Madison Admissions Director David Vinson reported that fall freshmen enrollments were projected to be between 4,800 and 4,900—down about 1,000 (or 17 percent) from fall 1988-89.

Some of the decrease is due to a decline in the number of Wisconsin high school seniors, Vinson said. Admissions standards also were tightened this year for out-of-state applicants, he noted.

Overall, new freshman applications were down about 1 percent from last year, Vinson said. In-state applications fell about 4 percent, while out-of-state applications increased about 2 percent.

The out-of-state application numbers mean that, despite the tougher admissions standards, counselors outside of Wisconsin continue to regard UW-Madison as a "hot school" that is reasonably priced, Vinson said.

He noted that the overall enrollment drop would be in

spite of a "significant increase" in the number of new transfer students. About 1,650 transfer students are expected to enroll at UW-Madison this fall, compared to 1,355 last year.

Applications from transfer students were up about 26 percent from last year, Vinson said.

"This is something we didn't expect, and we are not quite sure what caused it," Vinson said. "Transfer student applications had been going down steadily for the past four years."

Students are currently registering via the touchtone system, and as of Aug. 22, about 31,000 students had registered for Fall Semester classes. ■

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## Briefly . . .

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WI. Week 8/23/89

### *Union names membership director*

The Wisconsin Union has announced the appointment of Christine Lutze as acting membership director.

Lutze is a 1985 UW-Madison graduate where she majored in journalism with an emphasis on public relations and advertising. Most recently she was a media specialist for American Breeders Service. Prior to that she was a public relations/advertising specialist for Systems for Health Care and a publications intern for the University of Wisconsin Foundation.

All UW-Madison students are automatically members of the Wisconsin Union upon payment of their segregated fees. Upon graduation, students can become lifetime members of the union for a one-time fee. Lifetime and Annual memberships are also available to the public. Graduation from the UW is not a requirement for Union membership.

*Memo - Union - General*

### *Observatory to undergo repair*

Public viewing nights at the Washburn Observatory will be suspended from Sept. 1 through the end of December while its historic dome is being renovated. The regular viewing schedule is expected to resume in January. The exact date of reopening or any delays will be announced on the observatory's hotline number, 262-WASH.

The observatory, which was built in 1875, is listed on the National Register of Historic Places. There are no records to indicate how many times the roof on the dome has been replaced, but John Paulson of the Department of Planning and Development says it should look like a newer version of the original when the work is completed. The State Historical Society has been involved in the project.

Paulson said the canvas on the inside will be replaced, repairs will be made in the wood sheathing and the dome will be recovered with lead-coated copper.

### *New law course debuts this fall*

A new course offered by the UW Law School, "Social Theory and Law," integrating various social theories such as Marxism, post-structuralism, feminism, race theory and "superliberalism," will be taught this fall.

Using the underpinnings of critical legal thought, the course will then focus on legal questions surrounding these theories. Some of these questions will include: the role of rights in social change, the use of law to change gender relationships in the workplace, the effectiveness of anti-poverty lawyering, the relationship between legal education and racial, class and gender hierarchies; and the prospects for combining legal work and transformative politics.

The course, taught by Professor David Trubek, is open to both law students and graduate students, although enrollment is limited. The course meets the Law School Legal Process requirement. The pass-fail option is available.

# The Wisconsin Union Theater

WI. Week 9/27/89

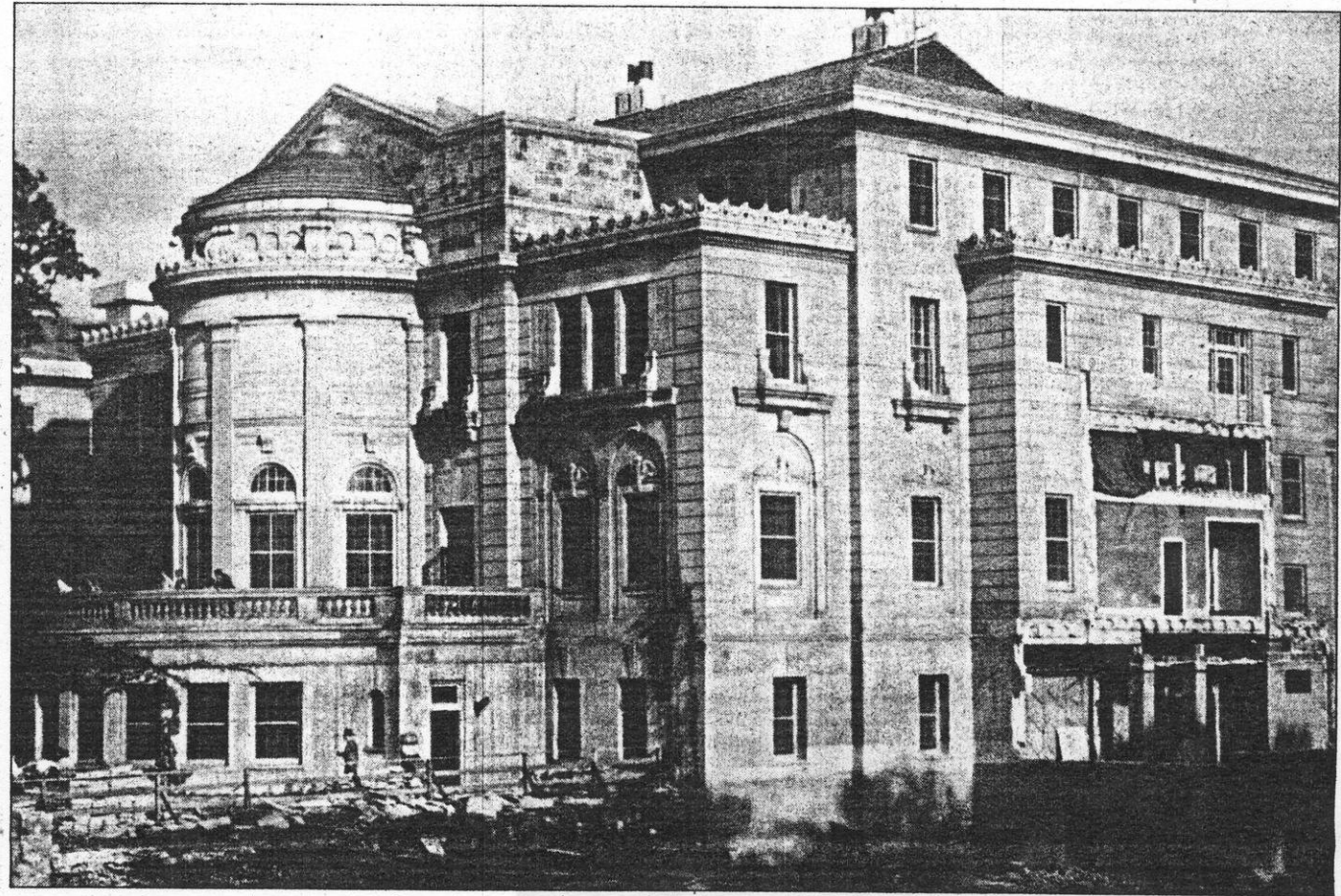
## Where it All Began

**B**uildings and their uses continue to be a measure of civilizations and their culture. As we celebrate fifty years of the Wisconsin Union Theater's contribution to the community and the state, it is also appropriate to reflect upon the vision of the many people who helped shape the Wisconsin Union Theater and its successful programs.

The idea for the theater wing was conceived in the pre-1920's by University President Van Hise and members of the Memorial Union Building Committee working on the Memorial Union Project. They foresaw a theater and its ancillary workshops as a integral and contributing part of the Memorial Union, drawing the arts into the daily life of the campus. Few will dispute that it was the vision, dedication and persistence of one man, Porter Butts, with his organizational and fund-raising abilities, that brought the Theater to fruition during the financially troubled time of the Great Depression without the use of any taxpayers' dollars. Project designer Michael Hare and theatre consultant Lee Simonson developed the flexible design of graceful styling, comfortable seats and splendid acoustics, capable of constant multiple and varied use, which has remained the Theater's greatest asset.

The opening of the Wisconsin Union Theater in 1939 marked the realization of a dream and the solution to a long-felt need for a Theater at the University of Wisconsin-Madison. Statewide radio broadcast of the October 8th inaugural ceremonies, followed in the next three days by four superb performances of Shakespeare's *The Taming of the Shrew*, starring the leading couple of the American Theatre, Alfred Lunt and Lynne Fontanne, marked a notable start in life for a Theater which has proved over and over again during the past fifty years to be an architectural, educational, and artistic triumph.

Countless artists over the years have echoed Alfred Lunt's opening night comment that "the acoustics are simply marvelous." The broad aisles and wide outer lobby corridors serve as an effective



The Wisconsin Union in 1938, looking southeast from the shore of Lake Mendota, after groundbreaking for the addition of the Theater Wing.

social center, along with complementary art galleries to host changing exhibits. The inclusion of bowling alleys, rehearsal and laboratory spaces for drama, dance and music; a movie theater; craft shops; a camera club; the Hoofers Outing Club; and a broadcasting station allowed for the integration of a wide range of cultural and recreational interests within one magnificent building.

For half a century the Wisconsin Union Theater has been a cultural center for the entire State of Wisconsin, featuring a local as well as an international cast.

Farmers getting up early to drive to Madison for a conference in the Theater; students rehearsing for a Wisconsin Play-

ers, Haresfoot or Humorology show; bankers convening for their annual summer institute; internationally renowned scientists presenting new research; Badger Girls State; 4-H; Music Clinic; Farm and Home Week; Honors Convocations; political candidates . . . all have claimed the Theater stage and its adjoining Memorial Union conference rooms. "The whole panorama of a nation at war and peace has been reviewed there," wrote the Madison Capital Times ten years after the Theater's opening, and in the years since the Theater has continued to reflect a vibrant kaleidoscope of arts, politics, public discussion and ceremonial occasions.

Union Theater audiences since 1939 have seen and heard some of the most famous actors, dancers and musicians of the century in over fifteen thousand performances; popular artists have entertained; renowned leaders, philosophers and scientists have challenged the mind. Fritz Kreisler, Ella Fitzgerald, Indian Prime Minister Nehru, Frank Lloyd Wright, Eleanor Roosevelt, Martin Luther King, Jr., Robert Frost, Itzhak Perlman, John F. Kennedy, Yo-Yo Ma, T. S. Eliot, Jesse Jackson, Arthur Rubinstein, Jascha Heifetz, Louis Armstrong, Martha Graham, Dave Brubeck, the Lunts—the Theater's autograph book is a Who's Who of

*Memorial Union General*



twentieth century arts and ideas. Over the years eminent personalities have communicated from the stage with over ten million people, and their influence has rippled throughout the world. The Union Theater has constantly won their praise for its facilities and its acoustics, but mostly for its audiences—those lively souls who have been enriched and enlivened by Union Theater programs, and who in turn continue to be the life force of the Theater.

Smoothness of operation and quality of programming, key elements in the Theater's success over the years, has rested in the capable hands of many fine

administrators, publicists and technicians, including Fan Taylor, Fred Buerki, Bill Dawson, Ralph Sandler and Michael Goldberg, to name just a few. Equally important have been generations of students who today, as in the past, enjoy the opportunity to work with Union Theater staff on artist booking, contracts, box office and front-of-the-house management, backstage and technical crews, production, business operations, and publicity. They continue to serve as door-people, to volunteer as ushers in exchange for seeing attractions in the Theater for free, and to learn leadership and management skills while enjoying the opportunity to meet world-famous personalities.

As the decade of the eighties comes to a close the Union Theater is flourishing with ideas and programs. The fiftieth anniversary of the Theater Wing is, of course, an exciting time for those who have participated in its evolution—artists, administrators, faculty, staff, students, alumni, donors and supporters throughout the state and the nation. Many will be in Madison on the Weekend of October 6-8 to celebrate, while others have sent their congratulations and best wishes. For all it is a time of anticipation as well as appreciation, for the vision and the energy which have guided the theater to its present pinnacle of success ensure its promising future. That vision becomes a reality hundreds of times each year, when the theater is reserved for use or its doors open to a lively and inquiring audience. Over and over the mission of the theater is validated by applause as an artist is acknowledged, or by a significant

silence as an important idea or a profound experience is considered.

Half a century has brought enormous changes, but the Memorial Union remains warm, lively and inviting, while the magic of great performances and the ferment of ideas continue to fill the Union Theater as it moves into a second half-century of vitality and achievement.



The Wisconsin Union Theater looking southwest across the recently remodeled terrace. Helen C. White is the building in the upper right.

# Arts live! Fifty years and going strong

WI.Week 9/27/89

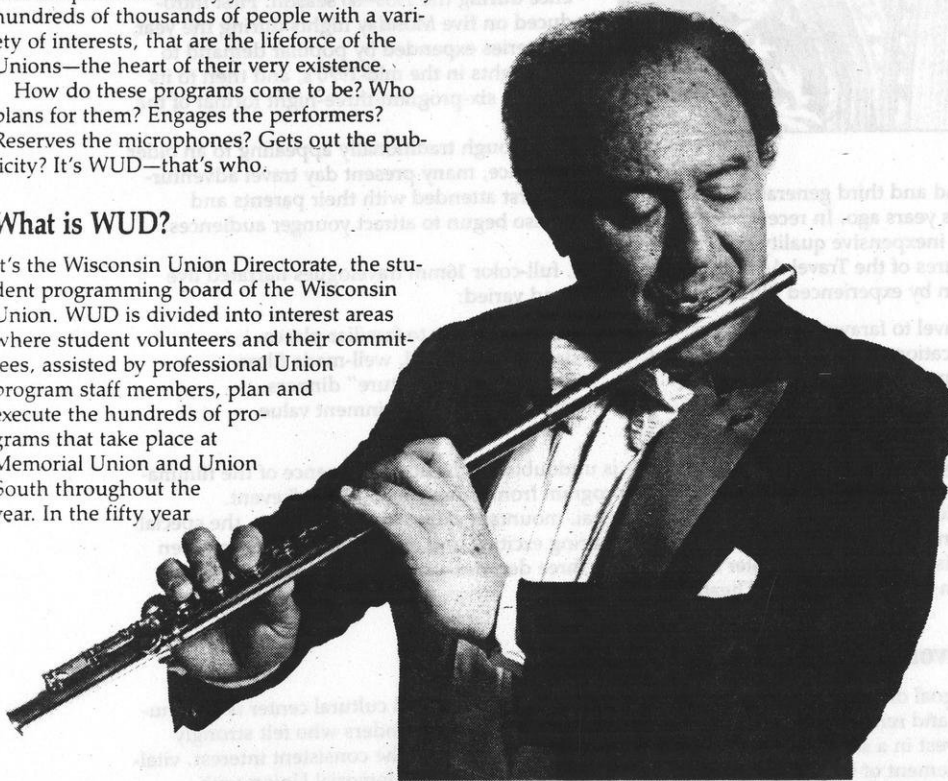
Plans for the building of a "Theater and Arts Addition" to the Memorial Union presumed that culture, recreation and formal education are inevitably and deservedly integrated in every scheme of civilized living. So it was that the Theater Wing incorporated a theater, a concert hall, a movie house, a craftshop, an art gallery, rehearsal halls, a costume shop, an outdoor recreation center and indoor gameroom, and more. Each was a "first" in the country for a college Union, and as programs and services have changed over the past fifty years, the Wisconsin Union remains a model for Unions around the world.

Undoubtedly its the thousands of programs that are presented every year, and attended by hundreds of thousands of people with a variety of interests, that are the life force of the Unions—the heart of their very existence.

How do these programs come to be? Who plans for them? Engages the performers? Reserves the microphones? Gets out the publicity? It's WUD—that's who.

## What is WUD?

It's the Wisconsin Union Directorate, the student programming board of the Wisconsin Union. WUD is divided into interest areas where student volunteers and their committees, assisted by professional Union program staff members, plan and execute the hundreds of programs that take place at Memorial Union and Union South throughout the year. In the fifty year



history of the Theater Wing, countless students have worked as volunteers on Union committees.

The **Art** committee selects, arranges, installs and publicizes exhibitions in three Union galleries. It coordinates visiting artist's lectures, and hosts receptions with University departments, community art organizations and other WUD committees.

The **Cross-Cultures** committee encourages awareness, sensitivity and respect for the varied cultural heritages represented in the university community through education and celebration.

The **Film** committee coordinates films in the Fredric March Play Circle and throughout both Unions.

The **Ideas & Issues** committee actively supports the UW tradition of free discussion through forums, debates, lecturers, and symposia focusing on current issues and controversies as well as literary subjects.

The **Music & Entertainment** committees of Memorial Union and Union South offer pop music and a variety of comedy and entertainment events to provide an atmosphere of fun and social interaction.

The **Theater Arts** Committee is responsible for Union Theater sponsored events, including the annual *Concert Series*, *Travel Adventure Film Series*, and *Performance Series* as well as pop,





jazz, folk and rock events throughout the year.

The **Travel Committee**, **Hoofers**, and **Publicity & Promotion** committee, along with **Activities & Games**, **Campus Outreach** and **Science & Society**, located at Union South, fill out the broad range of WUD program activities.

### Thirty Years of World Travel

The world is yours when you sign on for the Wisconsin Union Theater Travel Adventure Film Series, and for thirty years thousands of intensely loyal travel series attenders have been doing just that.

While the series is celebrating its thirtieth anniversary, travel films at the Union Theater go back to 1940, when the legendary Burton Holmes, one of the acknowledged founders of the travel film industry, first appeared in Madison. A permanent annual series was established in the late 1950's by then Assistant Director James Wockenfuss, and many of today's subscribers were in the original audience during the 1959-60 season. First introduced on five Monday nights during the year, the series expanded by popular demand to two nights in the mid-1970's, and then to its present six-program/three-night format of the 1980's.

Although traditionally appealing to an older audience, many present day travel adventure-

ers are second and third generation ticket buyers, who first attended with their parents and grandparents years ago. In recent years the series has also begun to attract younger audiences interested in inexpensive quality entertainment.

The pleasures of the Travel Adventure Film Series, full-color 16mm travelogues narrated live and in person by experienced filmmakers, are many and varied:

- Vicarious travel to faraway lands
- Low-cost vacations for "armchair" travelers
- Lively, informative, amusing narrations
- Socializing with audience and friends

(still only \$3.25 per journey for subscribers!)

- Nostalgic visits to familiar places
- Beautiful, colorful, well-made films
- Special "pre-departure" dinners
- Outstanding entertainment value

The key ingredient for successful travel films is undoubtedly the actual presence of the filmmaker, whose in-person narration transforms the program from a movie into a "live" event.

From London to Lima, San Francisco to Shanghai, mountain skiing to scuba diving, the special ability of talented and outstanding filmmakers to bring exciting and exotic lands to life has been delighting Wisconsin Union Theater audiences for three decades—all under the sponsorship of the Wisconsin Union Directorate Theater Arts Area.

### Student Involvement Vital to Union

The Union's goal of including the arts as an integral part of a social and cultural center is continually achieved and renewed, thanks in large part to the vision of the founders who felt strongly enough to invest in a structure so accommodating to the arts. But it is the consistent interest, vitality and involvement of the Directorate students who have infused the Memorial Union with energy and inspiration.

The 1989/90 WUD Student Directors and Coordinators who have just begun their term in office are:

Margaret McCormick, *President*; Darren DeMatoff, *Vice President - Program*; Roxanna Turner, *Vice President - Personnel*; Jeff Tackes, *Activities & Games Union South*; Anna Lotter, *Art*; Karin Koslow, *Campus Outreach*; Mark Wilde, *One to One Tutoring Coordinator - Campus Outreach*; Randy Waller, *GUTS/HASH Director - Campus Outreach*; Dinesh Gunatilaka, *Cross Cultures*; Lisa Lepinski, *Travel Coordinator - Cross Cultures*; Beth Waters, *Travel Coordinator - Cross Cultures*; Steve Splitgerber, *Film*; Jim Rogers, *Hoofers*; Jennifer Tabakin, *Ideas and Issues*; Alex Hoffman, *Music & Entertainment, Memorial Union*; Michael Wilkes, *Music & Entertainment, Union South*; Scott Wangerin, *Publicity & Promotion Coordinator*; Andrew Paradowski, *Science & Society, Union South*; Lecia Keaton, *Theater Arts, Memorial Union*

## The Wisconsin Union Concert Series



guishes the Union Concert Series, but also the contribution that the Concert Series has made to the cultural life of the University, the community and the State of Wisconsin. The high standard that was set in the 1920's with the likes of Fritz Kreisler, Sergi Rachmaninoff, John McCormack and Josef Lhevinne has never wavered, and prevails to this day.

Perhaps the most important thing about the Concert Series is the role it has played in the lives of several generations of artists and audiences. For the "celebrated masters" the series has provided an attractive setting to which they have returned frequently over the years (Rudolph Serkin five times; Andres Segovia six times; Gregor Piatigorsky five times) to play for a knowledgeable, enthusiastic and appreciative audience. "Promising newcomers" on the other hand (Pinchas Zukerman, 1968; Julian Bream, 1959; Murray Perahia, 1971; Mark Peskanov, 1988) have found a receptive and supportive public before whom they could make their exciting debuts, learn and grow artistically, and later return as acknowledged stars.

But it is probably the generations of young audiences, students coming to the University to learn and to grow as human beings, who have reaped the greatest rewards. Those who experienced the pleasure of world-class artists in live performance for the first time during their college years, and who carried that love of music throughout their lives, are the ultimate justification for the tradition that the Concert Series represents.

The Concert Series is sponsored by the Theater Arts Area of the Wisconsin Union Directorate. As the Series moves into its eighth decade, Union Theater audiences can take satisfaction in knowing that they are part of a splendid musical tradition that continues to grow and to change each new season.

As the Wisconsin Union Theater celebrates its golden anniversary, the Union Concert Series marks seventy consecutive years of classical music programming. Generations of University of Wisconsin students and music lovers throughout the state have experienced countless memorable performances by just about every important artist of this century. The quality and variety that these audiences have enjoyed during the past seven decades is unsurpassed outside of a few major metropolitan areas.

World renowned orchestras and conductors have also shared the Concert Series spotlight. Symphonies from Montreal, Milwaukee, Minnesota, London, Leipzig, and Leningrad, led by such eminent maestros as Ormandy, Leinsdorf, Stokowski, Beecham, Dorati, Dutoit, Ozawa and Macal have appeared under Concert Series sponsorship.

It is not merely the catalog of musical titans—from Jascha Heifitz, Pablo Casals, Paul Robeson and Marion Anderson, to Itzhak Perlman, Jean-Pierre Rampal, Leontyne Price and Yo-Yo Ma, to name just a few—that distin-





# More than a 'Theater . . .

## WUD Film Committee

The Wisconsin Union's illustrious film career began in 1933 when the first film society was born in a back-room of Bascom Hall, parented by Wisconsin Players and the Union. When the Theater Wing was completed in 1939, the entire operation moved to its new Play Circle home in the Memorial Union. "Movie Time" was here to stay.

The comfortable, air-conditioned 168-seat Play Circle Theater has remained the hub of campus movie life for fifty years. It was rededicated in October 1978 as the Fredric March Play Circle in honor of the distinguished American stage and screen actor and UW graduate. Together with the 1300-seat Union Theater, which is often used for special film presentations, the Play Circle, with its full 35mm film exhibition capability, makes the University of Wisconsin one of the few college facilities in the country so equipped. Prestige screenings of past years have included Laurence Olivier's *Henry the VIII*, *Yellow Submarine*, *Star Wars*, and the only film by Alfred Lunt and Lynne Fontanne, *The Guardsmen*. Film series of operas, ballets and American poets have been featured, along with a women's film series, Asian film series, African film series, the Little Badgers children's series, old-time silent classics on the Union terrace and student film competitions. Free weeknight 16mm films at both Memorial Union and Union South have been offered for decades.

Among the UW students who went on from years of Play Circle film-watching to professional movie careers are actors, actresses, film editors, directors and producers including Daniel J. Travanti, Gina Rowlands, Mark Goldblatt, Stuart Gordon, the Zucker brothers and many others.

Since the opening year of the Wisconsin Union Theater, 1939, was also a banner season for Hollywood, the Film Committee is celebrating the theater's golden anniversary with a week of all-1939 releases, highlighted by a Play Circle weekend showing a newly restored print of



A scene from *Wuthering Heights*, starring Merle Oberon, Laurence Olivier, and David Niven. Released in 1939 and first shown in the Frederic March Play Circle in 1945. A brand new print will run in the Play Circle October 6-8.

*Wuthering Heights*. Director William Wyler's classic stars Merle Oberon, David Niven and Laurence Olivier, and was first shown at Movie Time in October of 1945.

## WUD Art Area

Visual arts programs in the Union are the responsibility of the Wisconsin Union Directorate Art Area.

One very active area is the exhibition program. Three galleries in Memorial Union and a proposed one for Union South exhibit a broad

spectrum of contemporary art. More than thirty events each year are selected, planned, and installed by student volunteers of the WUD Art Area. Month long exhibitions include paintings, prints, photographs, clay, metal, glass, fiber and wood by local and national artists. About 6-8 Master of Fine Arts Degree exhibitions are also shown each year. Two student competitions open to all UW-Madison students are held with work juried by invited art professionals. Other programs include slide lectures by visiting and

exhibiting artists, art receptions, film series and spontaneous creative events which reflect the current art scene.

Another part of the visual arts program is the Wisconsin Union Collection. This includes over 800 works of art by over 500 artists whose roots are in Wisconsin. These works have been purchased through the years, selected by jurors and sometimes by the Art Committee. They include prints and paintings from the Public Works Art Project in the 40's up to purchases from last

200 of these works can be seen daily in the halls, offices, and the hotel rooms of Memorial Union and Union South. Works are rearranged periodically, rotating out of the Art Storage space at Memorial Union.

Sometimes a student rental of art is sponsored by the Art Committee.

More than 35 art committee chairs have made their mark on the art, and the non-art, world. The training learned and practiced at the Wisconsin Union has given each person skills for organization, communication, inter-action and community participation. Most gained great appreciation to continue supporting and encouraging their local art organizations.

Thus the Wisconsin Union Art program has three major facets: exhibitions which inform and enhance a particular art viewer; selection which subtly influences the every day life of Union users; and student volunteers whose commitments start at the Wisconsin Union—and extend to enhance us all.

## Creative Zone - The Wisconsin Union Craftshop

Art galleries and studios are richly scattered on the UW-Madison campus and formal classes are offered in art history, criticism and appreciation. Some of the finest artists in the nation serve on our faculty. But . . .

### Imagine if you will . . .

A multi media studio for artists of all abilities. An artistic dimension where you can create at your own pace. A creative zone with supplies and equipment for silkscreen, framing and matting, batik, woodworking, photography darkroom, ceramics, art metals, jewelry, stained glass, leathercrafting, glass fusing and more.

Imagine all this and then enter the Craftshop on the top floor of the Theater Wing.

Since its formation in 1934 the Craftshop has been concerned not so much with teaching art as with insuring a favorable environment for its cultivation, and in protecting that environment. Some students are steeped in the arts, while others wish to amuse themselves at a more leisurely pace. Whatever the individual needs, the craftshop provides the tools and equipment, a working



space, instruction and a favorable creative zone.

Working closely with Mini Courses, the Craftshop offers you the opportunity to learn the basics or further develop your skills through short, non-credit classes, taught by artists from the Madison area.

Craftshop permits, available to UW students, faculty, staff and Wisconsin Union Members, can be purchased on a daily basis or a semester basis at the Craftshop store.

Open 1:00 - 10:00pm Sunday through Thursday and 1:00 - 5:00pm Friday and Saturday during the academic year. Craftshop Manager, James Allen. For more information phone 262-1282 or stop by during open hours.

## WUD Ideas and Issues— An Open Platform

In keeping with the University's tradition for providing an open platform for free discussion and the exchange of ideas, the Wisconsin Union Directorate Ideas and Issues Committee offers a lively program of forums, debates, lectures, discussion and symposia focusing on major issues and concerns of the day.

On September 28, **Seymour Melman**, controversial economist from Columbia University, chairman of the National Commission for Economic Conversion and Disarmament and author of "The Permanent War Economy," will deliver two lectures at 2:00 and 7:00pm. The first lecture is entitled "The Economic and Political Consequences of a Permanent War Economy; the second, "Strategies for Conversion From a Military to a Civilian Economy."

On October 26, **Edward Said**, literary theorist, author and member of the Palestine National Council, will speak on the political situation in the Middle East, focusing on recent developments in the Israeli-occupied territories and the possible emergence of an independent Palestinian state. At 10:00a.m. on Friday, October 27, he will conduct a public seminar on the social implications of contemporary literary criticism.

On November 15, **Frances Moore Lappe**, best-selling author of "Diet for a Small Planet" and co-founder of the Institute for Food and Devel-

opment Policy, will discuss her latest book, "Rediscovering American Values," which challenges the clichés and assumptions about traditional values put forth by the political and religious right during the 1980's.

On February 14, **Maya Angelou**, celebrated African-American writer and poet as well as educator, historian, actress, playwright, producer and director, will talk about the

black experience, the human condition and "what we endure, dream, fail at and still survive."

On March 28, **Daniel Ellsberg**, a former defense analyst, will discuss U.S. military intervention and nuclear disarmament. He will speak about social and political activism as applied to contemporary issues.

All lectures will be at 7:00p.m. in the Union Theater with the exception of Daniel Ellsberg, who will speak in Great Hall of the Memorial Union. Signing for the hearing impaired will be provided.

Other continuing programs of the Ideas and Issues Committee are a Fiction and Poetry Reading Series, the Women's Film Series and the Contemporary Controversies Series. Jennifer Tabakin is director of the Directorate committee, Ramsey Shehadeh is Lecture Committee Coordinator and Ralph Russo serves as staff advisor. For further information phone 262-7593.

## Wisconsin Hoofers

The Hoofers story, a long and colorful saga of laughter, hard work, hard play, personal growth and fun began in 1931 with five skiing and outdoor enthusiasts struggling to replace the crumbling wooden ski jump built by Norwegian students in 1919. This cause united a group of energetic organizers captivated by the idea of a Ski Club. Propelled by Professor Harold C. "Doc" Bradley, the Hoofers literally took off—for the slopes, the hills and the lakes.

When the new Theater Wing of the Memorial Union was completed in 1939 the Hoofers moved into their new underground quarters, and began to branch out into new activities. Abounding in natural beauty, Madison at that time was ripe for an

Outing Club that would introduce students to the pleasures and meaning of the wilderness areas around town as well as miles away. In the days when ecology, backpacking, and cross country skiing were practiced by a select few, Doc Bradley and former Union Director, Porter Butts were out building a foundation for what has become one of the largest college union outing clubs in the nation. Part of the success and large membership today stems from the enthusiasm of its founders.

The Sailing Club was organized in

1940 with the three-fold purpose of fostering intercollegiate sailing competition, providing an opportunity for students to sail for their own pleasure, and offering instruction to novices. Today the Sailing Club is the largest inland collegiate sailing club in America.

Presently Hoofers has expanded to include seven clubs: Outing, Riding, Sailing, Scuba, Ski, Mountaineering, and Hang Gliding. This unique group of clubs not only provides the equipment and the instruction for participating in a variety of outdoor activities, but arranges for trips and offers an opportunity for students, faculty and Union members to meet one another and share similar interests.

Hoofers have been enjoying outdoor adventures for over sixty years—before outdoor and fitness became fashionable. Since the beginning they have been synonymous with fun. A quick sail on the lake or a walk through the woods does wonders for the mid-semester slumps, and Hoofers vacation ski trips to the western slopes, or sailing cruises to the Bahamas, have become tradition.

Stop by the Hoofers quarters in the basement of the Theater Wing of the Memorial Union, or attend one of their many kick-off meetings. Or call the Hoofers quarters at 262-1630 to find out more. Jim Rogers is this year's Hoofers Council President while Chris Robaidek directs the Outdoor Program and serves as advisor.

## Union Travel Center— Moving Up in the World

Housed until recently just down the

hall from the Play Circle, and across the hall from the new Multicultural Center, the Travel Center has moved upstairs one flight to the fourth floor of the Memorial Union. Offering an invaluable resource and advising service for students wishing to expand their world by travelling, working or studying abroad, the Travel Center promotes international education and furthers the interchange of cultural information. Director Jane Johnson, Assistant Director Sally Weidemann, and a team of experienced student travelers, provide information on budget and student travel opportunities, manage a study and travel abroad library, and serve as travel consultants. Eurail and other rail passes, Educational Exchange Cards, Travel handbooks, International Student Identity cards, passport and visa information are all obtainable at the Travel Center. The Travel Committee works closely with them in providing travel-related information programs, such as Travel Escape Lunches, where people are invited to bring their lunches to an informal slide presentation on a particular place or topic.

For further information phone the Travel Center at 262-6200.

## Union Mini Courses the Answer to Inquiring Minds and Crazy Schedules

Take a fun break away from intense jobs or courses for credit. Learn bicycle maintenance, cooking, dancing, Tai Chi. Whatever your crazy schedule or peculiar whims, Mini Courses can probably fill your need. Now in its 18th year, Mini Courses is one of the largest Union-sponsored leisure education programs in the country. Approximately 7,000 people a year enroll in courses in the arts, dance, exercise, self-reliance, outdoor adventure, foods and beverages, crafts, music and song, and children's Mini Courses. Mini Courses cooperates extensively with the Wisconsin Union Craftshop in programming, offering courses in woodworking, photography, pottery, stained glass, art metals and more.

Jay Ekleberry is Mini Courses Director. Phone 262-3156 for more information.



# UNIVERSITY OF WISCONSIN-MADISON

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News and Information Service

19 Bascom Hall, 500 Lincoln Drive  
Madison, Wisconsin 53706  
(608) 262-3571

*Mem. Union  
Isemer*

March 27, 1990

NOTE    NOTE    NOTE    NOTE    NOTE    NOTE    NOTE    NOTE    NOTE

TO:    Reporters  
FROM: Jeff Iseminger  
RE:    Recycling mug

The University of Wisconsin-Madison is getting calls from restaurant owners and universities around the country about something that's selling like hotcakes on campus: a plain plastic mug.

The UW-Madison student union is promoting the sale of a \$2 reusable coffee mug as a way to recycle and avoid the use of disposable cups. The Union gives a 20 percent discount on hot beverages to patrons using the mug. As a bonus, they receive a 14-ounce fill instead of the standard 12-ounce polystyrene fill.

The mug is selling at a clip of 50-70 a day, and the Union and its supplier are having a tough time keeping up with the demand. So far about 6,000 mugs have been snapped up since November. It's common to see the bright red mug dangling from student backpacks on campus.

Union officials estimate the mugs are keeping about 8,000 Styrofoam cups a day from being trashed in its food outlets and later taking up landfill space.

The mug promotion is part of a broader campaign by the Union to increase recycling. For example, bins and baskets are located throughout the Union's two buildings for disposal of aluminum cans and office paper. The Union now is looking into the possibility of recycling cardboard packaging.

If you'd like to learn more about the UW-Madison mug, please call the Union's assistant food service director, Paul Algiers, at (608) 262-0118, or Heidi Anderson, Union promotions adviser, at (608) 262-5079.

Thanks for your consideration.

-- Jeff Iseminger  
University News and Information Service  
(608) 262-8287

*Memorial  
Union  
Signal*

Release: Immediately

3/20/90

## UNION BARBER BUS TOPP CLOSES UP SHOP

MADISON--Long-time barber Bus Topp has closed up shop after 62 years of providing haircuts and good conversation at University of Wisconsin-Madison's Memorial Union.

Topp, 86, opened the Wisconsin Union Barbershop in 1928 in a corner of the just-finished Union near the Rathskeller. Two years ago, on his 60th anniversary as the Union barber, he was featured by several Wisconsin media and congratulated by Gov. Tommy Thompson.

Topp got such a kick out of cutting hair and shaving faces that he missed only six weeks of work after suffering a stroke in 1988. But last fall he suffered another stroke, which prompted his decision to hang up his clippers and straight razors this winter. He now is in a Madison nursing home.

In his pre-Beatles heyday, Topp employed four barbers, a manicurist and a porter. He later worked alone in a small room next to his original shop.

He was renowned for his barbershop banter and wide-ranging comments on university life. In turn, he genuinely liked his customers: "Coming here every day is like going to a show," he once said.

Those who would like to thank Bus Topp for more than six decades of convivial barbering may write him at 531 Windsor St., Sun Prairie, Wis., 53590.

###

-- Jeff Iseminger (608) 262-8289

#2420I



*The Heart & Soul of the University...*  
**The Wisconsin Union**



MEMORIAL UNION  
UNION SOUTH





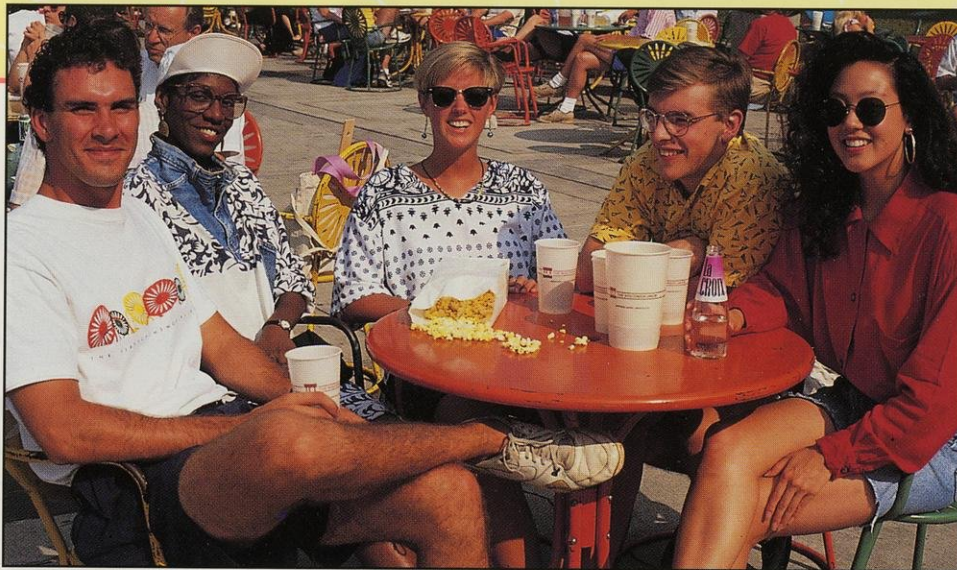
THE WISCONSIN UNION

## *...at Memorial Union*

The University of Wisconsin-Madison heartbeat pulses with life at The Wisconsin Union's two locations, Memorial Union and Union South. Here students, faculty, staff, and alumni of all ages, color, nationality and background come to satisfy needs of the heart and soul that a classroom alone can't meet.

The Wisconsin Union, established in 1907, is proud of its mission of offering "cultural, social and recreational programs that make study and leisure cooperative factors in higher education." And the 30,000+ people who use the Union's two buildings daily attest to the success of the Union mission.



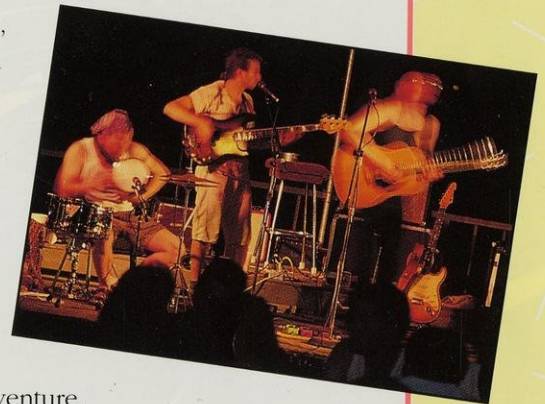


*Friends enjoy  
the Terrace*

**T**he Memorial Union, the first Wisconsin Union building in 1928, is frequently called the “living room of the university.” And, it’s always been a natural gathering spot ... for friends over a cup of coffee, for study groups in the Rathskeller, for camaraderie among students and faculty over a beer on the Terrace.

Controversial debates, dance and theater performances, art exhibits, and world famous speakers keep students, alumni, faculty, staff and Union members streaming into the Memorial Union, while college rock bands, jazz musicians, and Chicago blues bands add to the Memorial Union’s reputation as “the place to be” on campus.

Wisconsin Hoofers, the country’s largest outdoor recreation organization, also calls the Memorial Union its home. Hoofers offers instruction and equipment for sailing, windsurfing, cross country and downhill skiing, snowboarding, canoeing, kayaking, gliding, backpacking, rock climbing, scuba diving, and horseback riding. Adventure, new skills, and lifelong friendships are the rewards of Hoofers involvement.



*Nightlife*

And, the Memorial Union also offers meeting rooms to student organizations and campus departments. Great Hall and Tripp Commons are favorite locations for dances, lectures, awards banquets, graduation parties and weddings.

But, please, don’t just read about the Memorial Union. Enjoy “the social heart and cultural soul” of the University of Wisconsin-Madison with a visit to our landmark location, 800 Langdon Street, on the shores of beautiful Lake Mendota.

*Hooper outdoor recreation*







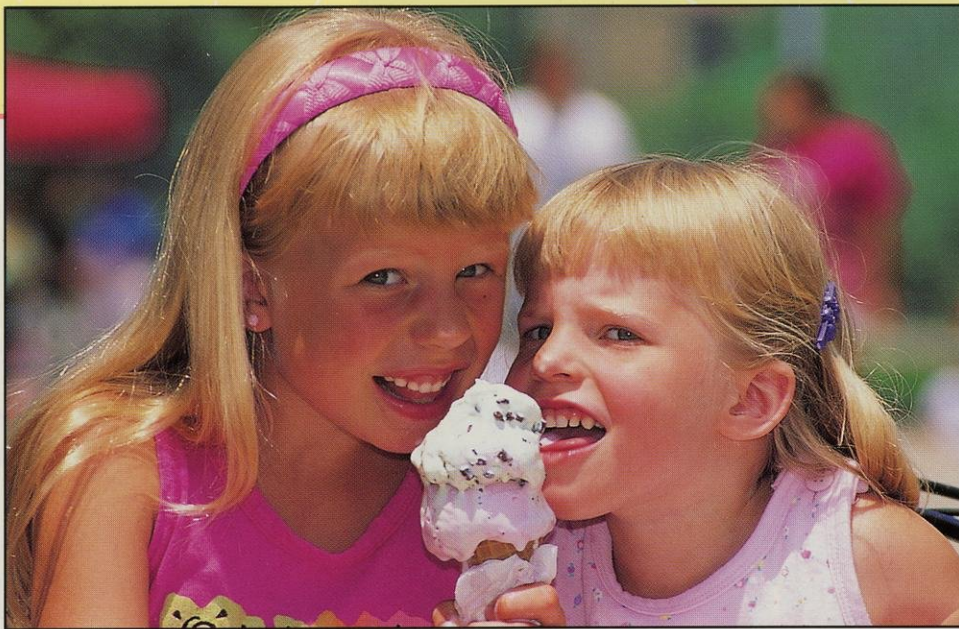
THE WISCONSIN UNION

## *...at Union South*

University life continues to flow through the Wisconsin Union organization at its other location, Union South, opened in 1971 to serve the growing University of Wisconsin - Madison campus.

Here graduate students from around the world, internationally known scientists, and undergraduates from Wisconsin's heartland all share in the social, cultural and recreational opportunities unique to Union South.





*Children's programs*

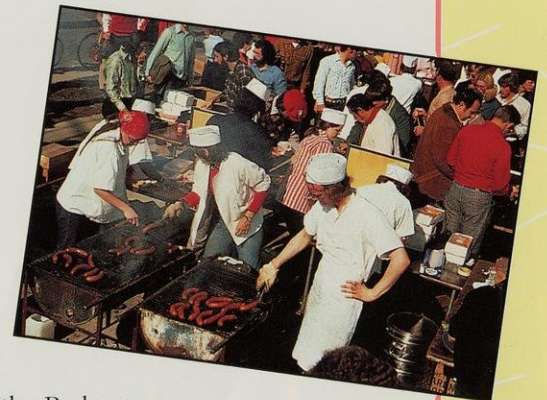
Union South on the southwest side of campus serves a neighborhood of UW science departments and the College of Engineering. After a long day in the lab, office or classroom, Union South patrons can unwind with free live music, a Friday night tradition at Union South.

Travel lectures, debates and discussion ranging from the scientific to the political, children's activities, a weekend DJ dance club, and ethnic music and dance performances round out the cultural and social opportunities at Union South.

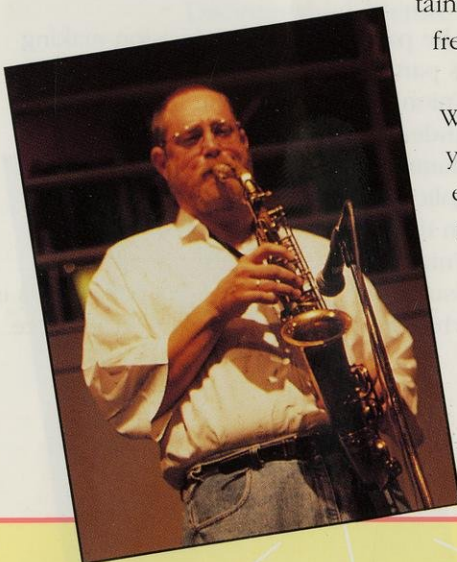
Bowling, billiards, and table tennis add to the popular activities at Union South that bring together people of all ages and backgrounds.

Union South is also neighbors with Camp Randall Stadium, home of the Badgers. Football Saturdays are a fall tradition at Union South, when students, faculty and alumni join the UW Marching Band on the Union South Plaza for pre-game entertainment. Post-game festivities at Union South include free music and dancing.

Whether you wander in Union South the next time you're in the neighborhood or come over for a special event, you'll find the Wisconsin Union spirit and tradition of hospitality cordially extended at Union South.



*Football Saturdays at Union South*



*Friday night in the Red Oak Grill*

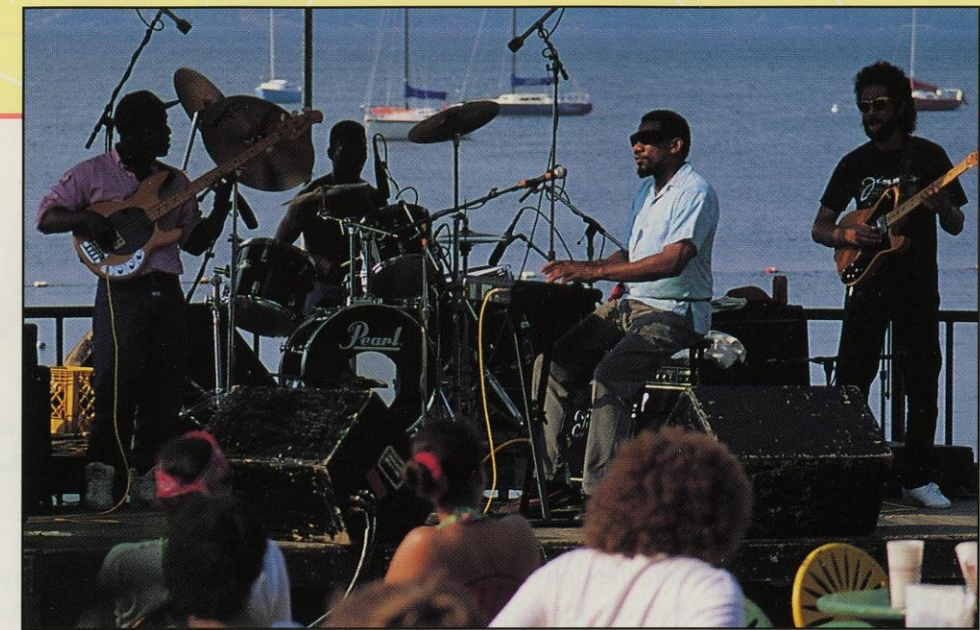


## THE WISCONSIN UNION


# ...and Wisconsin Union Directorate

Students can push their learning beyond the classroom walls when they get involved with Wisconsin Union Directorate (WUD). Affectionately and commonly known by its acronym, WUD provides students with opportunities to:

- get involved in booking live bands, choosing art for exhibits, planning theater performances, selecting films for public viewing, scheduling world-famous speakers, and hosting multi-cultural events.
- acquire leadership experiences through their selection to WUD offices as president, vice presidents, and directors of committees.
- be part of important decision-making as part of Union Council, the Wisconsin Union's governing body. A majority of students along with faculty, staff and alumni sit on Union Council and create policies that affect life at the Union and on the campus. Recycling, smoking, Union budgets, and first amendment issues are just some of the critical areas in which students have an important voice.



Memorial Union  
Music and  
Entertainment

Wisconsin Union Directorate  gives students:

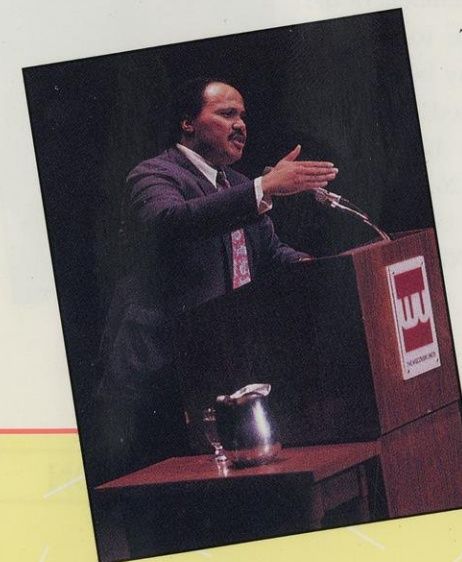
learning experiences that last a lifetime; lasting friendships formed through their work with WUD-involved students, staff and faculty; and, the satisfaction of making positive, tangible contributions to the University of Wisconsin-Madison.

The exciting, free events going on at both Union buildings each day - over 1,000 annually - simply wouldn't exist without the 200+ students who volunteer each year to plan and create Union activities through Union committees in:

- Alternative Breaks
- Art
- Community Services
- Contemporary Issues
- Cross Cultures
- Distinguished Lecture Series
- Film
- Hoofers outdoor recreation
- Memorial Union Music and Entertainment
- Performing Arts
- Travel
- Union South Entertainment



Cross Cultures



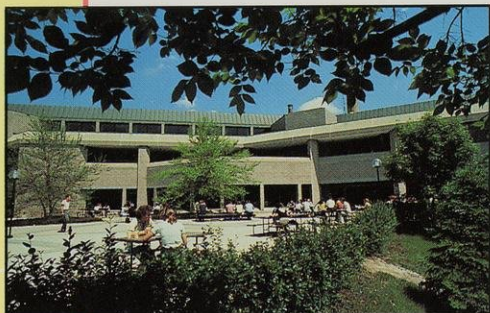
The WUD contribution to student life - both in the activities it creates for the campus and the opportunities it creates for its student participants - can't be measured in dollars or degrees. It's a spirit that transforms a university into an unforgettable experience!

For more information on WUD involvement, please stop by or call Memorial Union room 507 (262-2214) or Union South room 303 (263-2432).

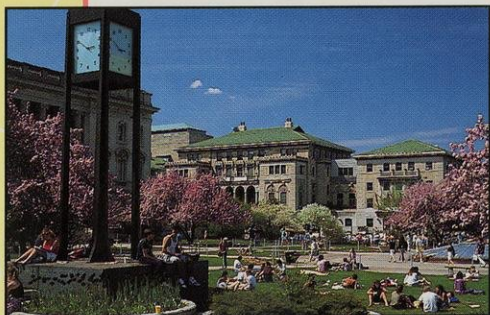
Distinguished Lecture Series



# Wisconsin Union Mission



UNION SOUTH  
227 N. Randall Ave.  
Madison, Wisconsin 53715  
(608)263-2600



MEMORIAL UNION  
800 Langdon St.  
Madison, Wisconsin 53706  
(608)265-3000

*T*he purpose of the Wisconsin Union is to provide an extensive variety of programs and services for the members of the University community.

The Union, the University's Division of Social Education, is an integral part of the educational program of the University, complementing the classroom experience with out-of-class learning opportunities. It is a setting in which students can develop leadership skills and experience personal fulfillment. The Union offers cultural, social and recreational programs that make study and leisure cooperative factors in higher education.

The Wisconsin Union provides a variety of facilities and services for the daily use and convenience of the members of the University community - students, faculty, staff, alumni, and townspeople.

The Wisconsin Union is a place where each individual is important, whatever his or her lifestyle or social, economic or ethnic background. The Union is a unifying force that enables a large University to celebrate its diversity while personalizing the Union experience.

## Membership information

Students are automatically members of the Wisconsin Union. Faculty, staff, alumni and friends of the University may become either annual or life members of the Wisconsin Union. Members are eligible to use the buildings, services and receive the many benefits of membership. You need not be affiliated with the University to become a member. To become a member of the Wisconsin Union, call 262-2263 or write the Membership Office, Memorial Union, 800 Langdon Street, Madison, Wisconsin 53706.



Photography: Ralph Russo  
Design and cover photo: William Hamilton  
©1995, The Wisconsin Union



THE WISCONSIN UNION • UNIVERSITY OF WISCONSIN-MADISON



THE MEMORIAL UNION  
OF THE UNIVERSITY OF WISCONSIN

Memorial Union  
general C

Der Rathskeller +  
Der Stiftskeller

1928-1978



A guide published by  
**THE WISCONSIN UNION**  
in 1978 on the occasion of the  
50th anniversary of the opening  
of the Memorial Union Building  
at the University of Wisconsin-  
Madison.

*Photos by Gary Saffitz*  
*Sketches by Kurt Schaldach*  
*Text by Porter Butts*



1928-1978

## THE WISCONSIN UNION

---

A Half-Century of Constructive Involvement

# Der Rathskeller . . . Wunderbar

The Rathskeller is the most famous room of Wisconsin's Union--possibly of any university union, except for the debate halls of the Oxford and Cambridge Unions in England.

## HOW IT ALL CAME ABOUT

One of the reasons is it celebrates "gemutlichkeit"--comradeship, congeniality, a warm feeling of well-being. At first, for a dozen years after the Union opened in 1928, fellowship and a cheerful existence seemed a good idea for men only. This can only be understood now if one remembers that for a hundred years unions had been men's clubs--indeed, universities generally, here and abroad, were primarily for men. Furthermore, Wisconsin women had clubrooms of their own and a "Tea Room"--nearby in Lathrop Hall (no men).

So it was that in the 1930s the Rathskeller was a gathering place for men--for refreshment, for small talk and big talk, for chess and schafskopf, for study, for reading the newspapers, sometimes for sleeping. If a girl wandered in by mistake, she was greeted with frowns, and left.

But the room was more than a rest stop. There were

old time silent movies every Saturday night, plus "The Eyes and Ears of the Rathskeller", a campus newsreel hurriedly put together each week by the Rathskeller Committee; "Cheese Night", every Sunday, with a Union chef carving slices from a 50-pound "daisy", or wheel, under a spotlight in the center of the room--for free; radio broadcasts of out-of-town football games; billiard exhibitions by world champions Charlie Peterson and Willie Hoppe in the center of the room, surrounded by portable bleachers set up stadium fashion.

## ENTER THE WOMEN, GRADUALLY

There were, however, certain concessions to the girls. They could come for refreshments (if accompanied) during the Great Hall matinee dances on Saturday afternoons. They were there in formal dress for late suppers on the nights of Prom and Military Ball. The Union Women's Affairs Committee in 1934 fought for equal (though still separate) facilities, established the "Katskeller" in a small room next to the Rathskeller (never a success), and then won approval for a refreshment center for women, with or without dates, in the Paul Bunyan Room across the hall--a push button buzzer signaling a Rathskeller counter atten-



dant to come over to take, and deliver, orders for food and drinks.

By 1937 women could use the main Rathskeller room at will during the summer session (there were many more women than men enrolled in the summer). In 1939 the student body was polled on the question of admitting women year 'round. At first, both men and women voted "no," the women themselves saying men "ought to have a place of their own." Then opinion gradually shifted; and with the start of the war and disappearance of men the Union Council approved, in 1941, the use of the room by women after 2:30 p.m. each day. This soon gave way to use around the clock, and despite some raised eyebrows by returning veterans, the room became thoroughly co-educational.

### NOW, THE SOCIAL HEART OF THE UNION

This, plus wide-ranging programs by inventive student committees, made the Rathskeller the social heart, truly, of the building. New on the scene: "Danskeller"—dancing every Friday and Saturday night to a combo or records (25¢ per couple) on a portable dance floor set up under the main archway. . . polka parties, with all chairs and tables cleared back from the center of the room. . . Sunday evening sings . . a string orchestra playing Strauss waltzes ala the Viennese and Bavarian beer gardens. . . fires in the

fireplaces on winter Saturday afternoons, with popcorn parties and marshmallow roasts. . . fires, in fact, whenever students wanted to light them (no wood now, too expensive). . . Christmas and New Year's Eve parties, especially for stay-at-homes and foreign students. . . free coffee for the marching band that led rooters to the Union after football games. . . all-freshmen suppers, followed by cheerleaders introducing them to Wisconsin cheers and songs . . . folk singers, combos, and an "open mike" for other talented students. . . election returns via TV. . . Fasching, with as many as 6,000 streaming through the room to celebrate the German version of Mardi Gras with singing, dancing, and general high-spirited revelry.

★ ★ ★ ★ ★ ★

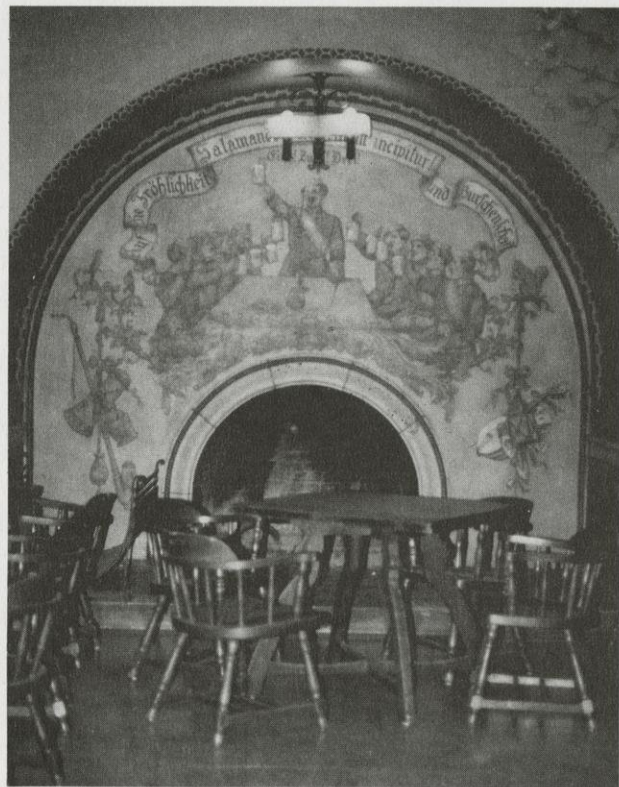
### BEER

Another reason for the Rathskeller's fame, of course, is that it has served beer since 1933 when Congress declared 3.2 beer (by weight) non-intoxicating--Wisconsin the first public university to authorize beer on the campus. For all the years since, whenever Wisconsin's Union was mentioned in faraway places, the first reaction was likely to be "Oh, that's where they serve beer." Legend has it that more Iowa students attended Wisconsin football games than any other, as much to sample beer in the Rathskeller as to see the game.

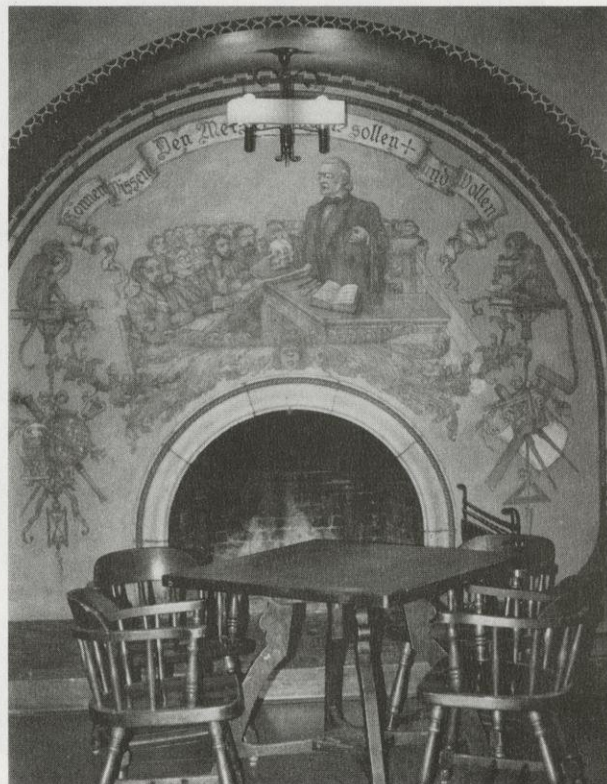
In the beginning the Union did its best to assert the







EAST FIREPLACE -- THE MERRY SIDE OF STUDENT LIFE



WEST FIREPLACE -- THE SERIOUS SIDE OF STUDENT LIFE

MURALS PAINTED BY EUGENE HAUSLER IN OIL ON DRY PLASTER (SECCO) IN 1928, RESTORED BY KURT SCHALDACH IN 1978

authenticity of the ancient German beer halls. It installed the old mahogany bar from the now defunct Hausmann Brewery on State Street, which had been the resting place for Wisconsin elbows for decades. It even sprinkled sawdust on the floor, only to find the dust churned up and got into the soup and hamburgers (therefore quickly abandoned). And it provided handsome fluted glass steins with thumb grips (at \$1 each) which disappeared en masse in the first few weeks. That ended the beer stein era. But the Union's reputation for beer and *gemutlichkeit* never diminished.

\* \* \* \* \*

### THE DECOR

Another source of the Rathskeller's fame, of course, has been the room itself, with its soaring arches, its spandrels, and the *alte deutsche* murals of student life and German mottoes that give it a very special atmosphere.

The fact that the room became a "Rathskeller" was quite accidental. It was first labeled in the blueprints "Taproom"--because the Michigan Union had a men's "Taproom", so it was assumed Wisconsin's ought to have one, too. But when Leon Pescheret, the Union's French-born interior designer who was quite familiar with central Europe, first saw the bare room in 1927, he said, "Why, this looks like a Rathskeller." "What's a Rathskeller?" we asked. The answer: the cellar of a German Rathaus,

or village hall, where the city fathers gathered after work for fellowship and refreshment.

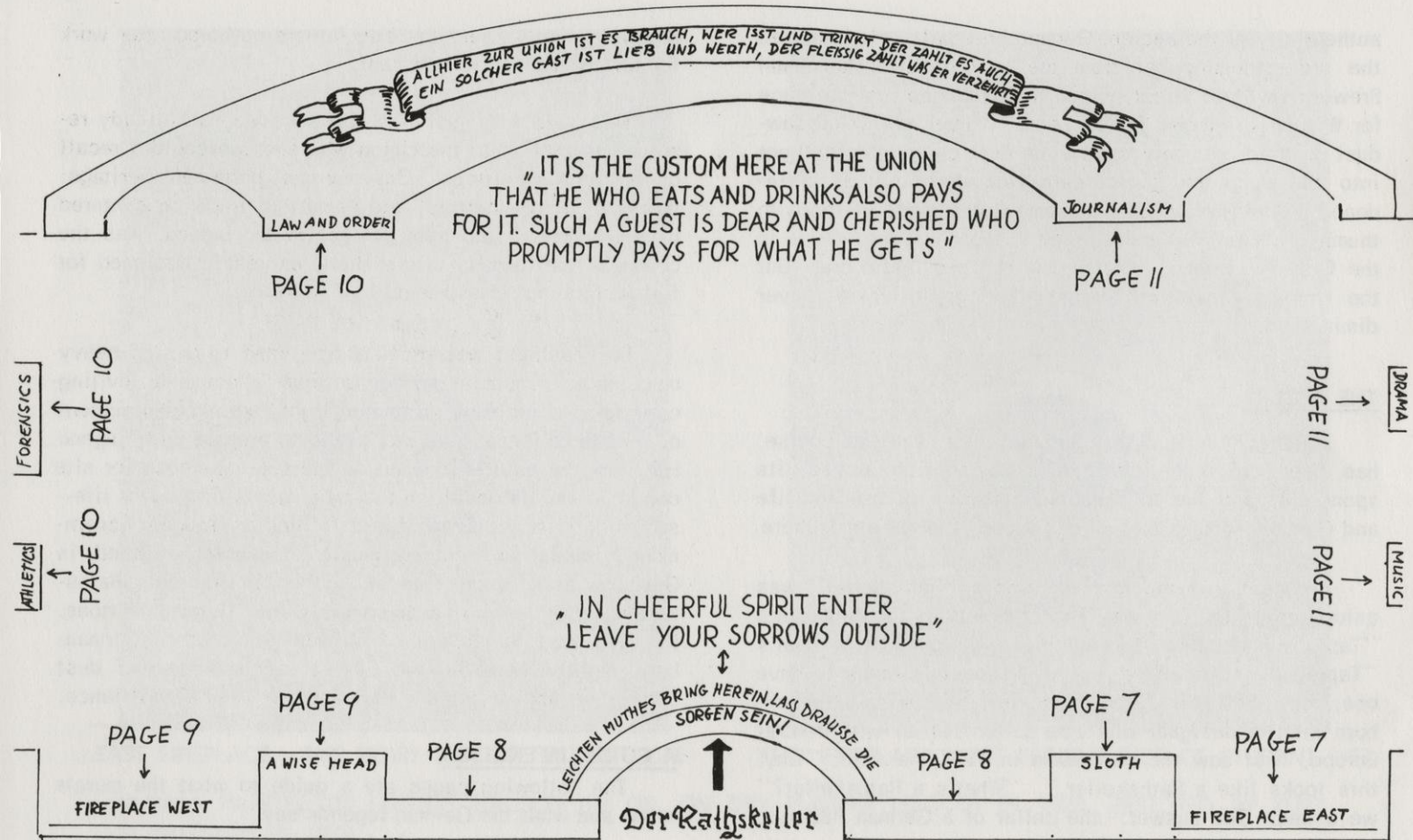
This suited us just fine, because we had already resolved to build into the Union wherever we could a recall of the state's heritage. One obvious, prominent heritage: the rich German cultural and *gemutlich* tradition centered in Milwaukee. And here at the Union, indeed, was the cellar of the campus village hall, expressly designed for fellowship and refreshment.

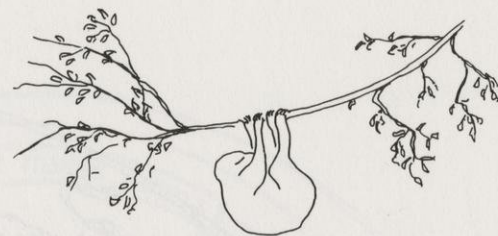
So Pescheret was given a free hand to design heavy oak tables (sandblasted for antique effect and inviting carving) and old-time strap iron light fixtures reminiscent of a Rathskeller; and he was asked to prepare with Eugene Hausler, the painter-foreman on the job, sketches for *alte deutsche* murals depicting the main facets of student life--social activity, study, athletics, forensics, student government, journalism, drama, music. Hausler, trained in Germany as a young man and quite familiar with Rathskeller decor, executed the murals and German mottoes. In 1978 Kurt Schaldach of Milwaukee, another German-born painter, removed the 50-year accumulation of dust and grime and restored them to their original brilliance.

### A GUIDE, IN ENGLISH

The following pages are a guide to what the murals show and what the German legends say.







*Das Faulthier*

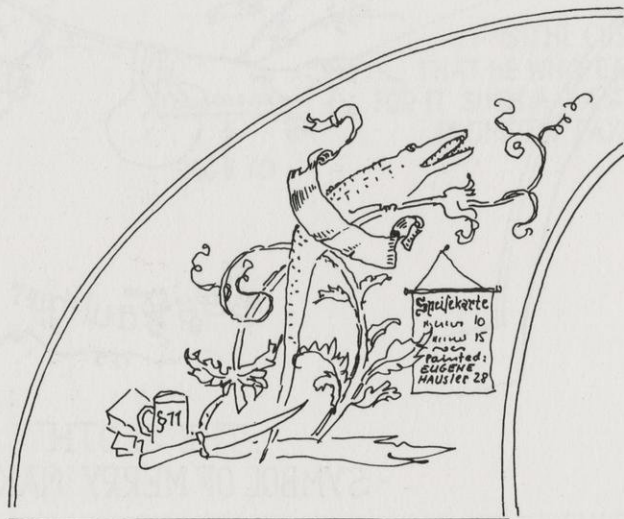
„THE SLOTH”  
· SYMBOL OF MERRY-MAKING ·

A TOAST WITH THE RATTLE OF THE SALAMANDER!  
TO JOLLITY AND GOOD FELLOWSHIP.

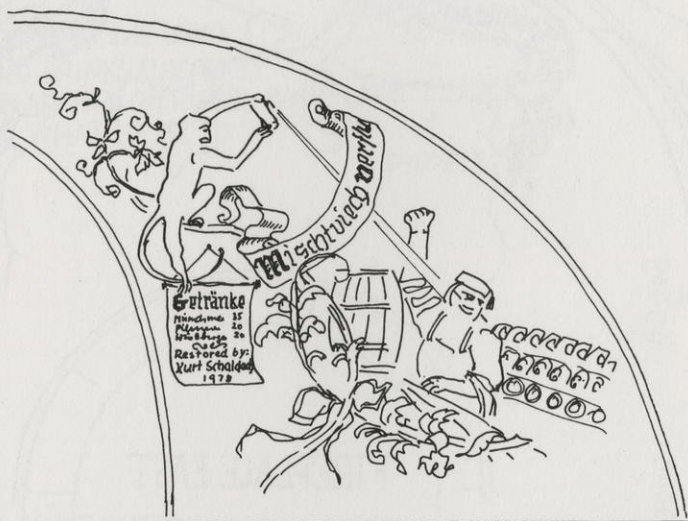
ONE! TWO! THREE!

THE MERRY SIDE  
OF STUDENT LIFE



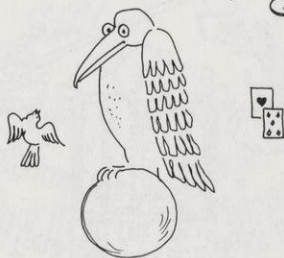


"MENU OF EATS"



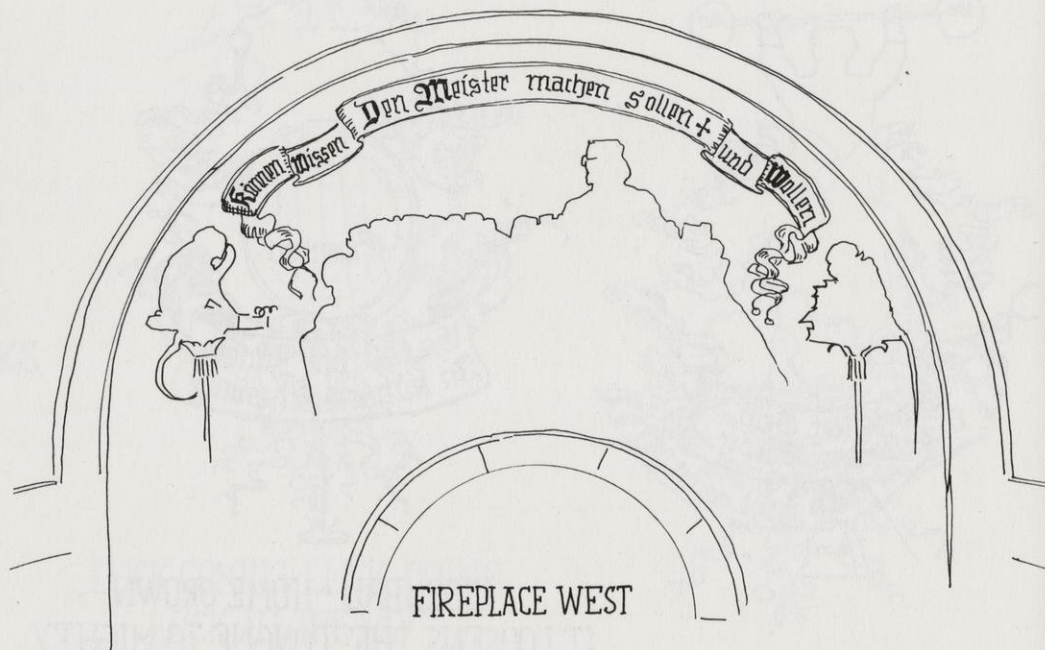
LIST OF DRINKS

Ein weises Haupt



• "THE OWL"  
• A WISE HEAD •

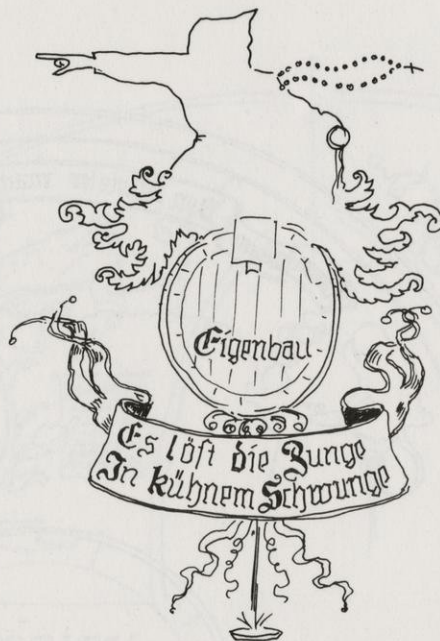
THE SERIOUS SIDE  
OF STUDENT LIFE



"TO BE ABLE, TO KNOW, AND TO WILL SHALL  
MAKE THE MASTER"



## ATHLETICS



EIGENBAU \* HOME GROWN  
 "IT LOOSENS THE TONGUE TO MIGHTY  
 VOLUME"



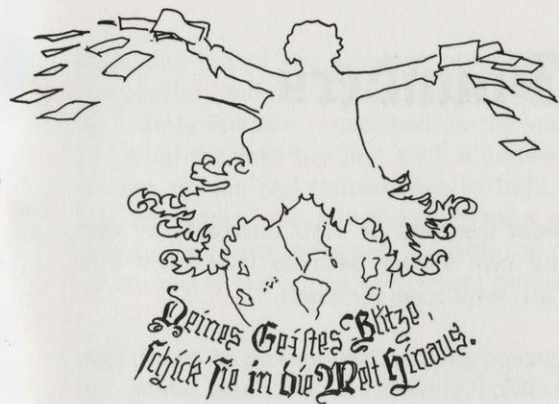
Hört ihr Leute und laßt euch sagen  
 die Uhr hat eben zehn geschlagen

• LAW AND ORDER •

„HEAR YE, PEOPLE,  
 AND LET ME ANNOUNCE  
 THAT THE CLOCK HAS JUST STRUCK  
 TEN”

STUDENT GOVERNMENT

“A BRIGHT MIND  
 IN A HEALTHY BODY”



"YOUR MIND'S BRILLIANT SPARKS,  
BROADCAST TO THE WORLD"

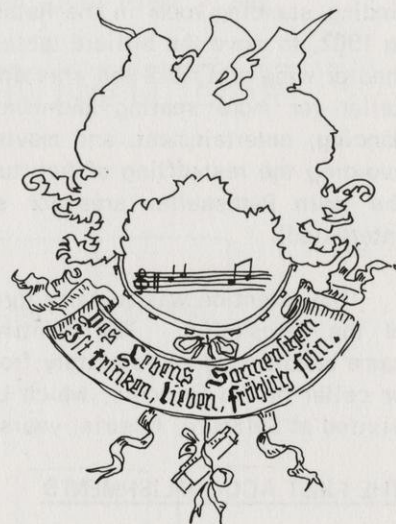
JOURNALISM

DRAMA



"LUCK COMING, LUCK GOING,  
LUCK ALL THE WAY"

MUSIC



"LIFE'S SUNSHINE IS TO DRINK,  
TO LOVE, AND TO BE MERRY!"



# Der Stiftskeller . . . Cellar of the Founders

Originally this room was a billiard room. Then, as enrollments soared and students had difficulty in even finding standing room in the Rathskeller, it was decided, in 1962, to move the billiard tables to the basement of the theater wing and make the area an extension of the Rathskeller--for more seating mid-morning and noon, and for dancing, entertainment, and movies in the evening (thus avoiding the reshuffling of furniture and the disruption of the main Rathskeller area for students not especially interested).

The intention was to carry through the decor and mood of the Rathskeller. The identifying name--Stiftskeller--came handily and appropriately, from St. Peter's Stiftskeller, or cellar of the founders, which Union Director Butts had visited at Salzburg, Austria, years earlier.

## THE FIRST ACCOMPLISHMENTS

A stein rail was installed with a wide assortment of German steins bearing the names of the men and women who had "founded" the Wisconsin Union, led its early

development as board members or staff members, or who gave steins of their own simply because they liked this idea; 76 steins in all, with room for more.

An old-time cuckoo clock, hand-carved of wood from the Black Forest, which played the tune from which the "Wisconsin Marching Song" was adapted, and which Butts purchased from a Nuremberg clockmaker in 1932, was moved from the Rathskeller to the new room. So, too, the table top carved with the names of Wisconsin's football greats, which was once the centerpiece of Dad Morgan's malted milk shop and billiard room on State Street, the principal hang-out for men until the Union opened in 1928. The coats of arms of 15 German lands and cities, designed by Elliot Starks, the Union art director, were mounted on a panelled wall.

## THE MURALS OF '78

Then the funds ran out. Nothing for mural decoration. Years later as the plans for the Union's Golden Anniversary warmed up, the Class of '52 came to the rescue.

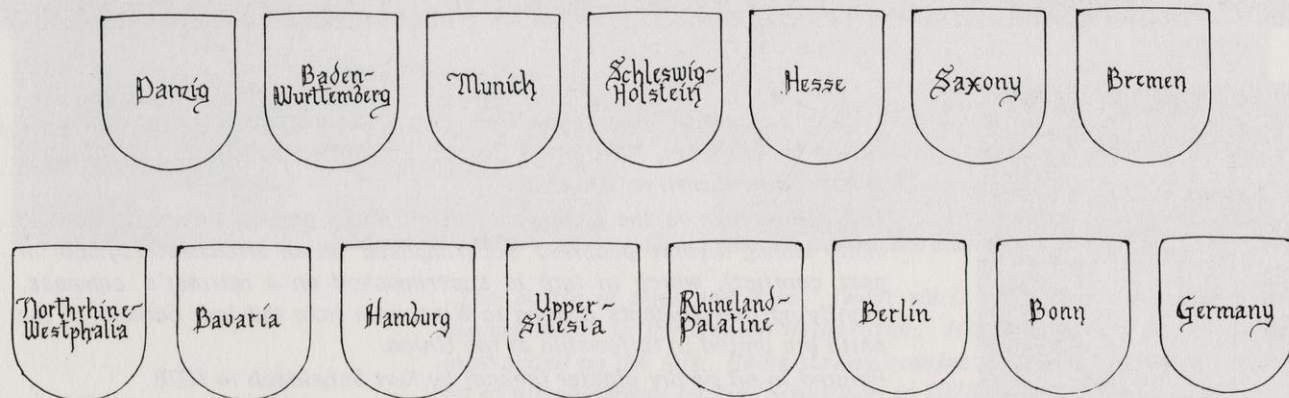
Butts dug out of the archives color photos of the Munich Rathskeller and its accompanying booklet (in German) of the "Jolly Rhymes" inscribed on the walls, which he had collected for possibly just such a purpose when he visited German unions and rathskellers in 1932. And he enlisted Kurt Schaldach, the Milwaukee German painter, who knew rathskellers backwards and forwards, to copy some of them --particularly the battle of the beer steins and wine bottles

--and to add some of his own. The work was finished in the spring of 1978--a notable companionpiece for the Rathskeller, and far more elaborate.

### YOUR ENGLISH GUIDE

Again, the pages which follow tell what the murals show and what the German "Jolly Rhymes" say.

## GERMAN COAT-OF-ARM DESIGNS DEPICTING VARIOUS LANDS AND CITIES OF GERMANY







*"Art and Science", (south wall) -- with students and teachers reminded by the Union motto, "Societate Crescit Lumen", that "Light (learning) is enhanced by human relationships."*

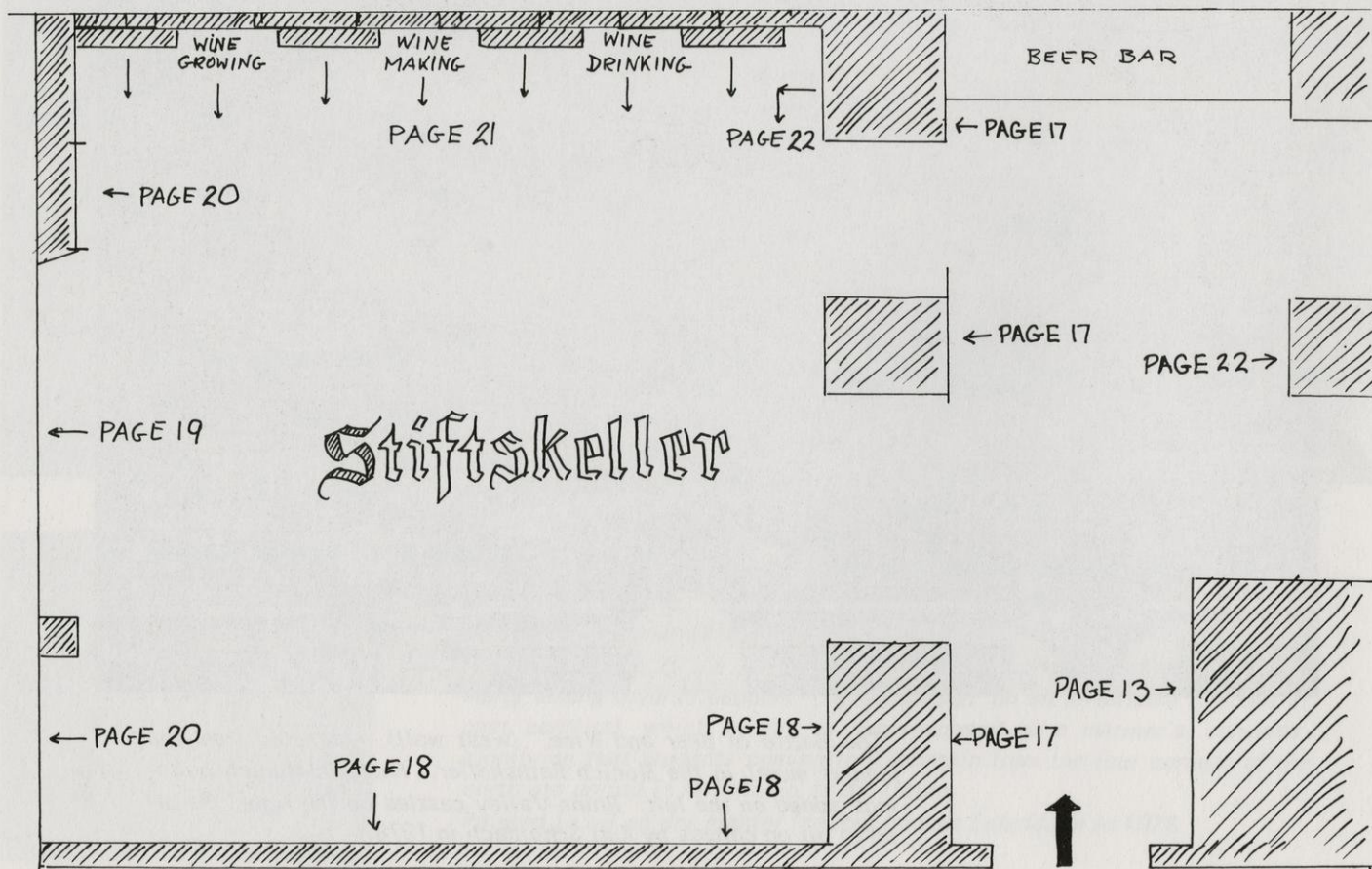
*The centerpiece is the Union crest--the Indian pipe of peace (symbol of amity among diverse peoples) superimposed on an arrowhead (symbol of past conflict), which in turn is superimposed on a mariner's compass, signifying that students coming to Wisconsin from the four corners of the earth are united in fellowship at the Union.*


*Painted in oil on dry plaster (secco) by Kurt Schaldach in 1978.*



*"The Battle of Beer and Wine" (west wall) -- adapted from the famous mural in the Munich Rathskeller. Historic Munich buildings added on the left; Rhine Valley castles on the right. Painted in oil on canvas by Kurt Schaldach in 1978.*

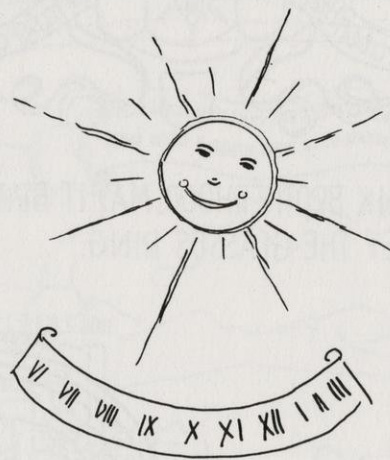






Wer nicht liebt  
 Wein,  
 Weib,  
 Gefang,  
 bleibt ein  
 Narr  
 sein Leben  
 lang.

WHO NOT LOVES  
 WINE, WOMEN, SONG  
 IS A FOOL HIS LIFE LONG.



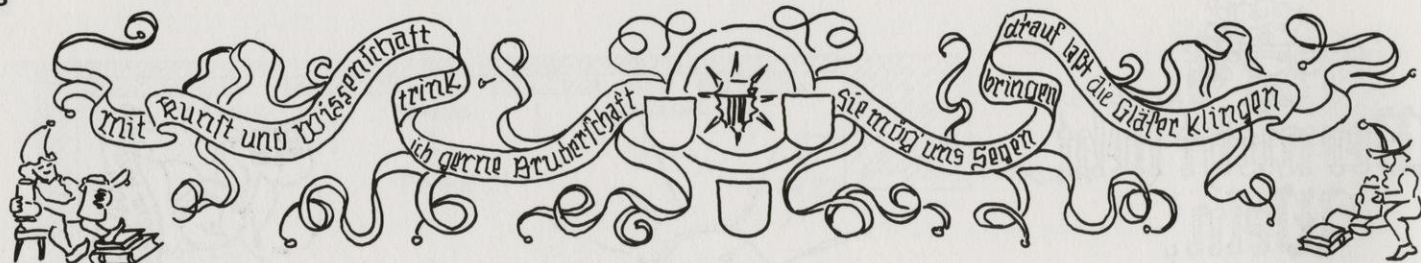
HORAS NON NUMERO  
 NISI SERENAS

COUNT THE SUNNY  
 HOURS ONLY.



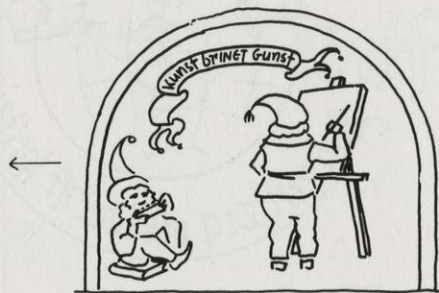
BE HUMOROUS  
 THE WORLD IS WITTY.





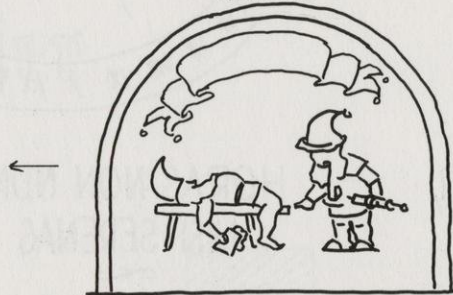
"WITH ART AND SCIENCE I LIKE TO DRINK BROTHERHOOD. MAY IT BRING US BLESSING - TO THIS LET THE GLASSES RING."

ART



• ART BRINGS HONOUR •

MEDICINE



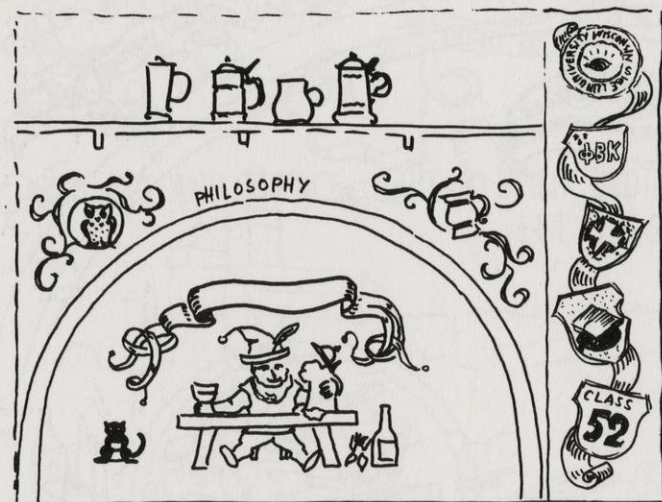
EIN MASZ BIER IST DIE BESTE ARZNEI,  
SCHNELL HILFT SIE DIR UND DER SCHMERZ IST AUCH VORBEI !

A STEIN OF BEER IS THE BEST MEDICINE  
IT'S A FAST AID AND THE PAIN IS GONE !

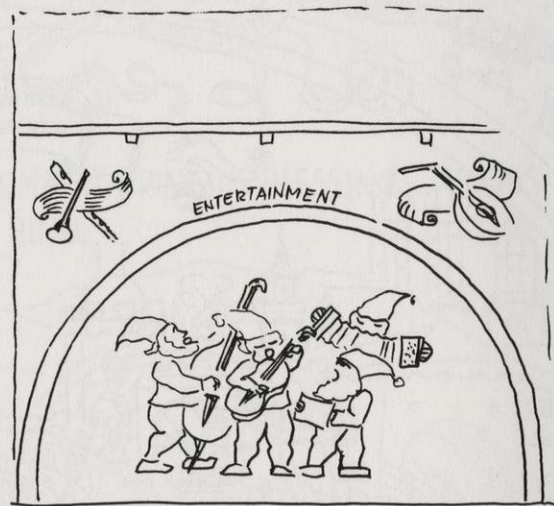


"WHEN WINE AND BIER MAKE WAR ON EACH OTHER  
WHO WILL WIN, WHO WILL LOSE?"



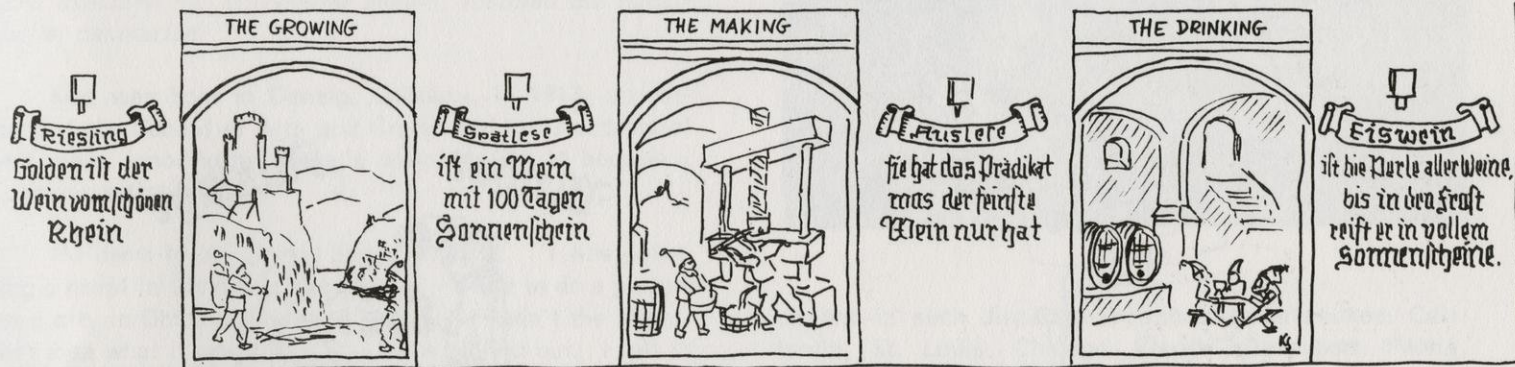


BIER AUF WEIN DAS LASS SEIN,  
 WEIN AUF BIER DAS RAT' ICH DIR.  
 DON'T DRINK BEER AFTER WINE,  
 WINE AFTER BEER WON'T HARM YOU.  
 THAT'S AN OLD SAYING!



WO MAN SINGT, DA LASS' DICH RUHIG NIEDER,  
 BÖSE MENSCHEN HABEN KEINE LIEDER.  
 REST THOU IN PEACE, MY FRIEND, WHERE SONGS ARE RINGING,  
 FOR WICKED PEOPLE NEVER THINK OF SINGING.

Füll die Sorgen in ein Gläschen Wein und immer wirst du fröhlich fein!



FILL YOUR WORRIES IN A GLASS OF WINE AND JOYFUL IS YOUR HEART!

RIESLING  
Is the golden Wine  
from the beautiful  
Rhine

SPÄTLESE  
is the Wine with  
100 days of  
Sunshine

AUSELE  
has the predicate  
of the finest Wine

EISWEIN  
is a premier Wine  
till the frost  
ripens in the  
full sunshine

THE STORY OF THE WINEMAKING





# Ves Studentens Traum

A STUDENTS DREAM.



MENSUR WAS PRACTISED IN HEIDELBERG  
TO RECEIVE SCARS IN THE FACE, AS AN  
HONOUR OF THE FRATERNITIES

# Introducing Kurt Schaldach

*who executed the Stiftskeller murals, restored the Rathskeller decoration.*

Kurt was born in Danzig, Germany, in 1913, and attended the School of Arts and Crafts and the Academy of Art there, ignoring his father's warning "not to become a starving artist".

He came to the United States in 1952. "I was painting a mural in Germany," he recalls, "I had to do a picture of a city in Ohio. Cincinnati, I think. I hadn't the slightest idea what it was like. So I came to find out. I fell in love with the country and I stayed." After reading in newspapers about Milwaukee and its 62 German societies, Schaldach made up his mind "to see Germany in America" and made his home base in Milwaukee.

There he worked in oil, acrylic, watercolor, fresco, secco and ink, specializing in Romantic painting, landscape, Gothic lettering, and restoration. He was made a member of the International Institute for Conservation of Historic and Artistic Works and Fellow of the American Institute for Conservation of Artistic Works. Commissions came thick and fast, from churches, breweries, country clubs, colleges, restaurants, businesses, and private home



owners--in such disparate locations as Milwaukee, California, St. Louis, Chicago, Florida, Davenport, Peoria, Champaign, and Roxbury, Wisconsin.

Among his best-known works: the restoration of the 19th century altarpiece in St. Norbert's Church, Roxbury; the "History of Milwaukee Harbor" in the former Elks Club, Milwaukee, for which the Club received an award from the Milwaukee Historical Society; the 40 x 45 foot exterior wall mural on the Usinger store and factory, Milwaukee, recognized by the City of Milwaukee "for the beautification of Milwaukee".

It took Kurt barely two months to cover, in elaborate detail, all the walls of the Stiftskeller. "I am a little



fast" he says. "It just comes out of the brush." He adds that his photographic memory enables him to store almost every motif he has seen in his "mental computer".

### APPRAISALS FROM STUDENTS

And what do students think of his murals, and of him? Schaldach talked to scores of them while he worked, answered their questions, and left a pad on a table where they could write whatever they liked. Here are a few comments, quite typical of many more:

"The murals fit in beautifully. I was delighted with the whole project. It's a pity the artist can't remain on hand permanently."

"Class of '52, I thank you for bringing this wonderful, talented man into our Union. We will always treasure his lovely art work."

"Wow! What a great idea! This

room has a certain atmosphere. Having met the painter, I shall enjoy this 'touch of Germany' at the Union. Thanks for thinking of us."

"My highest commendation to the artist, whose ideas and talents have gone so far in revitalizing the Stiftskeller."

"I spent many hours here when it was dingy but loved. Now it is a real treat to eat my lunch."

"I think it's the greatest thing that's happened to the Stift in a long time."

"It's rare to find someone who still takes a genuine interest in other people and what they do. You are such a person. We are left with a lasting impression of your amazing art and your kindness."

"Your work adds life and character to the Union. You have been made immortal."

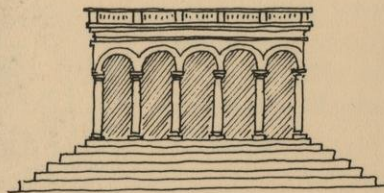


CREST OF THE ARTIST-PAINTER





Auf Wiedersehen!



1928-1978



# THE WISCONSIN UNION





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# Purpose

The purpose of the Wisconsin Union organization is four-fold:

**FIRST**, the Union exists to make the large university a more human place.

**SECOND**, the Union provides, in addition to the physical facilities where personal relations among students and teachers may naturally find expression, a comprehensive program for the social and cultural life of the University.

**THIRD**, through a Union of students, in a building devoted to recreation and an informal cultural and social life, the University undertakes to deal helpfully with all the hours outside the classroom, making leisure and study cooperative factors in education.

**FOURTH**, the Union is a great student cooperative enterprise, aiming to give students experience in self-government, the opportunity, through their own efforts, of reducing their living costs, and training in working for the welfare of their community.

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# A Home for Wisconsin Spirit



Since the very first campaign days in the 1920s when funds were sought from University alumni scattered all over the country to build "a home for Wisconsin spirit," an organization has been in existence to continue raising funds and supporting the Wisconsin Union in many ways.

Organized first as the Memorial Union Building Committee and then, in 1952, reorganized as the Memorial Union Building Association (MUBA) the educational and charitable, non-stock, non-profit corporation has most recently been involved in a million dollar golden anniversary campaign.

The Memorial Union Building Association is made up of individuals who have given money or become life members of the Union as well as other benefactors who have made donations to the student-faculty-alumni center at the UW in Madison.

There are currently more than 48,000 contributors to the Wisconsin Union living all over the world. As students leave the University, one out of every ten takes out a life membership within a year after leaving Madison.

Among the improvements made to or planned for the 50-year-old building as a result of MUBA's golden anniversary fund drive are: a new art gallery contributed by the class of 1925; a large reception room adjoining Great Hall funded by the class of 1924; expansion of the Beefeaters room and renovation of other meeting-dining rooms on the third floor of the Commons wing; an inviting plaza outside the new Commons entrance contributed by the class of 1951; improvement of the lakeshore and Hoofer sailing facilities, classes of 1927 and 1928; renovation of the Play Circle by the class of 1920 and friends of the late Fredric March; the creation of alte deutsch murals in the Stiftskeller contributed by the class of 1952; an addition of \$9,000 by the class of 1930 to its existing \$1,000 student Art Show purchase award fund; \$40,000 from the class of '30 for a new acoustic shell for the theater; the class of 1934's contribution of furnishings for the theater plaza; and many other new and rejuvenating projects.

For additional information about the Memorial Union Building Association or for a detailed financial report of the Association, write to the Association, 800 Langdon St., Madison, Wis. 53706.





# A Half Century of Constructive Involvement

When today's students think about the Wisconsin Union, some think of a cup of coffee or a beer in the Rathskeller, some think of a mini-course in investing or disco dancing, some think about the handy check-cashing facilities or the travel center or the outing center where they rent cross country skis. Others see the Union as a place to attend programs, hear concerts, see films, while another group thinks of the Union as the facilitator for their program ideas and leadership potentials, a place to get experience before facing the job market.

If you come right down to it, there hasn't been that much of a change in the basic goals of the Union over the years. It's still the place for communal interaction and friendships . . . a center for social, cultural and recreational activity . . . a home for Wisconsin spirit.

Of course, it's not a men's club as it was first conceived back in 1907. Women have a great deal to do with the Union now. And, the emphasis isn't on dancing as it was in the roaring twenties when the building opened. Although dancing has returned to a position of importance in the University student's life, many more things are important to current students . . . like where the country's going in the world and how the ecological balance can be maintained and where the world's food supply is going to come from in the next half century.

The Union has continued through the years — even through the most difficult years of depression and war and protests — to be the University of Wisconsin



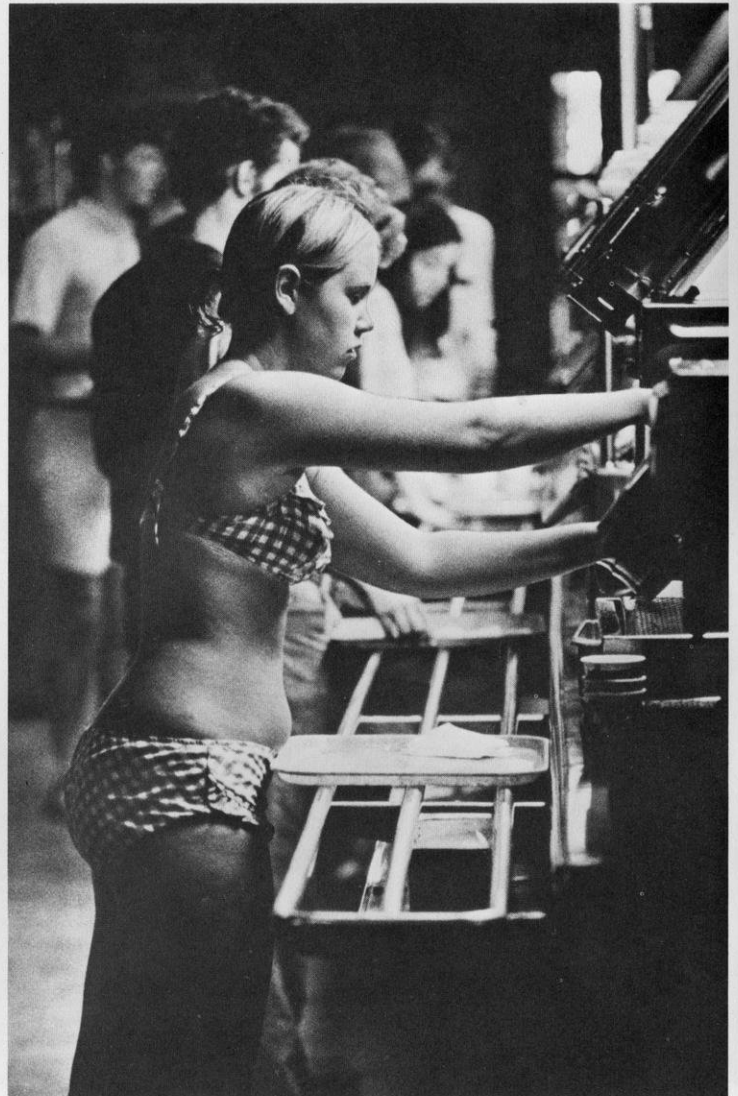
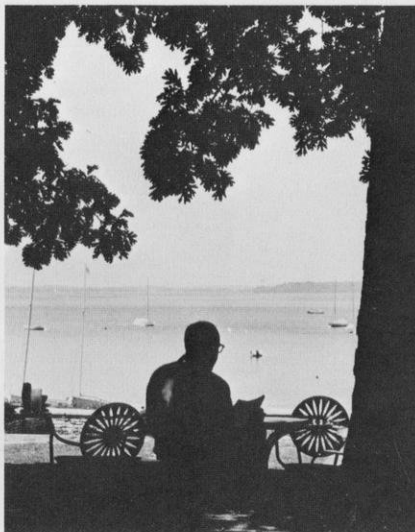


student's community center . . . a focus for its community life. The Union's role as such — a center for students, faculty, staff as well as alumni — has never changed through the years. Here is where they have come for entertainment, friendship, comfort, food, intellectual stimulation, fun, informal learning, jobs, art, experiences and leadership practice.

The walls of the Memorial Union have seen many students come and go through the years. From the cigar smoking, fun-loving, dancing stereotype of the '20s to the crusading, hard-working, more serious version of the '70s, the Union has played the same role in different ways — always reflecting the needs of the times and people of the University.

One of the greatest traits of the Union philosophy is its bendability. Since student leaders and committees are providing the activities that go on within the walls of the community center, it stays forever young and responsive to its members. This can be pointed out through the decades in the Union's response to the suddenly impoverished student of the depression years . . . in the concern for the service men and women and later the veterans of the wars . . . in the open attitudes and insistence upon democratic principles during the disruptions of the late '60s and early '70s.

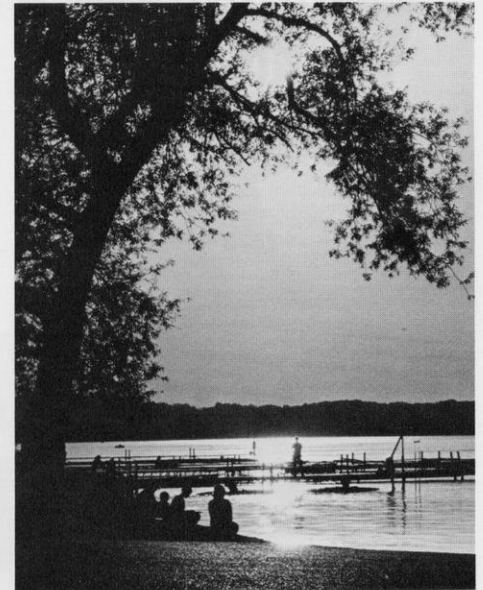
The Wisconsin Union's survival quotient is impressive! Born in the minds of some great leaders and made a reality by some strong survivors who wouldn't accept failure, the Union continues now to be a meaningful and real entity to



today's campus. A recent survey showed that 98.1 percent of the UW-Madison students had used one or both of the Wisconsin Union buildings at least once during the semester and that 87.3 percent felt that the Union met their needs either well or very well. Over half of the students had used one of the Unions at least once a week and one-third of them used the facilities four or more hours a week.

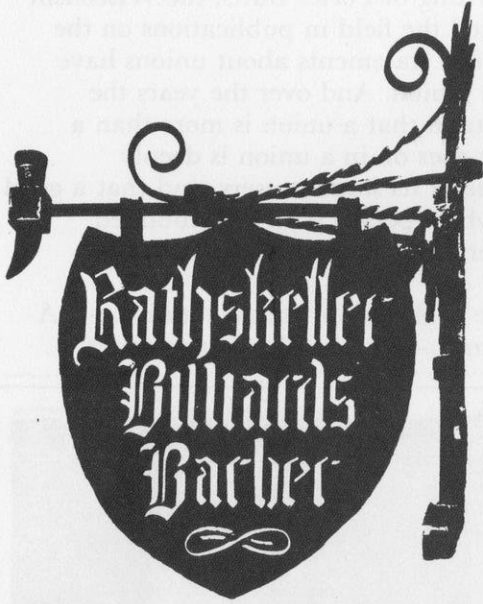
For those who need a more broad picture to convince them of worth, the Wisconsin Union early in its history achieved notice as a leader among Unions. The list of Wisconsin Union firsts ticks off like a non-stop watch. Literally, dozens of programs and facilities that started at Wisconsin have been adopted as standard union fare in the world of college and university unions. Because of the leadership and writing of Porter Butts, the Wisconsin Union's first director, the UW has long led the field in publications on the subject. Most of the definitive philosophical statements about unions have simmered and surfaced at the Wisconsin Union. And over the years the Wisconsin Union has held to its strong stand that a union is more than a dining room and book store — that what goes on in a union is deeply concerned with the growth and future life of its student users, and that a good union helps the student develop into a whole person with well-rounded interests, strong convictions, and a concern for the world around him.

The 50th anniversary committee's choice of theme for the celebration — "A Half Century of Constructive Involvement" — implies all of these things.





# Stars in Our Crown... Union Firsts... and other achievements



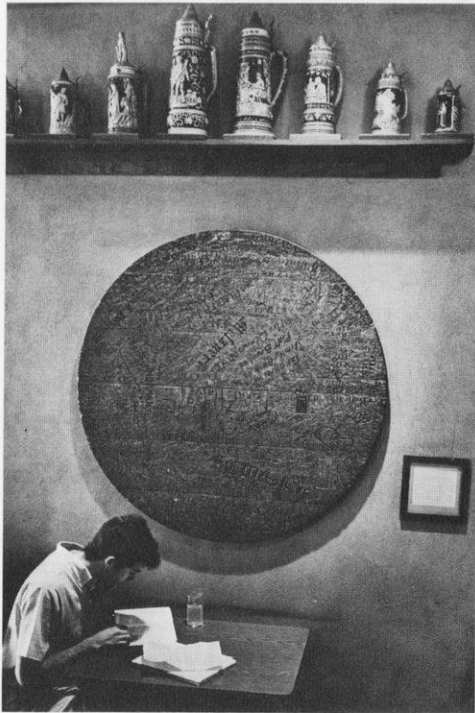
- The continuing presentation, beginning in 1919, of renowned concert artists, symphony orchestras, operas, dance companies, Broadway drama, and experimental plays.
- First union to identify and include a theater as part of its building. Inclusion of the theater in the 1939 San Francisco World's Fair as "one of the 25 most distinguished contemporary buildings in America"
- Visitations by Union concert artists to Madison schools, community agencies, organizations and centers performing as artists-in-residence throughout Dane County.
- The first University art gallery (1928); the creation of the Wisconsin Salon of Art in 1936, identifying the University with, and supporting, the on-going art life of the state.
- The first recreational craftshop on the campus (1930), and the first in any union.
- An all-student crafts exhibition, photographic competition, and annual student art exhibition (beginning in 1929) — providing stimulus and rewards for student creative art.
- Art-to-Go, original paintings to students for their rooms (first venture of its kind).
- Organization of the state's territorial centennial art exhibition in 1936, and authorship by the Union director of the first history of art in Wisconsin.
- Development of a permanent art collection of more than 600 works.
- Lectures, forums introducing students to state, national and world leaders, and their ideas.
- Revival of Oxford Union-type debates (1950s).
- Sponsorship since 1952 of an annual student creative writing contest, and publication of the campus literary magazine.
- A weekly program of distinguished documentary, foreign, art, and contemporary films beginning in 1939.
- The first careers conference on the campus (in the 1930s).
- The first lecture-discussion series on courtship and marriage (1938).
- The first college night club (1932).
- First union in the U.S. to serve beer (1933).
- Originator of intercollegiate game tournaments (billiards, bowling, bridge, table tennis).
- Operation of a day care center for children of students and faculty beginning in 1972.

- Establishment (in cooperation with the School of Education and Department of Sociology) of a bachelors and masters degree program in community recreation.
- First short course at any college for the professional training of union staff members in union administration (1962).
- 50 to 100 Mini-courses each semester, with 5000 students and alumni Union members enrolled annually.
- The founding (along with six other unions) of the Association of College Unions (in 1914). Now there are more than 1500 unions in the U.S., some 500 overseas.
- Meals for 24¢, and coupons (on credit) to buy them — to help students stay in school during the depression of the 1930s.



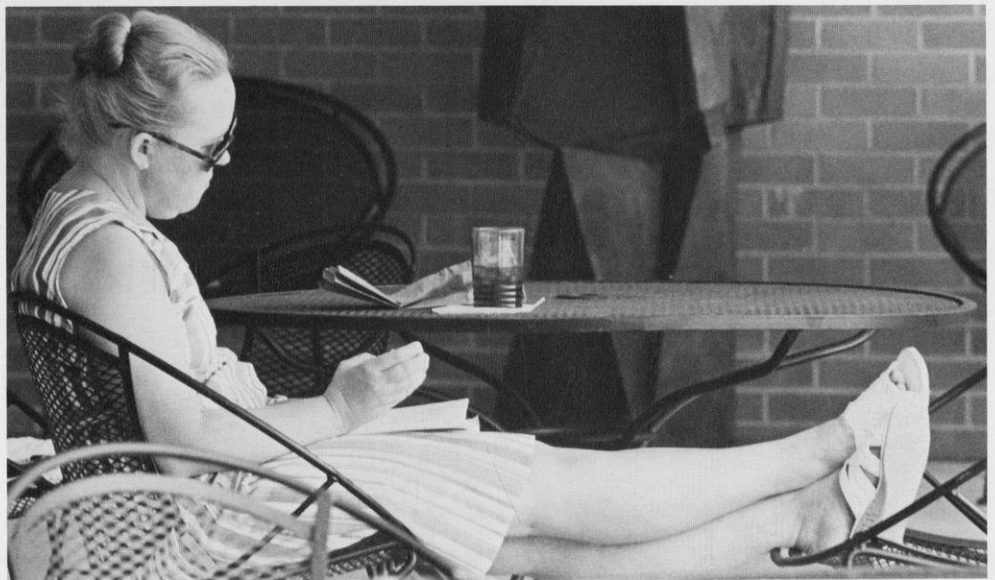
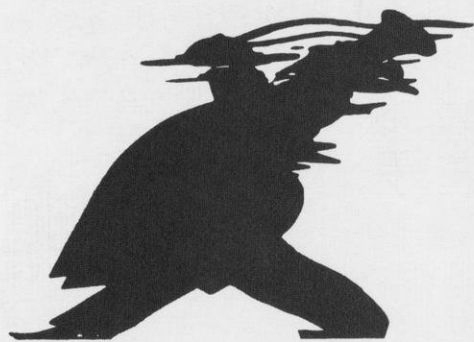


# Stars in Our Crown... Union Firsts... and other achievements



- Employment for 700-800 students each year.
- Construction and operation of the Muir Knoll ski jump and Observatory Hill toboggan slide (early 1930s).
- Comprehensive utilization of the lake as part of the campus recreational facilities — for the first time.
- Teaching of sailing, canoeing, skiing, mountaineering, scuba diving and horse riding skills. Sponsorship of intercollegiate skiing, sailing and horse riding.
- Largest and most varied outing program at any college. (3500-4000 members of the Wisconsin Hoofers.)
- Voter registration and information service. Free notary service, and polling places in both Unions.
- Administration of the recruiting program for Peace Corps and Vista volunteers.
- An extensive program of volunteer student service for welfare and school agencies in the Madison community. (3200 student volunteers contributing approximately three hours of service per week — at minimum wage rates, \$600,000 worth of services annually.)
- Annual Alternative Festival providing information, demonstrations and workshops on appropriate technology and energy alternatives.









# Diary of a building and an idea....

**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 but in making men, it must once more have halls of residence and to these 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.**

Pres. Charles Van Hise, in his inaugural address, 1904

Since the very early days of the Wisconsin Union organization, scrapbooks have been kept by staff members telling the story of the Union on the campus at Wisconsin. These scrapbooks — along with an already existing shorter diary and the records in the Union archives dating from 1904 to the present — were used to compile this historical diary. The quotations running along the side of the pages are from the writings on Union purpose and concept by Porter Butts unless attributed to others.

**1904-16 . . .** President Van Hise's eloquent appeal in his 1904 inaugural address for facilities for "the communal life of instructors and students in work, in play, and in social relations" was the beginning. With only two Union buildings in existence in the United States at the time — though they had flourished in England as men's clubs and debate societies for almost a hundred years — Wisconsin was very far advanced in even thinking of a Union.

First outcome was the organization by members of Iron Cross, senior men's honor society, of the "Wisconsin Men's Union" in 1907 — mainly for the purpose of leasing the main floor of the new YMCA on Langdon St. as a way of popularizing and rescuing the Y, which was in financial difficulty because its club rooms and dormitory were largely empty much of the time.

With vigorous leadership from the Union Board, which installed reading rooms, billiard tables, a "Wisconsin Hall of Fame", information and sales

*The Union's first headquarters at the YMCA was lost in 1916 when the lease was terminated.*





**It cannot be doubted by any person who is at all acquainted with campus life, that there are serious problems confronting faculty and student agencies in their attempts to induce leavening and fusing influences. . . .**

**Certainly, from the standpoint of the undergraduate-body, there is no other need so urgent as that for a Union building, which will combine in one place the facilities at present so entirely lacking.**

Crawford Wheeler in his report as student president of the Union, 1916

**Wisconsin saw that whatever the difficulties involved, the communal living which had grown naturally and spontaneously in the fledging college ought not to be lost in its populous successor. That new agencies and facilities were necessary to its rehabilitation was obvious. . . .**

desk, soda fountain, shoe shine stand, meeting rooms and offices for student organizations, the Y did take on new life. And, significant of things to come, the Board undertook what Wisconsin had not had before: an all-campus social-recreational program — “mixers” in the red gym, low cost dances at Lathrop Hall, “smokers” for men, faculty-student mixers, a daily calendar of University activities, “Union Vodvil”, performances by touring companies at downtown theaters, out-of-town football game returns by telegraph, and an all-University “Exposition” designed to create a favorable attitude in the legislature toward the University budget.

In 1916 the lease was terminated, because the now-successful Y wanted the space for its dormitory residents and because it was unhappy with billiard tables and the selling of cigars on its premises.

Meanwhile the Union Board learned about evolving unions elsewhere, joined with six others in 1914 to found the national Association of College Unions (Wisconsin’s student president was elected the first president), and returned from the national conferences fired with a new determination to have a union building at Wisconsin.

Meanwhile, too, President Van Hise regularly requested the legislature for building funds. In 1915 the legislature actually appropriated \$350,000, and things looked bright. But the next state regime rescinded the action, deciding all funds should go to classroom buildings.

**1917-24 . . .** Upon leaving the Y, the Union moved to a small residence owned by the University next door, and installed offices for itself, the Haresfoot Club, student publications — and one billiard table. This, the total physical provision for student out-of-class activity until 1924.

Then, in 1918, came the war, and men largely disappeared from the campus. But upon their return the Union Board revived all its former programs, and added a concert artist series (still continuing), using halls wherever they could find them. Now a new note: the proceeds of every program were set aside in a fund to build a Union. And every student organization was urged to follow suit.

Walter J. Kohler, Sr., then president of the Regents (later governor), remembering Van Hise’s appeals and impressed by the student efforts and the urging from Scott Goodnight, dean of men, that the Union be made the University’s war memorial decided the University had waited long enough. In 1919 he formed a Memorial Union Building Committee of alumni, faculty, and students to raise \$500,000, and assumed the Vice-chairmanship himself.

Dean Goodnight was released part time to direct the campaign. He was followed by Prof. Ned Gardner who went up and down the land sounding the clarion call “Build a Home for Wisconsin Spirit”, finding “lost” alumni (there were no records of who Wisconsin’s alumni were), renewing their interest, and signing up pledges of \$5 to \$500 one by one. It was the first general fund-raising campaign on behalf of the University in Wisconsin’s history, and it was tough going. Gardner enlisted Jack Dollard ’22 as an assistant and successor in 1923. Jack brought the campaign back to the campus, working closely with the Union Board, class presidents, and student service organizations in staging annual Union campaigns. One of every two students in the 1920s pledged \$50 or more (the equivalent of about \$250 in today’s dollars) to create a building they knew they would never have a chance to use as students. In that original campaign students gave more than alumni!

**1925-27 . . .** On Armistice Day, 1925, a crowd of 5,000 saw Pres. Glenn Frank dig the first shovelful of dirt for construction while three-inch guns were fired at

**The Memorial Union building will give us a “living room” that will convert the University from a “house” of learning into a “home” of learning.**

Pres. Glenn Frank, 1925

**The Memorial Union has always meant to me a good deal more than a building project . . . only full living induces full learning, and that full living comes only where and when there is the opportunity for comfortable living, cordial and frequent human give and take, complete self-expression, and a certain feeling of unity of purpose and action with one’s neighbors and friends.**

the exact hour at which the last gun had been silenced in France eight years before — appropriate for the building that was to be a memorial to the men and women who served in the war. But all the money needed was not yet in hand (as was then required by law) so the campaign, particularly among students, continued. The slogan was “Let’s Dig”; \$35,000 was raised in one year. When bids were opened in 1926, the lowest ran \$90,000 over the estimate. The Union Committee, faced with the alternative of cutting drastically the quality of the building or of borrowing money, persuaded nine alumni to guarantee personally a \$90,000 note at the bank, and contracts were let for the central and commons units to the low bidder, as required by state law. But the low bidder was a non-union contractor.

A flash in the April 15, 1927, **Cardinal** foretold what was to become a serious problem in months ahead: “Sixteen workmen and five carpenters walked off the Union job yesterday.” A picket line was thrown around the building. The contractor built a dormitory shed on the lakeshore behind the building for workmen willing to work. In a midnight skirmish striking laborers destroyed the shack, routed and injured the occupants. On May 20, 1927, a 24-hour police guard surrounded the construction site and was not withdrawn until August 30.

Still, the cornerstone was laid in a Memorial Day ceremony in 1927 and the University’s military service record of 10,000 names and the Gold Star Honor Roll of 219 names were sealed in the stone, together with the Union roll of 10,000 paid-in-full donors.

With steel and stone rising once again, alumni — mainly Phil LaFollette, a former Union Board member who later became governor — worked out a plan for a private non-profit building corporation which could borrow \$400,000 to equip the building. The Men’s Union and Women’s Self Government Association petitioned for a \$10 Union membership fee to be paid by all students — which would assure payment of the loan and provide building operating funds — and won approval from the Board of Regents. Leon Pescheret, interior designer who had done the furnishings for Chicago’s Drake Hotel, was retained to develop the interior scheme.

*The promise of the new Union is spelled out on the sign to the right. YMCA is shown behind the sign.*





**A House devoted to student life, if it is to justify its existence, must stand pre-eminently for the cultivation of the arts, for the encouragement of the undergraduate's interest in public affairs through the medium of speakers and of debates . . . and for the formation of lasting friendships.**

J. Burgon Bickersteth, warden of Hart House, University of Toronto in his address dedicating The Wisconsin Union, 1928

**1928-29 . . .** Porter Butts '24, who had succeeded Dollard as director of the fund raising campaign in 1926, was appointed director of the Union. With the Union's student president and the "University Committee on the Union" he developed a constitution for the new Union which stated the Union purpose as "providing a common life and cultivated social program for its members" — students, faculty, alumni, and patrons — and created a governing board with a majority of students as members and a student as chairman — a unique concept at the time. On March 7, 1928, the Regents approved. Dr. H. C. Bradley, chairman of the University Committee on the Union, said: "Faculty and Regents have agreed unanimously on an organization plan which puts the control of the Union very definitely in the hands of the students, with a sufficient number of older members to supply continuity and balanced judgement."

The building was formally opened on Oct. 5, 1928, in impressive ceremonies that lasted three days. The classic Italian Renaissance-style structure sparkled with new paint and furniture, plus a shiny new \$400,000 equipment mortgage and a bank debt now at \$119,000. Nobody knew exactly what a Union was or could do. Typical questions were: "Is it used?" and "Does it pay?" The answers after the first year of operation from the Union Council: 3,600 entered the building every day and the dining rooms lost only \$3,700.

Although the women were safely headquartered several blocks away in a center of their own at Lathrop Hall where the Union ran Lathrop Hall Parlors and a

*Construction of the Memorial Union nears an end in the winter of 1927.*



*Early Great Hall (1928 to World War II)  
was a Women's Lounge.*



At first, in 1929, we only dimly perceived what we were doing, what a union was for. Then . . . we began to see the Union as a means of building a better kind of community — making the University a “more human place”, doing something about the economic welfare of students, providing a general social-cultural-recreational program — with the building the center of campus community life in all its aspects.

We look on the Union as one of the valuable educational workshops of the University — a laboratory for the close study of all our complex social relationships — the equipment for experimentation in the very slightly cultivated field of the student's leisure hours. Here on the campus we believe that the University's educational function does not end with classroom hours.

tea room, their presence was greatly missed in the new Union building. Furthermore, women had contributed as much to the new building as men, or more. So changes were quickly made. Great Hall, which had been planned mainly as a dance hall, was furnished and made into a dating parlor for both men and women, and daily afternoon teas for women were held there.

By the end of the year the Council took another look at Tripp Commons — first conceived as a boarding hall for men, as at Michigan — noted an \$8,000 loss, and turned it into a lounge and study room, but still for men; the Great Hall was made into a retreat for women; the main floor shed its “men only” signs and became thoroughly coeducational.

In June of 1929, it was reported the building was serving a larger number of people daily than any of the other established unions on the continent with the possible exception of Hart House in Canada. The annual report noted that things were getting crowded and “we are beginning to need a proper concert hall and theater.” The demand for bowling was noted. “It is not too early,” the report said, “for the Council to give its thought to plans for the third unit, what it might contain and how it might be financed.”

**1930-37 . . .** The Union was learning the price of being a public servant. Two investigations — one by the Alumni Association and one by the legislature — asked such questions as: “Do you cook with Wisconsin butter or Crisco?” “Why does the Union have dining rooms competing with private restaurants?” and “Is student government of such a large financial enterprise the right thing anyway?” The Council announced that it did not regret the appearance of investigations, saying that “they are implicit in the nature of a democratic institution and necessary to its effective functioning.”

Meanwhile committees were hard at work — the Women's Affairs Committee undertook contract bridge lessons; the Rathskeller Committee produced a weekly movie news reel and the Quarters committee was trying to keep peace among the constantly feuding **Cardinal**, **Badger**, and **Octopus** humor magazine with inter-office parties.

1930 also brought billiards into Tripp Commons, with bleachers set up and some 500 people watching the national amateur championships — complete with players and referees in formal dress.



Student government in such an institution is no theoretical vagary, no gallant gesture. Students have a chance to share in and cope with the pressing problems of the day; we have an instrument through which we can genuinely affect the economic welfare of the campus . . . This is precisely one of the things that makes the Union experience rich in value for students. Here, in the most realistic and challenging terms, is a training ground for good citizenship, and self-government. To have such opportunity is a precious asset . . .

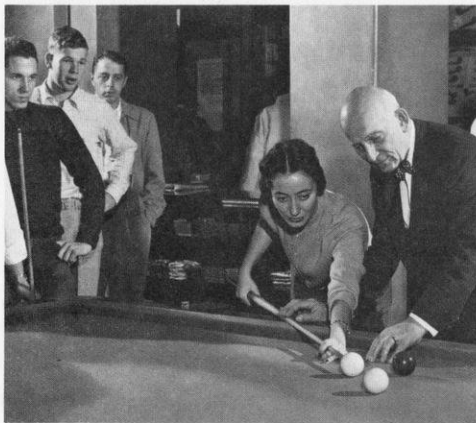
The dining rooms of the Union are hardly commercial competitors in any sense, fair or unfair. The University is concerned with such departments only as they are incident and necessary to the larger goal of providing the elements of an educational home. Dining rooms are natural and necessary daily gathering places where the influences of conversation and of group life work out most effectively. The dining table is universally the symbol and center of family social life; it has become equally the center of college family life.

The clouds of the Depression were now gathering on the campus and the Union Council determined to provide students with necessities at the lowest possible cost. Prices were reduced 20 to 33 percent and meal prices were cut to an average low of 24¢ (less than at any time since 1883). When all the banks closed, the Union, by noon of the first fateful day, was issuing meal books on credit to 300 students who were caught short of cash.

"It has been the most difficult year," the 1932 annual report said, "but also the most exciting and challenging because at no other time has the Union been able to demonstrate so amply its value as a student cooperative economic association and as an agency for sustaining morale."

The tone of things became much more serious . . . the all-campus "big-name band" dances were no longer a principal form of social recreation. Students took to less expensive and more fulfilling activities such as discussions, music, games, and informal outdoor sports. In 1934 Gertrude Stein lived in a Union guest room three days, read her poetry to over-flow audiences in Great Hall. She wrote in the Union guest book: "For the University of Wisconsin Union, the pleasantest American everything, including students and cooking." The Women's Affairs Committee inaugurated daily afternoon teas in the Georgian Grill, and established the Katskeller, next to the Rathskeller, a tongue-in-check response to the men only Rathskeller. Then with 3.2 beer declared non-intoxicating by Congress, it was served in the Rathskeller — the first public university to serve beer on campus.

In its efforts to help students economize the Council was hit with charges of unfair competition and with court suits by restaurant owners (which were eventually dropped). The Union tightened its long-standing membership regulations by placing an attendant at the cafeteria door to check member cards, only to discover that one court suit for letting people in the building was followed by another for keeping them out.



*Charlie Peterson, billiards expert, teaches University students the gentlemen's game of billiards in 1954.*



*A bit of the Riviera was transplanted in Madison on the Union terrace shown here in the '30s.*

The depression left us with a heritage of surpassing concern over economic problems. But in a university, of all institutions, we need to guard and nurture also the values of spirit, intellect, and character, of constructive social and cultural gains for our community. . . .

Financial issues are transitory. Friendships, social adjustment, the wish to serve the commonwealth, the sharpening of one's personal abilities in the give and take of group activity are of enduring importance. They determine the course of men's lives as largely as do books and degrees.

It seems clear that what is now most needed are the community values supplied by an auditorium where large groups of students can feel the inspiration of common thought proceeding from a speaker, and share in common the recreation and the cultural development provided by student-created or professionally-presented drama, music, motion pictures, pageantry and dance.

New programs included the Wisconsin Salon of Art, the Hoofers outing organization (the Class of '32 provided funds to build a steel ski jumping scaffold on Muir Knoll), and intercollegiate billiards, which was founded at Wisconsin and played by telegraph. The teaching of recreation skills, the use of the Union by other departments for student field work experience, the wide-ranging cultural program, the training of students for community leadership proceeded apace. In 1935 the Union was designated by the Regents as the UW's Division of Social Education.

With federal public works money coming into the picture, it was decided to go ahead with the theater wing envisioned in the original plan. The University had no theater worthy of the name. Wisconsin Players was producing plays in a built-over classroom in Bascom Hall, without modern equipment or rehearsal facilities. Going to Bascom Theater meant a long climb up the icy, dark hill, a scramble for parking space, the rattle of writing arms on seats, poor ventilation. Nor was there an auditorium that might properly be called a concert hall. All sorts of makeshifts were used: the Union ballroom, classroom buildings, the gym, the stock pavilion. And all shared the same defects: uncomfortable folding chairs, noise, glaring light, poor ventilation, even fire hazards.

To build the theater wing, \$266,000 was obtained in a grant from the Public Works Administration, \$585,000 from a loan, and \$135,000 from gifts and the operating surplus of the Union.



*The Union Main Lounge, called the "Council Room," as it appeared in 1928.*



The Union theater project started with the assumption that formal education, recreation, and cultural expression are inevitable and deservedly interlocked in every scheme of civilized living. It was considered important that the arts should not exist in specialized isolation as so often occurs — a separate theater for drama only, a tomb-like art gallery open only at certain hours, a remote workshop — but rather that they should be associated with the vitalizing daily social life of the campus community and thus establish a creative and recreative center that would be alive from top to bottom almost every hour of the day and evening.

By the late 1930s it became abundantly apparent that the days when the Union was merely “a place to meet” and a place to eat are long since gone.

The Union is now a community center of the first order . . . It concerns itself with the whole area of student life and interests outside the classroom, exploring all the possibilities of making study and play cooperative factors in education.

**1938-40 . . .** The old presidential home at Langdon and Park was dismantled, and the groundbreaking held in 1938. The formal opening came on October 9, 1939, and the first performance with Alfred Lunt and Lynn Fontanne in “The Taming of the Shrew” made theater history in Madison. In its first few years, the theater was in use an average of more than once a day, and more than 40 new types of programs and services were made possible. The Wisconsin Players, Haresfoot Club, Orchesis, band and orchestra, University convocations and lectures finally had a congenial home. Traveling shows playing the new house included “Porgy and Bess” and “Othello” with Paul Robeson, Jose Ferrer, and Uta Hagen. And the acoustics and multi-use facilities, planned with the help of Michael Hare of New York, project designer, and Lee Simenson, scene designer for the Theater Guild, were a smashing success. Said Sinclair Lewis: “The most beautiful theater, with the most beautiful site, in the world.” The **Architectural Record**: “Probably the most complete community theater center to date.” The San Francisco Worlds Fair: “One of the 25 most distinguished contemporary buildings in America.”

A long contemplated reorganization of campus government finally came about with the dissolution of the Men’s Union, the formation of a general campus governing body which included women, and the creation of the Union Directorate to provide social, cultural, and recreational programs. The change happened only after several stormy sessions, including one in which the men’s Union president spirited away an entire issue of the **Daily Cardinal** which he did not like, hid it under a lakeshore pier, then resigned.



*The new theater wing rises on the west end of the building in 1939.*

Out of World War I came the compelling evidence from military camps here and abroad of the need for recreation centers wherever large numbers of young people are gathered together away from home. . . . Now, as military units are established on and near the campus, this World War I memorial center is emerging in the new and singularly appropriate role of serving directly the young men and women of the military forces.

In short, then, social education means cultivating in students the desire and the ability to bring their personal talents to bear as social forces.

All that we do is intended to conspire toward this end. The building and the program within the building give students the chance to try out and practice in their daily lives with other students what they learn in the classrooms. . . .

**1941-45 . . .** The Union took on a new and appropriate role with the beginning of World War II. Two thousand Army and Navy personnel were fed in the dining rooms, three shifts a day, every day of the year. All service men and women on the campus were made members of the Union, and thousands of men from Truax Field swelled the khaki population to the point that chairs in the Rathskeller were hard to come by.

The theater was used for monthly Army and Navy graduation exercises, for Navy Happy Hour shows and Wednesday night movie premieres, Army amateur talent shows, and for U.S.O. shows. The Waves used the ballroom for fitting uniforms. More than 700 co-eds organized into units for weekly hostess service at parties in the Union and other service centers in Madison. An average of 3,244 military personnel used the Union every day. For the four years of the war the Union was never closed a day. There were parties for the military every Christmas, and Duke Ellington played for them one New Year's eve. Two Army men at Truax Field, in a gesture of appreciation, wrote a song called "Reunion at the Union" and dedicated it to the Union. It was published by the Union — and sold out.

"There are many things we just aren't able to do, or to do the way we would like," read the annual report, stating that during 1944 the Union lost one full-time employee every day to the service. There were 3.6 women for every man on the campus. One result: the Rathskeller, for the first time, was fully opened to women; another: the Union had in 1943-44, its first woman president.

**1946-49 . . .** As the veterans began to return, the Union went into the family business. Highchairs made their appearance in the food units, an active veterans' wives organization was formed, wives of students were granted membership privileges, and the Union began recreation programs at Truax Field and Badger Village, the married student housing complex at the abandoned powder plant 30 miles away.

As campus enrollment increased by leaps and bounds the Union traffic count showed 12,000 to 14,000 people entering the building every day. Almost 8,500 meals were served daily, an increase of 2,000 over the previous year, and lines at



*Waves and Navy radio trainees are shown here in the Paul Bunyan room in 1944.*



*Students gather in the Rathskeller after classes in the early 1940s.*



**It may well be that the Union has its highest value as a community center.**

**The main task of the war, and the task in peace, in broadest terms is to achieve a better world, in which men can live and work together peacefully and fruitfully. This achievement is an individual and a world task. But above all it is a community task. Only a community is both large enough and small enough to assert a pattern of fruitful living which influences deeply the individual citizen and to forge the common will to have the kind of a world we want. . . .**

the food units were sometimes two blocks long. "Roundy" Coughlin in the **Wisconsin State Journal** wrote that the biggest joke of the year was looking for an empty chair in the Union. The Old Madison room was turned into a dining room with cafeteria-type service and the Union moved the powder plant mess hall to Breese Terrace, operating it as a cafeteria. Quonset huts appeared on the lower campus; the Union used two for office space and eight others for evening meetings. The building was bursting at the seams and plans began for a comprehensive remodeling and expansion program to ease the squeeze. The major building refurbishing that resulted included the gallery and main lounge and spanking new elevators.

The University's centennial year was 1948-49 and the Union hummed with activity. Daily traffic was 15,000! Students heard the New York Philharmonic, Fritz Kreisler, Gregor Piatigorsky, and Vladimir Horowitz. They saw Margaret Webster's Shakespeare Company, the Lunts, Maurice Evans in "Man and Superman", and Uta Hagen in "A Streetcar Named Desire." Old masterpieces worth \$750,000 from the Metropolitan Museum were exhibited in the Union's new main gallery, under the watchful eye of an armed guard. In 1948 **Time** magazine, in its own description of the Union, said: "It's almost impossible **not** to have a good time at Wisconsin."

*Cellist Gregor Piatigorsky is shown here back stage with 1947-48 Music Committee members, Louise Borden and Robert Gresch.*

*The 1947 Winter Carnival committee puts finishing touches on plans for the big week.*

*Students dance at the 1947 Open House.*



**But, if a community is to play its part in the building of a better world, it must first of all be a true community, and as a starting point it needs to be sure there is a focus, a home, for its community life — in short, a community center.**

**1950-51 . . .** War in Korea. Male students spent more time studying to keep their grades up and themselves out of the draft (men in the upper half of their class were deferred). Other results: a drop in enrollment; two women to every man applying for committee work.

The Union continued to bring top attractions: the Minneapolis Symphony, Alec Templeton, the Royal Philharmonic with Sir Thomas Beecham conducting, the Jose Limon dance company, Dame Myra Hess, "Mr. Roberts" with Henry Fonda, Isaac Stern, Lotte Lehmann's farewell concert, the First Drama Quartet, Ogden Nash and the Ballet Theater.

What I would like to see, in short, is a program and a process in which college graduates by the hundreds, motivated by their campus experience and equipped with know-how from well conducted student activities, attend legislative hearings and make themselves felt, do their part in community chest drives, work on PTA committees, lead in getting a civic music association or better housing, start a community forum, join the voters leagues, volunteer to help set up a neighborhood recreation program or a teenage center, run for village, county, or state offices.

All together there were more than 2,000 audience and recreation events, most of them free, planned and presented by 600 students on Union committees — lectures, art exhibitions, student-faculty coffee hours, ski outings, foreign student “Friendship Hours”, game tournaments, craft instruction, mixer dances, creative writing contest — and on through 149 types, five times as many types as offered by the average union.

Forums were held on religion and science; the first Oxford Union-style debate focused on the resolution: “The University of Wisconsin would have achieved greater fame if women had been excluded.” (The women won!) And one Sunday afternoon and evening two differing programs brought socialist Max Lerner and Sen. Joseph McCarthy to the theater stage. Meanwhile, Rathskeller coffee jumped its historic five cent bounds and opened the eyes of coffee drinkers one morning with a two cent increase.

**1952-53 . . .** Election year brought primary candidates Harold Stassen and Estes Kefauver to the Union and a debate was held on the question of the effectiveness of the Democratic party in combating communism. Owen Lattimore and Marquis Childs also spoke and President Fred reaffirmed the “time honored tradition” of providing a “forum for the free exchange of ideas and viewpoints upon current events and issues.”

*A new milk shake machine debuts in the Rathskeller at 1950s prices.*



Between 9,000 and 11,000 meals were served every day and students were given a price break by Rufus Rollback, a fictitious chef who cut food prices to pre-World War II levels on certain menu items each day. And to give punch to the calendar year's finale, Wisconsin got the Rose Bowl bid. The Union provided the celebrative atmosphere with a Monday afternoon Victory Dance, plus free coffee in the Rathskeller.

In 1953 another stellar group of artists and speakers came for the Union's silver anniversary observance — Eleanor Roosevelt, Emlyn Williams, Louis Armstrong, Carl Sandburg, Trygve Lie, Katharine Cornell, Ella Fitzgerald, the



We spend so much of our time and our substance arranging for the necessities that let us exist . . . always having to postpone to another time, for one pressing reason or another, the things that make life really worth living.

Boston Pops, Uta Hagen, Jascha Heifetz, the Agnes DeMille Dance Theater, Arthur Schlesinger, William Warfield, Anna Russell, and the New York City Opera Company. Mrs. Roosevelt wrote in her "My Day" column: "Wisconsin has a very fine Union building, perhaps one of the finest I have seen anywhere. They use it for cultural as well as social activities."

The Union "family" celebrated, too; former chairmen and present leaders gathered to celebrate the 25th year of what, they were convinced, was the leading college union in the country. The birthday cake was cut by Gov. Walter Kohler, Jr., President Fred, and student president Ted Crabb.

*The Union's 25th birthday finds Ted Crabb, then student president, cutting the cake while Gov. Kohler, and University president Fred watch.*



And then one day there suddenly bursts on the scene a new institution like this one — where people can come together to enjoy each other; where there are a multitude of services and conveniences which make the day go easier . . . where social mindedness becomes a habit and people work together for the common welfare as a matter of course; where students by the thousands can engage in what Prime Minister Nehru calls the most important thing in the world — to get to know and to understand other people.

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

**1954-58 . . .** The Union's first 25 years was dramatized by the production of the first film to portray, in color and sound, the purpose and program of a union. Titled "Living Room of the University," it won a Hollywood Screen Producer's Award.

The 20th anniversary of the Salon of Art was enlivened by a Madison firm withdrawing its award on the grounds that the art selected for the Salon could not be understood and enjoyed by normal people. Norman Thomas came to discuss socialism, Mortimer Adler to refute Darwin. In a February appearance, Viet Nam's ambassador to the U.S. reported that nationalism, not communism, was the strong force in his country.

The subject of beer was re-studied after a Madison alderman proposed to remove it from the Union. Other discussions that year focused on such issues as academic freedom and the pros and cons of compulsory ROTC. Came spring and the **Cardinal** and the Union argued over what constituted proper attire in the Union: shorts were approved on the terrace and "in the informal atmosphere of the Rathskeller" — but not elsewhere.

1957 brought the opening of expanded dining facilities including a cafeteria with a view of the lake (cost: \$1,293,000). This put the Union in a position to deliver food to the new Wisconsin Center, University Club, several fraternities, and the French House; the design in turn, brought the Union several awards. Four major anniversaries were celebrated — the 20th for the theater, the 40th for the concert series, the 25th for the Salon of Art, and the 50th of the Wisconsin Union organization.

Controversy centered in the Rathskeller. Union committees wanted occasional programs there, such as afternoon jazz sessions. Objectors charged Union villains were out to "normalize" the Rathskeller. The **Cardinal** cried "Save the Rathskeller."

In the Union, seeing art can be, and often is, as natural and normal a matter as seeing your friends or taking your meals. And I would remind a hesitant university administration that for every ten who see an exhibition in a museum, a thousand will see it in the Union.

Never since history began have so many had so many hours of leisure for high achievement as now, in America.

The Union has a unique and superlative opportunity to bridge the gap between classroom and leisure, and to enhance the quality of leisure, because it is precisely in the area of a student's leisure time that it operates. . . . and the university suddenly finds that it has, through the presence of such a union, a new dimension in education — a vast expansion of the time area in which it educates.

**1959-62 . . .** In 1959-60, 214,900 people attended 414 events in the theater, exceeding attendance at social events by one-third; 314 students entered the annual student art show; an average of 820 visited the gallery each day; 173 manuscripts were submitted in the Union's creative writing contest; 50 lecturers discussed issues of the day. All this prompted **Holiday** magazine to report: "The Union is the center of Madison's rich cultural life."

Increasing enrollments created space problems again and the Directorate staged noon-hour programs to stretch out the peak rush hour in the food units — also to serve commuters who weren't on the campus afternoons or evenings. Paintings worth \$2,600 were stolen by a thief who later was identified by his black tennis shoes. Richard Nixon won a mock election over John F. Kennedy. The Union notarized 7,000 student absentee ballots.

In order to keep food prices down, the Rathskeller counter was made self-service and, to add insult to injury, "hostesses" were introduced. When they started checking ages and asking patrons to take their feet off tables, the **Cardinal** proclaimed, "The old Rat is dead!"

The Union presented a master plan for lower campus development including games facilities under the parking lot between it and the red gym. A guest house of 150 rooms for alumni and conference visitors with underground parking, was included on the gym site. The proposal also mentioned, for the first time, "an eventual branch facility somewhere to the west on campus."

Joan Baez appeared barefoot on the Union Theater stage to a sell-out audience. The **Cardinal** reviewer predicted "Joan Baez — Soon this is all we will need to say when this plaintive little girl presents an evening of folksongs about frustrated love."

On March 31, 1962, Martin Luther King, Jr. told a theater audience — "We've come a long, long way, but we've got a long, long way to go" in the integration struggle. He warned segregationists: "We will wear you down by our capacity to suffer." Three weeks later, William F. Buckley recommended the use of force — even nuclear war — as an instrument of foreign policy.

*The cafeteria expansion changes the look of the Commons wing in 1956.*

*Dr. Martin Luther King signs the guest book after his 1962 lecture while the Forum Committee Chairman, Jim Ehrman, looks on.*





One of the greatest values that has come out of the development of unions has been the opportunity afforded the college to train students in self-government and in leadership of community affairs.

Genuine interest on the part of students and the assumptions of real responsibility, however have been achieved only when students have been given a leading and central part in the direction of the building and its programs. When a student is president, the general student body sees him as a symbol of the student body's essential part in the success of the enterprise and of the college's confidence in students to do a good, responsible job.

**1963-65 . . .** The Cardinal continued its self-appointed role as guardian of the status quo by crying "Save the Stones!" on the terrace, but the rough flagstones which tipped tables and turned ankles were replaced by smooth cut stone and colored cement. Howard Mumford Jones was a judge of the Creative Writing Contest. Bill Moyers blitzed the University for the new Peace Corps and the Japanese game "GO" captured student fancy. A mock GOP political convention nominated Gov. William Scranton. The Union set up a committee to promote student volunteer work in the community, established a reception center and temporary lodging for new foreign students, organized an International Festival which 7,000 attended. The Hoofers sponsored legislation to preserve the Wolf River in its natural state.

A steady stream of the "great" and "near great" continued to come to the Union — Elizabeth Schwarzkopf, Marian Anderson, Isaac Stern, Josh White, Igor Oistrakh, Lotte Lenya, the Alvin Ailey Dance Theater, the Royal Shakespeare Company, and the Chicago Opera Ballet. Writers Stephen Spender, Karl Shapiro, John Barth, Saul Bellow, and Kenneth Rexroth lectured. Senators Hubert Humphrey, John F. Kennedy, and Strom Thurmond each spoke his piece. Said Senator Kennedy: "I found the students at Wisconsin alert, intelligent, and uninhibited. It was a most stimulating meeting for me." Tran van Chuong, former Vietnam ambassador to the U.S. and father of Madame Ngo Dinh Nhu, said that "American security, the future of Southeast Asia, and of the whole world are at stake in Vietnam." Betty Friedan, described then as the "Pied Piper of the trapped housewife," introduced **The Feminine Mystique** to UW audiences. All together, in 1963-64, 9,000 organized group events, one-third created by the Union itself, with 650,000 attending.

The theater celebrated its 25th anniversary and gloried in the fact that four million patrons had pressed through its doors on October 4, 1964. Wisconsin's governor and his Council on the Arts gave the theater an award "for achievement in the performing arts" which cited its "national reputation for excellence and diversity in programming". Plans were announced for a new Union somewhere in the Randall Ave. area and the May 27, 1965, **Capital Times** carried the headline that the State Building Commission had ok'd a "Frank Lloyd Wright Union."

*Union Theater director, Fannie Taylor (left), Porter Butts, Union director, and Fred Buerki, Theater technical director, watch Joan Wilkie Murdock, Theater committee chairman cut the 25th birthday cake for the Union Theater.*



It is a fundamental in democracy that citizens must take part. Every person in a free society can help in his individual way to shape it — by working with others on a social need and offering the help it is in his power to give. We do what we can because it is the right thing to do — the essence of a self-governing society. And it counts. The unofficial Peace Corps motto, borrowed from Edward Everett Hale, is “I am only one, but still I am one. I cannot do everything, but still I can do something.”

It is as a counter force that a college union . . . may find its most significant and useful role. On the one hand it does indeed give the large body of students a chance to make themselves felt and heard, offsetting and balancing the minorities which would like the public to think their view is the general student view. And on the other hand, it works around the clock to arouse the indifferent, self-centered students to an active, but *constructive*, part in community affairs and to an interest in the things that broaden their experience on the campus, and lift the quality of their lives.

The least we can do is to make sure we carry out the historic union tradition of providing not only the facilities but the impetus for free and open discussion of any and all issues, for everybody. And do it before the issue reaches the boiling point. This doesn't mean just providing a hall for others. It means the Union picking up the issue and ventilating it itself, in time; making sure there are speakers on *all* sides of the question; and, equally important, making sure the *audience* is representative. . . .

**1966-69** . . . 10,500 students now drove cars; class buildings and housing moved farther and farther away from the Union (5,400 married students living in distant apartments, plus thousands of single students). The Union Trustees recommended parking for 400 cars in the lower levels of the building to be constructed on Park St. across from the Union theater.

As “civil disobedience” became a common phrase, Prof. Merle Curti cited the gains made by society using such techniques in a Forum Committee-sponsored speech. Martin Luther King, Jr. returned after winning the Nobel Peace Prize and called for increased federal action in support of civil rights. Students protesting the Vietnam War picketed the Marine Corps recruiting booth in the Union and the Council later adopted guidelines allowing picketing so long as the pickets “do not hinder traffic.”

Union committees decided to start an “outreach” program to provide communal activities for students far from the central campus area. Hooper outdoor programs gained in popularity; membership rose to 2,000 (1,000 new sailors in summer alone). A new boat house with boat repair facilities was opened up under the Union theater.

As the protests raged, committees did what they could to keep the community informed and to provide a platform for rational discussion. The protest against the Dow Chemical Co. sparked the Forum Committee to offer an open debate between students and Dow. Dow refused at first, but accepted the second invitation. The **Wisconsin State Journal** described student attitudes in an article about the New Left on Dec. 13, 1967: “In the Rathskeller . . . elsewhere on campus, at colleges across the country, more and more students under the banner of the New Left are shedding the robes of apathy and donning the cloak of action.”

The 1967 Union traffic survey showed 18,663 students entering the Union every day. On the art scene, a student entered himself as a living sculpture in the Student Art Show. Breese Terrace Cafeteria, the postwar “temporary” building which had served the west end of the campus, was destroyed by fire in 1968 and the Campus Planning Commission approved plans for Union South.

Porter Butts retired in 1968 after 42 years as Union director; hundreds of former Union committee workers and staff members returned to salute him at a “Union Family Dinner.” Ted Crabb, former staff member and director of the UW-Milwaukee Union, was named the Union's second director.

A move to close the Rathskeller in order to curtail “illicit drug traffic” was rejected by the Board of Regents, but a campaign was launched with high schools and parent groups to keep high schoolers out of the Union. A crack-down of non-students in the Rathskeller brought a protest. Since one non-member expelled after a fight with an employee was black, the charge of racism was raised and a boycott was staged. The Union Council found itself immersed in another growing societal issue of the time. A satirical version of “Peter Pan” produced in the Play Circle made national headlines when it was cancelled by the University because of a nude dance scene.

A symposium on “The Black Revolution: to What Ends?” brought such prominent blacks as Jesse Jackson, Andrew Young, and Nathan Wright. A less controversial, “Poetry Weekend” featuring local and national poets, as well as a chamber music series, were staged. Earth Week, an ecological observance, was a project of the Hoopers. But then another boycott of the Rathskeller was threatened, this time by an ecology group because of the plastic utensils used.

When the U.S. entered Cambodia and chaos enveloped the campus, the Union stayed open providing opportunities for discussion as well as an information center to report on campus developments and class cancellations.



*The anti-war demonstration in 1970 brought riot-gear police to the campus but the Union continued to operate.*



Now the making of good, actively participating citizens, and of leaders of our common life together, happens to be the *first* function of education in a democracy.

But the fateful fact is that universities aren't coming anywhere near the achievement of this part of their purpose . . . universities themselves are immunizing a high proportion of our most gifted young people against any tendencies to social leadership by administering day by day what John W. Gardner, the new U.W. Commissioner of Education, calls "the anti-leadership vaccine."

While all this was happening, and despite the distractions and disruptions, the Union was successful, nevertheless, in enlisting 1,200 students in 1969-70 to do volunteer work in Madison community agencies.

**1970-74 . . .** Due to lack of an anticipated fee increase the Union operating fund faced one of the most severe financial crises in its history. In December, 1970, the **Cardinal** declared: "The Union is at a crossroads." Revenue was down. Enrollment was down. "The Rathskeller crowd is nervous," it proclaimed. "They've watched Coke prices climb from a comfortable 12¢ to a sticky 14¢." The economic slump was blamed but the new student life style in which students moved to their own apartments and lived far away from the campus was also a factor.

In response to the large interest in national elections, the Union set up a center to register voters and provide information about candidates and issues. More than 1,000 turned out for the kick-off ski meeting; charter trips were arranged to France and Switzerland. And in a new spirit of peace and cooperation, students met with campus police over coffee provided by the Union in the Rathskeller. The new University president, John Weaver, did the same in an informal rap session. The new needs of the student body were met by a Union-sponsored Day Care Center and Mini-Courses, short informal sessions in arts, crafts, and living skills.

Part-time workers at the Union organized the Memorial Union Labor Organization (MULO) in order to become the collective bargaining agent. In the spring of 1971, the Union South building opened, slowly, floor by floor, and was dedicated November 10, 1971, under the theme "Fewer Walls, More Bridges". And, finally, 200 parking spaces were built as part of the new library across from the Union Theater.

A meeting of the Literary Committee was stormed by a dozen young Madison and Milwaukee poets demanding that local poets be paid for their appearances just as the nationally-known poets were. In 1972 the Union honored University Artist-in-Residence Aaron Bohrod with a retrospective show, and the first student Craft Show was held, followed by an outdoor sculpture competition. Sales at the annual sidewalk art show reached \$6,000. The theater began its own outreach program — first by taking visiting artists into the Madison schools and later by expanding the "residency" program into the community as a whole.

This all adds up to working on the ways and means of creating a decent community, the good life, here and now. A committee chairman, or committee member, or the Union as a whole can't do everything about the world's problems or the University's problems. But we can do something.

You may recall Adlai Stevenson's memorable tribute to Mrs. Eleanor Roosevelt: "She would rather light a candle than curse the darkness."

That is the heart of all I have to say, and what I think we are here for.

The Union faced another boycott — this time by supporters of the United Farm Workers and the national lettuce boycott. After a series of votes, the Council outlawed iceberg lettuce in regular dining areas. Fifteen dishroom employees walked off their jobs to protest suspension of a fellow worker. MULO bargaining sessions going on at the same time broke down and the Union had its first part-time employee strike, which lasted four weeks though ruled illegal by the University.

**1975-78 . . .** In the middle '70s the Union started feeling a new kind of interest and enthusiasm on the campus. There was a decided upswing in activity and both buildings were used more by students, faculty, staff **and** by non-student members who had been reluctant to visit the campus during the disturbances and violence of the late '60s and early '70s. Not only was building use up, but students showed renewed interest in being on Union committees and planning a comprehensive program for the campus. Among the new programs: "A Distinguished Lecture Series" funded by the Class of 1950; an Alternative Festival each spring on the library and State St. malls featuring "appropriate technology" for solving energy problems; a summer "Renaissance Faire" spotlighting the arts and customs of the middle ages and Renaissance periods; and a new Hooper Scuba Diving Club.

*In 1971 the new Union South opened and its architecture stood in stark contrast to the Memorial Union.*





In my view, each and every Union should recognize the opportunity to identify education as part of the overall mission of the Union. But if we do, we must be prepared to do more than just pay lip service to such a statement. We must have an organization that encourages programming; we must have a staff that is committed to educational goals. If our educational program is to be on a par with that offered in the classroom, then we must place emphasis on professional preparation and competence by seeking staff members who are educators.

Ted Crabb  
ACU-I Conference - 1977

Since 1975, financial operations of the Union and its two buildings have been in the black. As more students used the buildings and discovered the many Union services, they contributed to an overall revenue increase that wiped out the deficit of the late '60s and early '70s.

Now a thriving organization with a \$5 million annual budget, the Union serves 15,000 plus people daily at Memorial Union and another 8,000 at Union South. The six dining rooms (3 in each building) serve a total of 10,000 to 12,000 meals daily. A total of 70 to 80 organized events are held in both buildings on an average day and these are attended by approximately 2,100 people. If the Memorial Union building were to be replaced today it would cost upwards of \$15 million.

More students now sign up for life memberships in the Union — one of every ten. These funds, in addition to a major fund drive for gifts which has produced more than \$1,000,000, put the Memorial Union Building Trustees in a position to underwrite numerous improvements in the 50-year-old building — an expanded commons lobby, the Class of '51 Commons Plaza, the Class of '24 Reception Room, the Class of '25 gallery, the Class of '52 mural decoration for the Stiftskeller, the Class of '27 and '28 lakeshore improvements, and the expanded Beefeaters' Room with a huge Tower of London mural contributed by former student chairmen and staff members.

As the Union looked over its 70-year diary, and its 50-year history in the Memorial Union building, it decided to tell the story of its ups and downs and its "half century of constructive involvement" in the arts, in ideas, in student leadership, in service to the University and Madison communities. It decided to celebrate by doing what comes naturally at the Union — staging a year of outstanding programs — and by looking forward to another half century as the social-cultural heart of the campus.

## An Invitation to Join

Nearly 50,000 alumni, faculty and friends have become members of the Union since its formation in the 1920's. Since the Union receives no tax funds, annual memberships (including student membership fees) are the principal source of income for operating the building and presenting the hundreds of free programs offered each year. Life memberships (plus gifts) are the primary source of funds for permanent physical improvements. If you would like to be a Union member, fill in the adjoining column and return with your check for the appropriate amount to: The Membership Office, Memorial Union, 800 Langdon St., Madison 53706.

- **Life membership** \$160.00 payable to the Memorial Union Building Association (Previous annual memberships, up to three, or gift payments count as a credit)
- **Annual Resident membership** \$35, payable to the Wisconsin Union
- **Non-resident annual membership** \$17.50, for those living more than 25 miles from Madison, payable to the Wisconsin Union

— UW — UW faculty — UW staff — Patron  
alumnus \_\_\_\_\_  
class \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Name of spouse (if you want spouse privilege card at no extra charge)

Have you been a Union annual member previously? \_\_\_\_\_ Years? \_\_\_\_\_

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# The Wisconsin Union Chronology 1904-1978

**1904** UW President Charles R. Van Hise, in his inaugural address, urged the construction of a Union building to provide for “the communal life of instructors and students in work, in play, and in social relations.”

**1907** The Wisconsin Men’s Union organization founded.

**1908** Union club rooms for men established in YMCA.

**1914** The Wisconsin Union, along with six other Unions, founds the Association of College Unions.

**1919-1928** Campaign begins for funds to build a Union building, the first general fund-raising effort in UW history.

**1925** Excavation for the central and commons (dining) units begins.

**1927** Charles Lindbergh places wreath on the building cornerstone in memory of his Wisconsin classmates who died in WW1. Men’s Union reorganized as The Wisconsin Union, including women students, faculty and alumni.

**1928** Memorial Union opens its doors on October 5.

**1933** Rathskeller begins serving 3.2 beer following repeal of prohibition.

**1935** Wisconsin Union designated by UW Regents as “The Division of Social Education.”

**1939** Union Theater opens with the premiere performance of Alfred Lunt and Lynn Fontanne in “Taming of the Shrew.”

**1948** Central unit refurnished and redecorated.

**1952** Two millionth patron walks through Union Theater doors.

**1953** Union celebrates 25th Birthday and makes first film depicting the union idea in action

**1957** Dining wing undergoes major expansion and renovation.

**1964** Stiftskeller replaces billiard room; boat repair and outing center added.

**1967** Lakeshore boat house opens.

**1971** Union South opens on southwest side of campus.

**1974** Memorial Union kicks off 50th Anniversary fund drive to improve and expand the building to meet the needs of a student population four times larger than when the building was opened.

**1978-1979** Golden Anniversary Year including five-week residency of the Alwin Nikolais Dance Theatre to create and present the premiere of a new work.

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