The Wisconsin Union.

University of Wisconsin--Madison
Madison, Wisconsin: University of Wisconsin, 1978

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THE WISCONSIN UNION

Purpose

The purpose of the Wisconsin Union organization is four-fold:

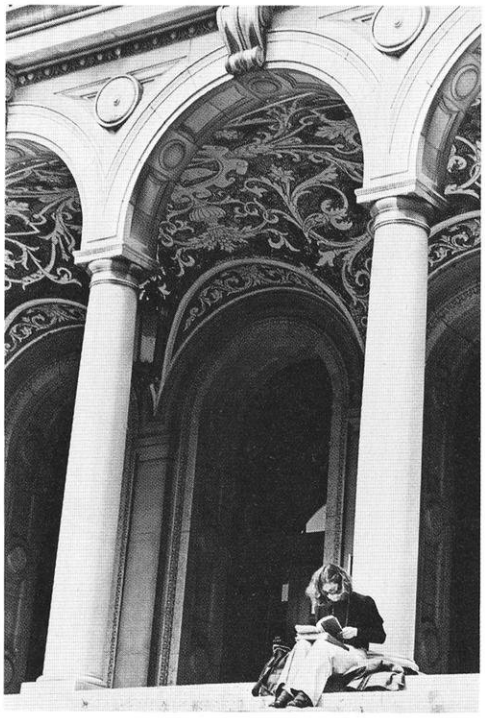
FIRST, the Union exists to make the large university a more human place.

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.

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.

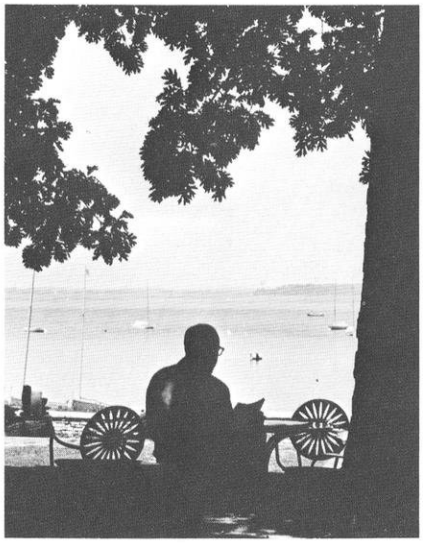
The Union has continued through the years — even through the most difficult years of depression and war and protests — to be the University of Wisconsin

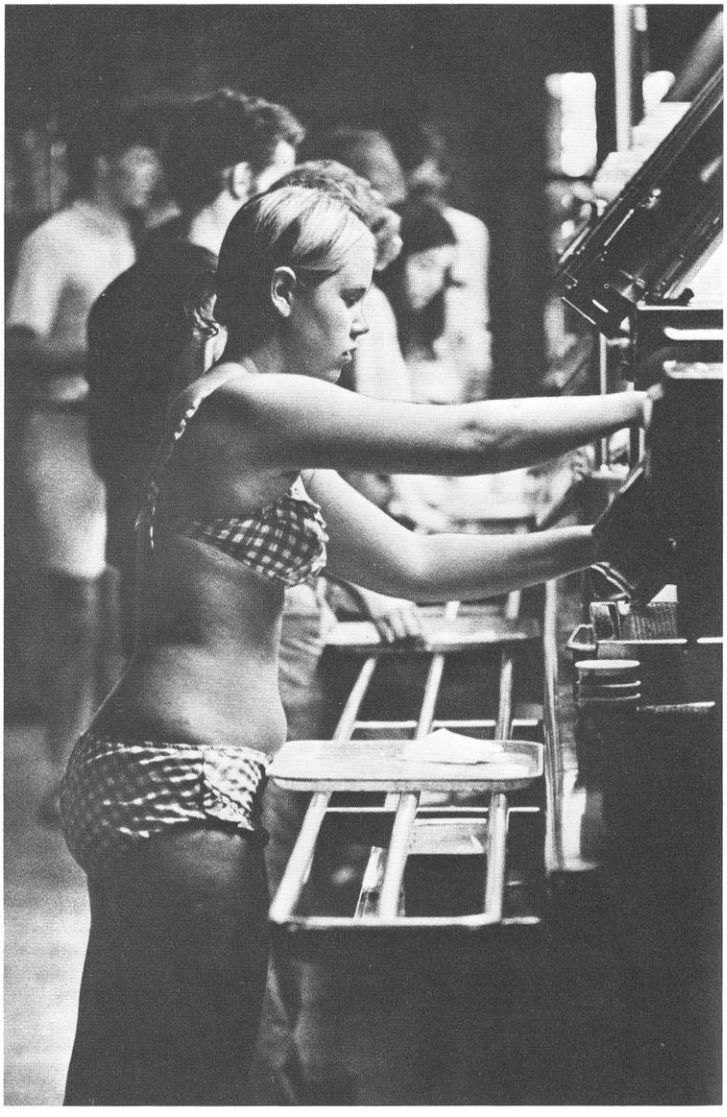
student's community center . . . a focus for its community life. The Union's role as such — a center for students, faculty, staff as well as alumni — has never changed through the years. Here is where they have come for entertainment, friendship, comfort, food, intellectual stimulation, fun, informal 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

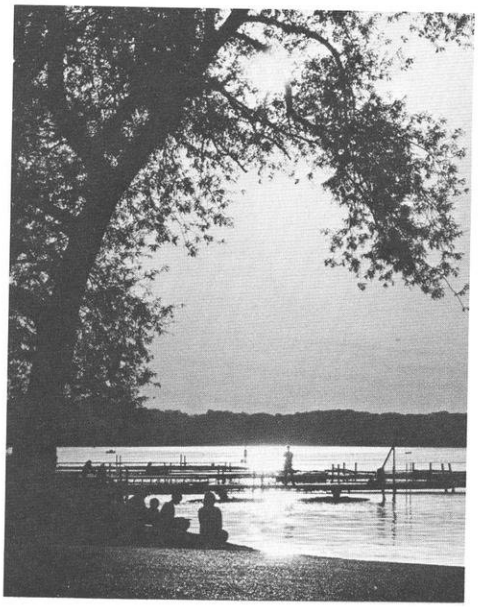




today's campus. A recent survey showed that 98.1 percent of the UW-Madison students had used one or both of the Wisconsin Union buildings at least once during the semester and that 87.3 percent felt that the Union met their needs either well or very well. Over half of the students had used one of the 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.

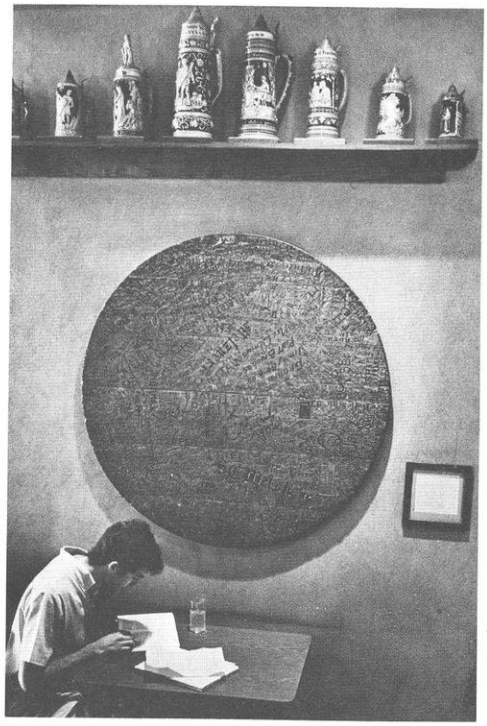
• Establishment (in cooperation with the School of Education and Department of Sociology) of a bachelors and masters degree program in community recreation.

• First short course at any college for the professional training of union staff members in union administration (1962).

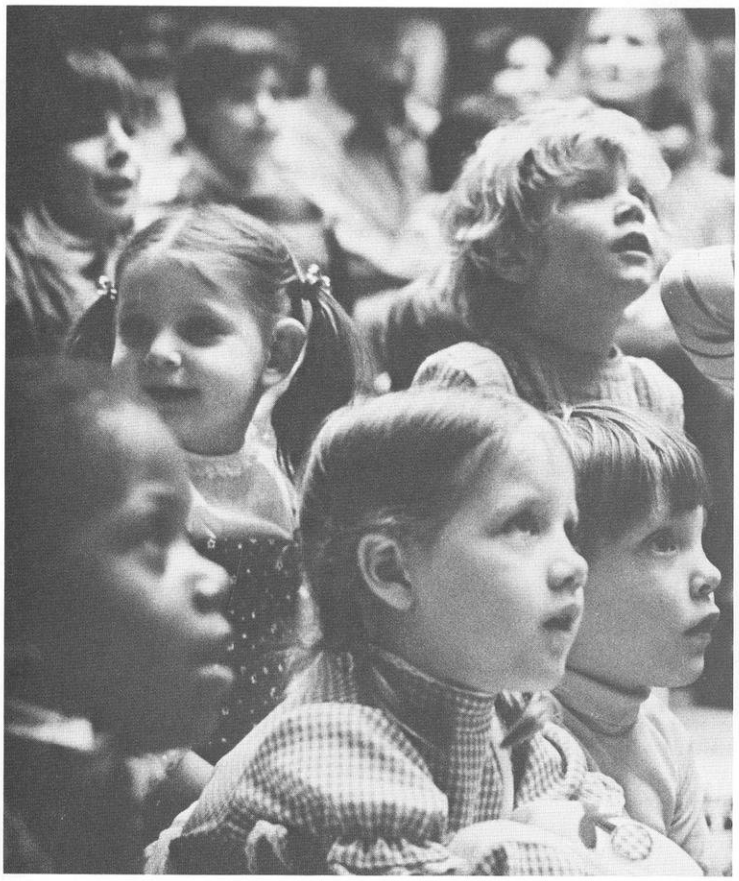
• 50 to 100 Mini-courses each semester, with 5000 students and alumni Union members enrolled annually.

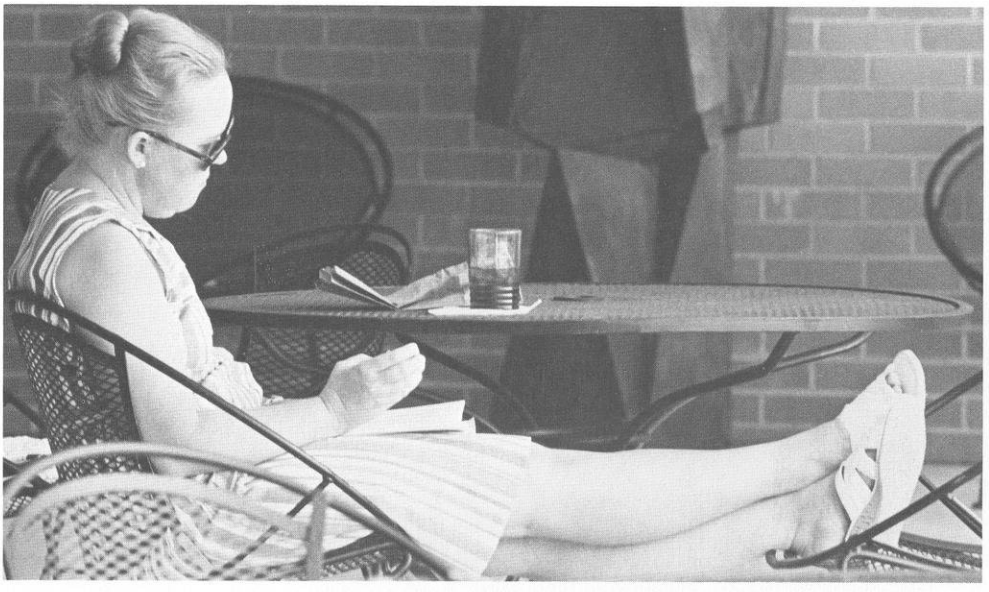
• The founding (along with six other unions) of the Association of College Unions (in 1914). Now there are more than 1500 unions in the U.S., some 500 overseas.

• Meals for 24¢, and coupons (on credit) to buy them — to help students stay in school during the depression of the 1930s.



- 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

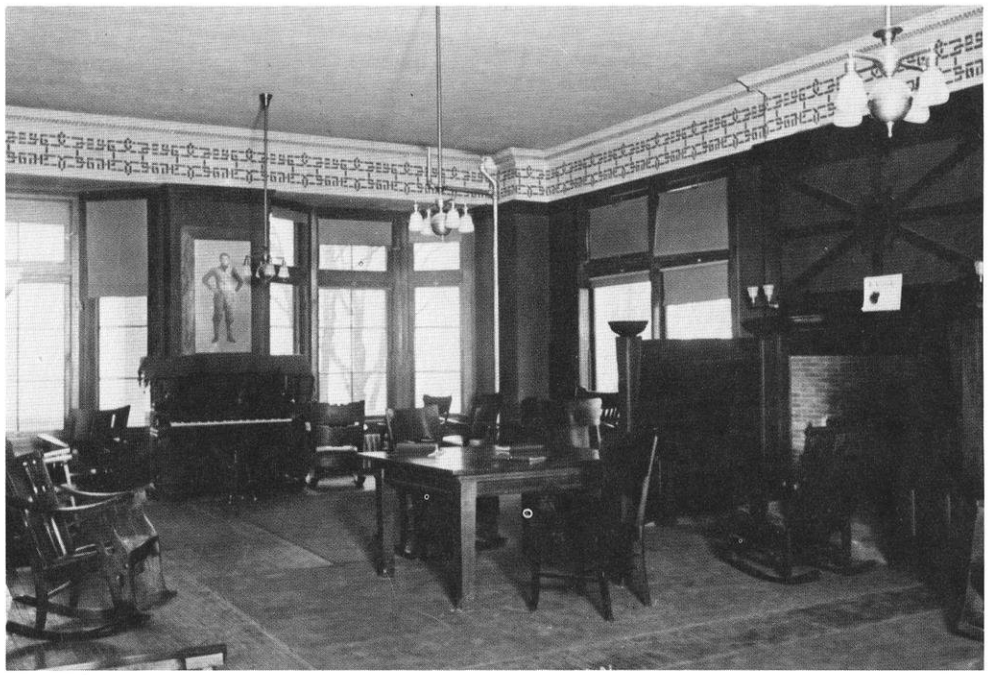
Since the very early days of the Wisconsin Union organization, scrapbooks have been kept by staff members telling the story of the Union on the campus at Wisconsin. These scrapbooks – along with an already existing shorter diary and the records in the Union archives dating from 1904 to the present – 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

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.

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. . . .

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 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.

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.

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 . . .

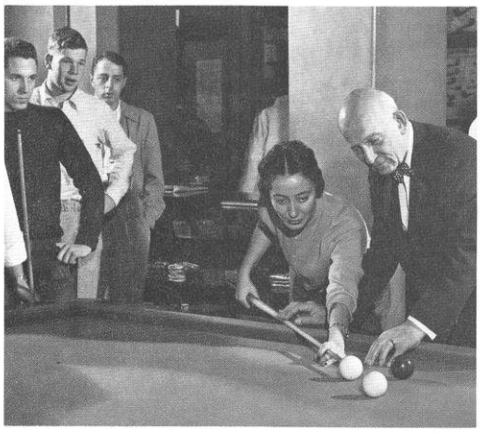
The dining rooms of the Union are hardly commercial competitors in any sense, fair or unfair. The University is concerned with such departments only as they are incident and necessary to the larger goal of providing the elements of an educational home. Dining rooms are natural and necessary daily gathering 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.

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.

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. . . .

"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.

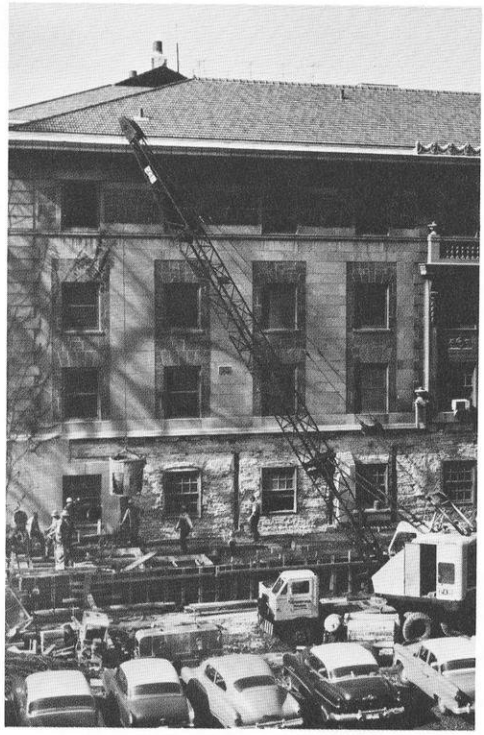
In order to keep food prices down, the Rathskeller counter was made self-service and, to add insult to injury, "hostesses" were introduced. When they started checking ages and asking patrons to take their feet off tables, the **Cardinal** proclaimed, "The old Rat is dead!"

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. Hoofer 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.

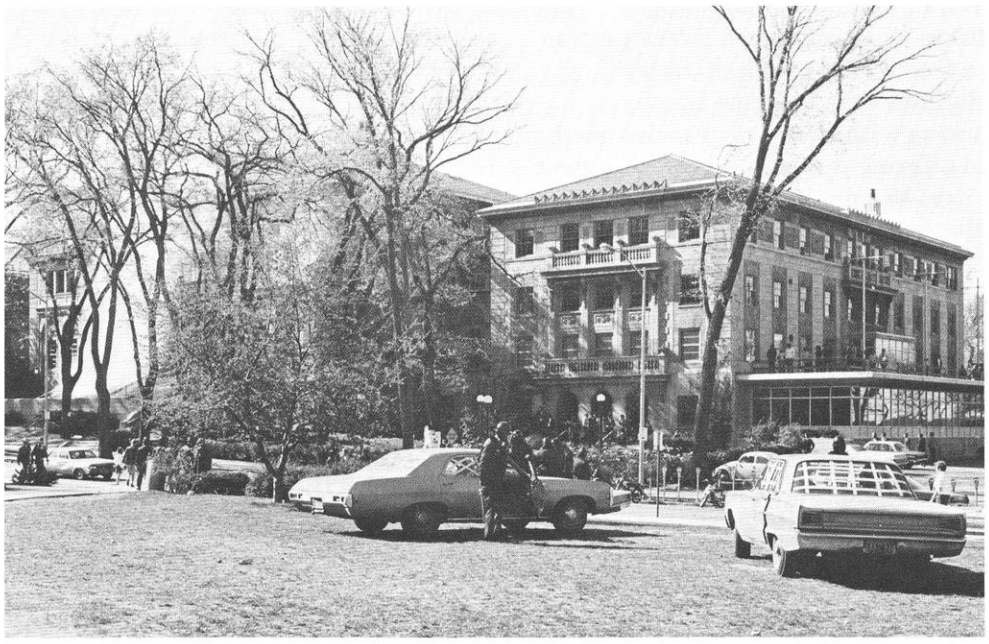
Porter Butts retired in 1968 after 42 years as Union director; hundreds of former Union committee workers and staff members returned to salute him at a "Union Family Dinner." Ted Crabb, former staff member and director of the UW-Milwaukee Union, was named the Union's second director.

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 Hoofers. 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-geared 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 employes 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 Hoofer 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 alumnus __ class __ UW faculty __ UW staff __ Patron

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? __

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.