



The Memorial Union: the University of Wisconsin.

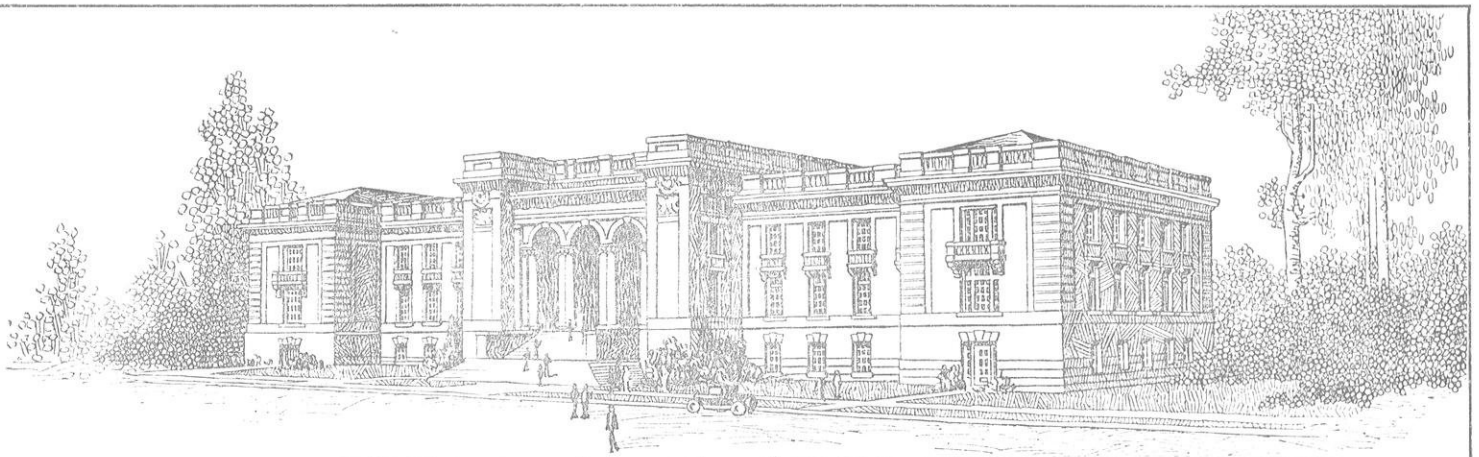
Madison, Wisconsin: Memorial Union Building Committee, 1922

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UNIVERSITY of WISCONSIN
Memorial Union Building Committee
821 STATE STREET • MADISON, WISCONSIN

This book has been designed to tell you the story of the Memorial Union, and something more than that - the story of eras in the growth of Wisconsin Spirit, and the new era of that spirit which sons and daughters of Wisconsin throughout the nation, all who love her name and honor her influence, are helping to bring to pass.

Do you wish Alma Mater, here by the rippling lake, under the soaring elms, to retain her strength of leadership in practical ideals, her power to make men and women? Read her message, in which she asks from the children of today, aid for her children yet to come.

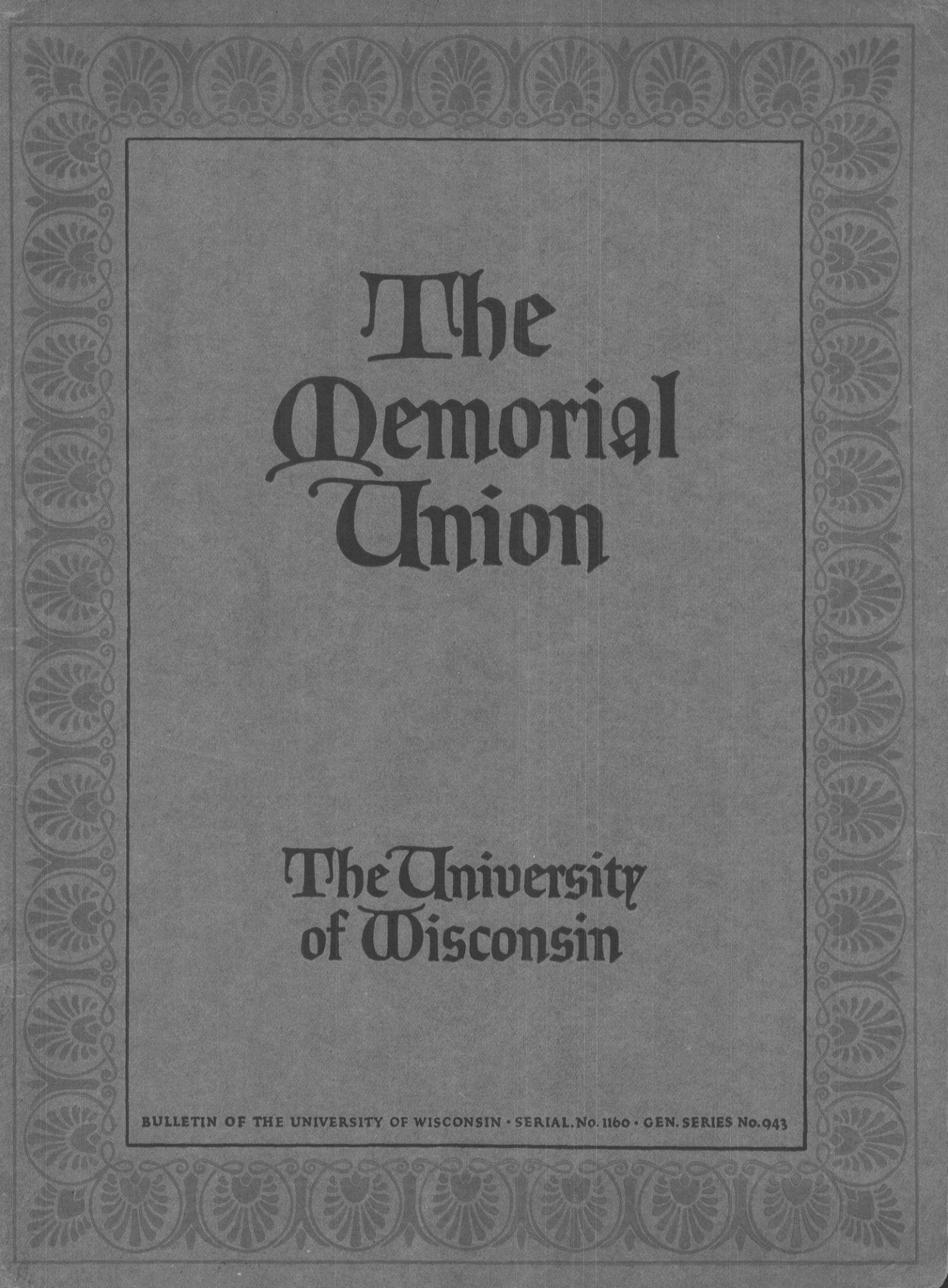
Your loyal interest in Wisconsin's greatest undertaking has been demonstrated by your subscription. We thank you for it, and we ask you to spread the story among alumni and friends of Wisconsin wherever you go.

The campaign to complete the sum required for a beautiful and adequate building is being pushed vigorously in one community after another, and is meeting a splendid response. We expect to begin building operations this year.

Yours for Wisconsin,

Memorial Union Building Committee

"BUILD A HOME FOR WISCONSIN SPIRIT"



The Memorial Union

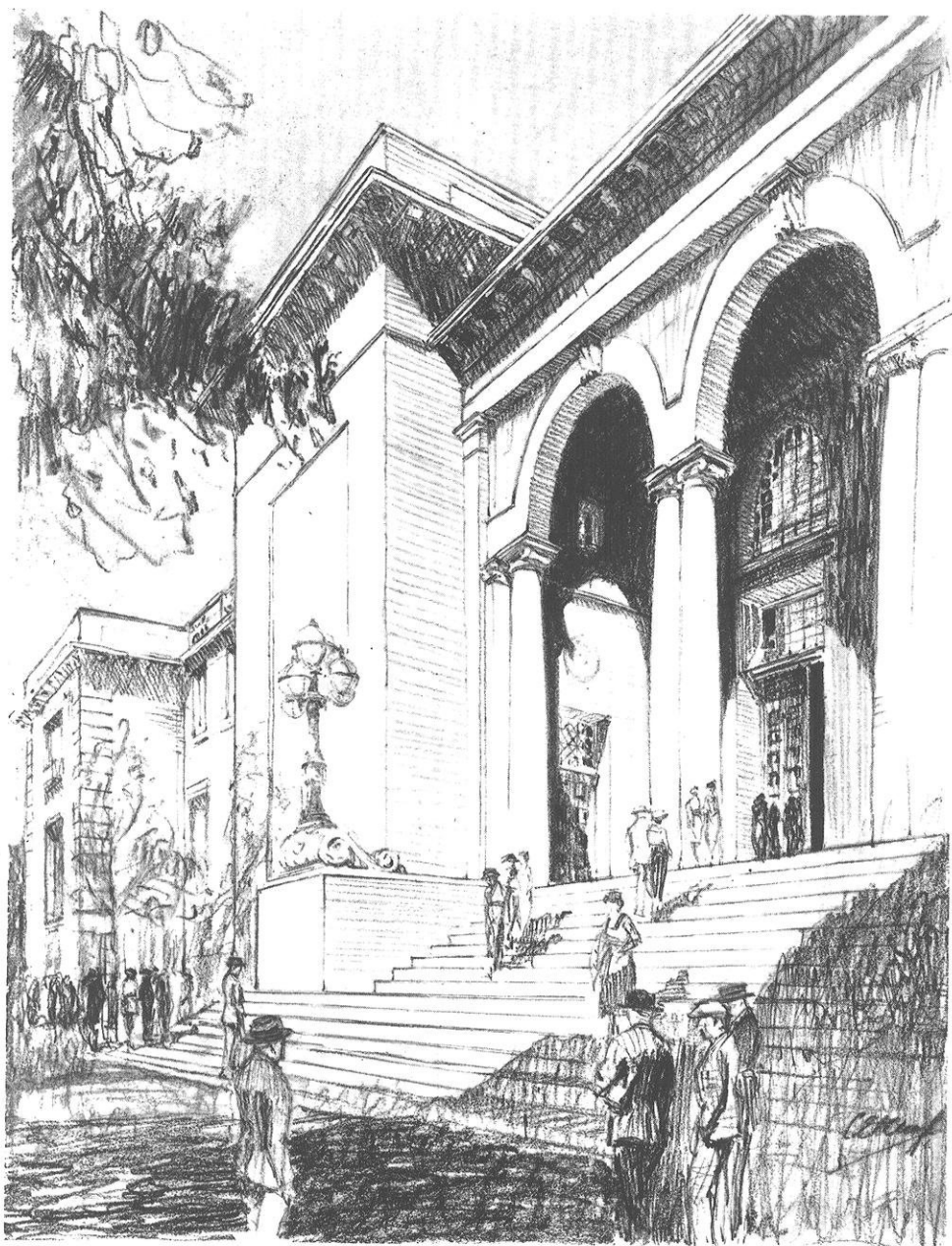
The University
of Wisconsin

BULLETIN OF THE UNIVERSITY OF WISCONSIN • SERIAL No. 1160 • GEN. SERIES No. 943

The Memorial Union



THE UNIVERSITY OF WISCONSIN



The Union will be a working part of the university, advancing and aiding its highest educational function—to make real and forceful in the heart of youth the spirit of their university, their state, and their country. The project of its erection is at once Wisconsin's greatest undertaking and Wisconsin's greatest opportunity.

E. A. Birge



Build a Home for Wisconsin Spirit

To create a greater Wisconsin, and to extend her leadership in practical ideals—

To bind in fresh ties of love and loyalty all sons and daughters of Wisconsin, to provide a home for them when they visit her, a visible expression of their gratitude to her for guidance and inspiration—

To raise a memorial that shall keep alive in the living the memory of the heroic dead—

To inaugurate a new and more splendid era in the history of Wisconsin Spirit, to perpetuate the democracy of that spirit, to infuse it into the hearts of uncounted thousands, so that they may go out from their university tempered by wide association with their fellows and touched with the fire of a common ideal—

Let us build this Memorial Union as a Home for Wisconsin Spirit.

The contributions of many eras have passed into the making of what we of the present inherit as Wisconsin Spirit.

There are no old-timers left who can tell us what was the spirit of Wisconsin back in '49, when Levi Booth, first student of the University, met on February 5 with sixteen others in Professor Sterling's



classroom. But the founders of the institution even then had established the principle that higher education was an obligation of the state, and that this education should be centralized in a single institution. Medicine, law, engineering, agriculture, music, commerce, journalism are not placed in other cities apart from the mother college of letters and science, but their students and faculties mingle, learning from each other and gaining strength through their unity. Wisconsin, first among state universities, adopted this broad principle of contact among all the pursuers of knowledge for their common good.

In '61, when John Muir boarded himself at fifty cents a week to save money for books, or when Bishop Fallows, '59, our oldest living alumnus, trudged back from his farm home each Monday morning bringing his next six days' provisions on his back; in the days when the cord-wood stacks rose high behind North and South Halls; even then the connection between the development of a university spirit and the establishment of a common dining hall was recognized, for the 'Varsity Commons in South Hall served meals for \$1.90 a week.

Two days after the fall of Sumter, in April, '61, Wisconsin sent the first contingent of her students to fight under the Stars and Stripes. One-third of the entire university enrollment served in the Civil War, and the memory of those who fought, of Miller, Ashmore, and Spooner, of Vilas, Fallows, and La Grange, with many others, adds a lustre to the Spirit of Wisconsin.

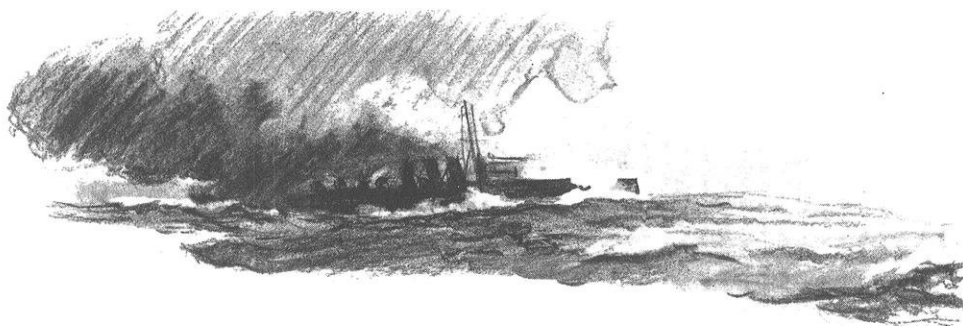


Foremost in stamping the impress of practical ideals upon Wisconsin Spirit was John Bascom, teacher and president. The seniors of fourteen classes listened to his precepts, and went out into the state and the nation to make the name of their university a synonym for fearless service to humanity and truth. How deep the debt of the commonwealth to this great leader, let his students tell; the forces which have governed its social development, to an unequalled degree, were the teachings of John Bascom.

The spirit of practical service stirred the developing colleges of Engineering and Agriculture, until more than thirty years ago the Babcock milk test, foundation stone of modern dairy science, was produced and freely dedicated to the world by its inventor. It stands as symbol of the fact that the generous aid given the university by the state has been returned a hundred-fold in the increase of its material wealth alone, through the application of knowledge to its industries.

The early days of Wisconsin athletics from '94 onward, which placed her without a peer in the West, are starred with such glorious names as those of Pat O'Dea, Big John Richards, Cochems, and Karel. The fighting pluck of Wisconsin crews at Poughkeepsie made known to the world that "there are no quitters in Wisconsin." On the



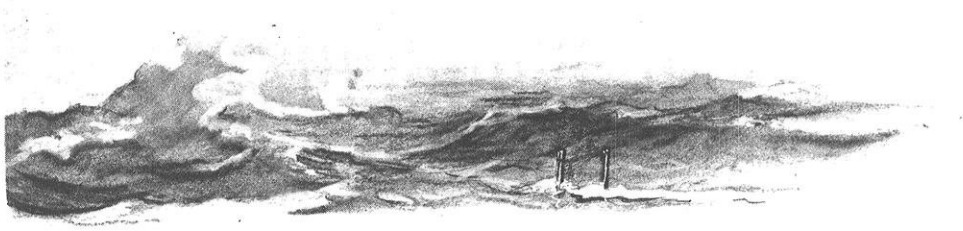


track, the names of Kraenzlein, Richards, and Maybury helped to build the national fame of Wisconsin Spirit.

Not the least factor in creating the Wisconsin tradition is the story of her literary societies, which in the heart-breaking preparation for the Joint Debates gave their first training to statesmen and jurists, and to captains of industry and finance.

During the era of Van Hise, the great material expansion of the university in numbers and equipment, the extension of its facilities to the service of the commonwealth, drew upon it the eyes of the world. The unexampled services of its agricultural department, the university extension which made the entire state the campus of the university, the strength of the departments of History under Turner, Economics under Ely, and Political Science under Reinsch, the aid given to divisions of state government by members of the faculty, were prominent among the reasons why President Eliot of Harvard, bestowing an LL.D. upon Van Hise, pronounced him the president of "the leading state university"; they caused the Mosely Commission from England to declare Wisconsin in many respects America's foremost university. Let us not say these things of ourselves; but when they are said of us by others, let us resolve that the lustre of Wisconsin's fame shall not be tarnished in our keeping.

Wisconsin Spirit burned brightest in the Great War, with a flame of devotion to country and to right. No institution responded more quickly to the call; none had a larger proportion of students, faculty, and alumni in the service. These pages cannot recount their deeds; but let one story be told as typical of the fruits of the Wisconsin Spirit.



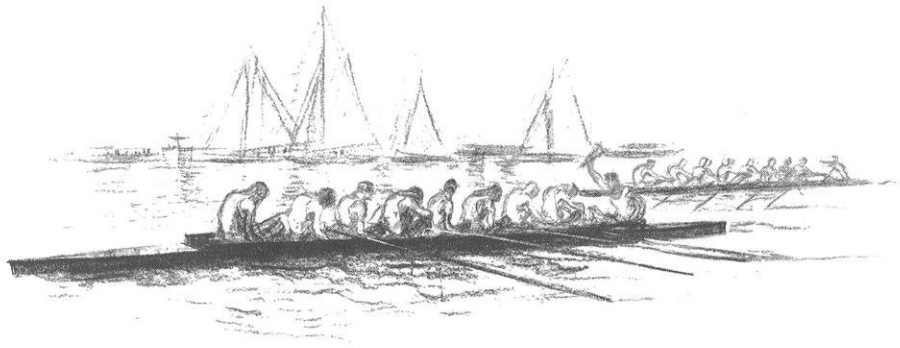
Carry your thought to an officer's mess-room on a dreadnought of the British navy, lying secure at anchor, the war won. A group of officers, English and American, are discussing the work of the Allies; and one, an American, asks what, in their judgment, turned the tide of victory. "I answer for the Grand Fleet," replied the ranking Englishman, "when I say that the submarine detector, invention of an American university professor, made certain the success of the Allies on the sea."

But if you ask Max Mason, he disclaims the credit, saying that the Department of Physics worked as one man in the war, and that the spirit of cooperative research in the service of mankind, developed before the war as part of the spirit of Wisconsin, made possible this invention.

We of Wisconsin, students, alumni, and faculty, are inheritors of this renown. Will it be sustained? Will the light of the university be kept burning, and Wisconsin Spirit know a more glorious future?

The university has grown to include seven thousand five hundred students. They swarm upon the campus; they overflow the classrooms. They are the sons and daughters of the state, sent in ever increasing numbers by a people that has come to believe in education as the bulwark of democracy. Leaders of the state in the next generation, what will their spirit be? From them our industries recruit; they will transact our business and administer our laws. The temper of the State of Wisconsin in the future will be, as it has been in the past, the temper of the men and women who attend her State University.

These students have felt a pressing danger, that as their numbers



grow, a throng of lesser interests shall take the place of the Wisconsin Spirit of old days. They fear that today only a part of their number really feel the common inspiration of university life, that thousands "come to school," pass in and out of class-rooms, and leave without knowing the kindling touch of pride and loyalty to something greater than themselves. They hold that a great university spirit is born of comradeship, of ideals that pass from man to man. They maintain that the beginning of culture is the mingling of points of view; that radical should be modified by conservative, and conservative enlightened by radical; that men of all states and all nations should grow more cosmopolitan by contact. When a senior class numbers a thousand, it is no longer possible for a single class-room to contain them, to be moulded and transformed under the inspiration of a John Bascom. When the university auditorium seats eight hundred, how shall it serve a student body of seventy-five hundred? Even the old boarding house, the natural club house and meeting place of those not in fraternities, is supplanted by the cafeteria, where meals are snatched in haste.

These men of Wisconsin ask a center for university life, a place where men may meet and mingle in the comradeship which is the glory of college days, where factionalism and sectionalism shall grow less, and a spirit of broader comprehension of man's nature shall increase. In these pages they tell you of their need. Not for themselves, since few of them as undergraduates will share its advantages; but for Wisconsin, that its glory may abide, and that its sons and daughters who



have felt its spirit may continue as alumni to feel the pride of belonging to an institution which holds its banner still full high advanced.

A wise observer of national conditions, executive in a famous mercantile house, wrote recently the *Story of the States*. He spoke of Kansas, of Colorado, and Ohio; and he spoke of Wisconsin. And the future of Wisconsin he found that of "a house built upon a rock, of whose permanence and continued improvement there could be no question. For it represented the conviction, translated into action, that education and intelligence are not only the foundation stones of democracy, but likewise the greatest of all business assets.

"Nothing more nobly typifies the spirit which made these things possible than the story of Wisconsin men, from the field, from the workshop, from the university, who lay out in the darkness of Belleau Wood awaiting the conflict of the coming day, and all through the night sang the great football song of the university, 'On, Wisconsin!'"

You alumni of Wisconsin—and you too, citizens of this state—these boys from the bloody mire of the battlefield send to you the message: Shall we continue to sing "On, Wisconsin"?

There is something in the spirit of this institution, something that becomes a precious element in the spirit of the state and of America. The students of the University desire to retain this heritage.

Wisconsin in the last era of her history has undergone a great material expansion. Her numbers have grown beyond the imaginings of her former leaders. She has set up buildings for the arts and sci-

ences, class-rooms and laboratories for agriculture and engineering and medicine. And now, for the greater glory of the coming era, she asks a new kind of class-room, a new department of the University, a laboratory of the spirit. A building not of stone and mortar only, but one whose walls shall be memories of college friendships, whose dedication shall be to the continuation of that leadership in practical ideals which America needs today, and which Wisconsin holds by undisputed right.

*For your memories of the past, and your faith in the future—
For an age sick of materialism, hopeful in the clean youth of a
coming generation—
For your sons and ours—
Let us Build a Home for Wisconsin Spirit.*



The Union Will Bring Alumni Back

Wisconsin's alumni are her greatest asset, but an asset that requires development. Wisconsin's hold on the hearts of her alumni, and the term includes all who have attended her instruction, comes next to the ties of home. I foresee greater reunion and Homecoming gatherings when we have the Union, and a large use of the building as a home for visiting alumni; besides renewed pride on the part of all alumni in Wisconsin.



Ex. '88, President, Alumni Association



The Memorial Union is the home to which the thoughts of all alumni will turn—which will mean to them Wisconsin. Here they will meet their friends when visiting Madison; here they will live during their stay, in comfortable, well-appointed rooms, among their classmates, seeing the life of the University around them and living over their old undergraduate days. Alumni Headquarters and the Alumni Magazine will be housed here; the activities of Homecoming and Commencement will center here. Class reunions will meet in the building, and the private dining rooms and the great Commons will serve Commencement dinners.

Your life membership in the Memorial Union will give you a stake in your University, a membership in a splendid club. Come back to the campus—let the Memorial Union bring you there.

For a Unified Wisconsin

Seven thousand, five hundred students demand the Memorial Union Building, and have pledged \$200,000 toward its fulfilment, because they believe in a unified Wisconsin. They have heard the glories of Wisconsin Spirit; they have seen in their own campaign many students, deprived of a meeting place, live under conditions which prevent their fully sharing that spirit; and the thought of thousands using the building daily, stirs them to enthusiasm. It's for Wisconsin!

Arthur H. Kinnear

President Wisconsin Union



The Wisconsin Union, which is to be housed in the Memorial Building, is an association of all men students attending the university. It conducts each year a series of concerts, bringing here such artists as Kreisler and Casals; gives several all-university mixers; holds weekly dances open to all students; and gives the Union Vodvil. Once in three years it produces the huge University Exposition, mobilizing the energies of students and faculty to present to the people of the state the activities of each university department. It stands behind all University activities.

Give the students the Memorial Union Building—help them in their gallant task of bringing together all elements of the student body, so that the spirit of Wisconsin may be one!

For a Manly Spirit

Ten years from now there will be fifty thousand Wisconsin men and women who will look upon the Wisconsin Memorial Union as the most important single department in university life. It will build Wisconsin Spirit and contribute to the production of men and women of character by uniting them in the interest of Wisconsin progress. Whatever amount I may find it possible to contribute can in no way represent even a partial payment for what Wisconsin gave to me.

Edward J. Jordan

'05, President Jordan Motor Car Co.

To make men, through fellowship, through the kindling touch of the common idea, will be the function of the Union. Thoughts struck into ready hearts by famous speakers, ideals for the conduct of oneself gained through observation of one's fellows in positions of responsibility and trust, high standards that come to symbolize the Wisconsin way of doing things, these will pass through the great mass of students daily gathered in this building. Responsibility and autonomy will breed self-control, and student life will be dignified and made more significant. These results have been wrought elsewhere; we ask them for Wisconsin.



"If every man and woman," adds Jordan, "who owes anything to Wisconsin—and we all owe a lot—would pay just a small fraction of the interest on that debt during the coming year, the Wisconsin Memorial Union would be realized immediately."

The Union Will Provide Recreation

Every father or mother in Wisconsin who has had sons or daughters at the University, or who looks forward to their attending it, will want life memberships for themselves and their children in the Memorial Union, where clean recreation for all can be had under University auspices. In giving my own subscription, I am thinking of scores of thousands of Wisconsin men and women who will enjoy the facilities of this splendid building for many years to come, and of the humanizing influence it will exert on University life.



President, Regents of the University



A building where everyone, from the lonesome freshman to the sophisticated senior, will have a good time—a building that will make every alumnus look back with pleasure and gratitude to his college days.

Did you have happy days at Wisconsin? Then help give golden memories to other generations. Was your University life rather a cheerless grind? Think what the building, open to all, would have meant to you, with its chances to rub elbows with others. There will be bowling alleys, tables for billiards and pool, game rooms, and dance floors in generous measure.

The birthright of youth is joy. For the man who hasn't "found his crowd," in the swarming myriads of the Wisconsin campus, who may drop out from discouragement, build the Union!

The Theatre

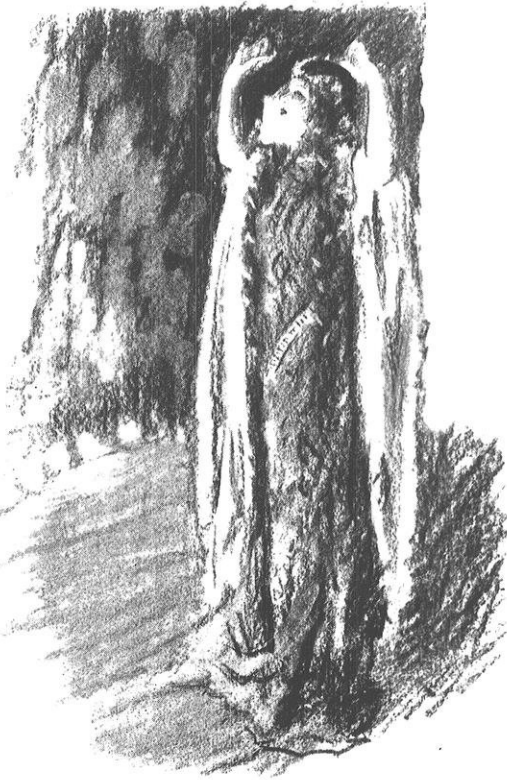
The need for a University theatre has been acute for generations. A beautiful and well-equipped theatre, with an adequate stage, will provide facilities for the numerous student dramatic productions; furthermore, the fact that it is *our own* will stimulate creative originality, and will develop our initiative in expressing the presence of art in life—an expression sorely needed at Wisconsin.

Dramatic activity is a part of education, a means of developing personality. Do you remember your own dramatic appearances?—the fun, the sincere labor, the sense of spontaneous creation? The Haresfoot of Winslow and Stothard, all the traditions of Wisconsin dramatics, grave or gay, call to you now.

Not only for the dozens of student dramatic performances in the year will the theatre serve, but as a place where our own distinguished alumni can address the students, where Turner can come back to thrill a mass meeting as in the old days; for visiting lecturers, for concerts and recitals, for the Glee Club, the Engineers' Minstrels, and the thousand gatherings of a university.

W. H. Turnell

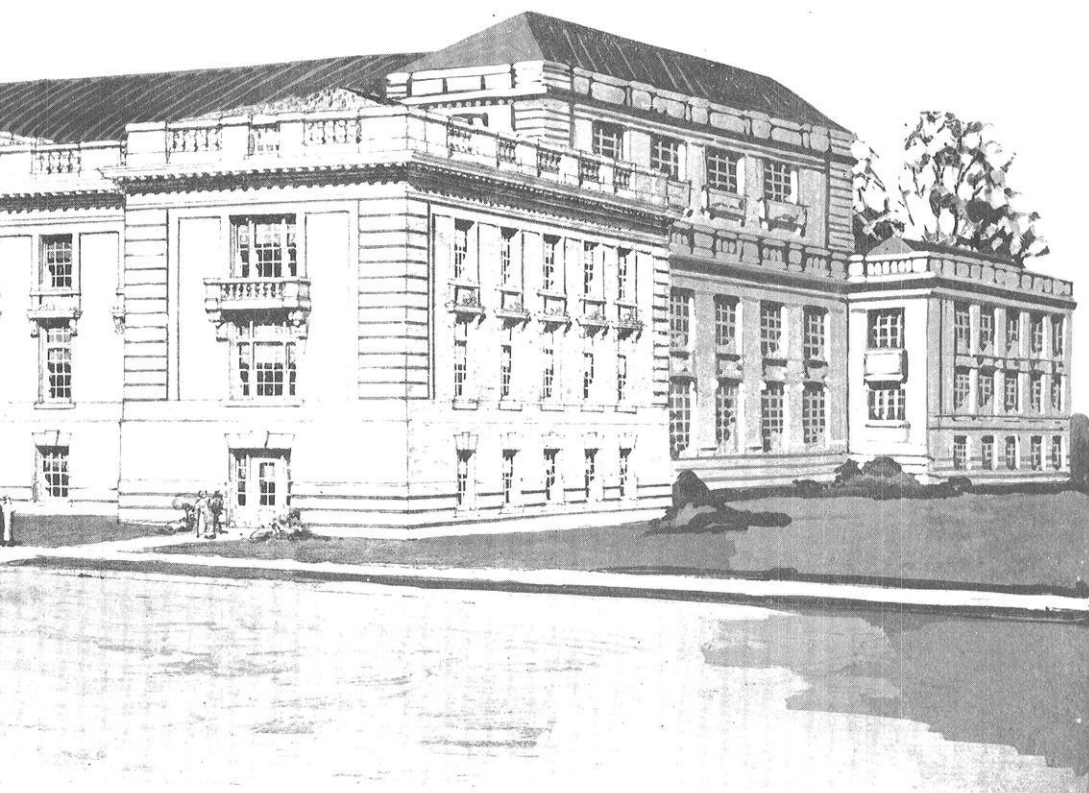
President, Haresfoot Dramatic Club.



Old Music Hall, built in '79, still serves as the auditorium of a university grown to 7,500. Wisconsin needs a theatre as part of the Memorial Union.



*" . . . A new kind of class-room, a
new department of the University, a
laboratory of the spirit. A building not
of stone and mortar only, but one whose
walls shall be memories of college friend-*



ships, whose dedication shall be to the continuation of that leadership in practical ideals which America needs today, and which Wisconsin holds by undisputed right."

A Center for Student Organizations

Through the facilities which the Memorial Union Building will supply to student organizations, as well as through their unification in a single center, we believe that the significance of the worth-while activities will grow upon the student mind, enabling them to fulfill their rightful function in the development of the individual and in undergraduate life, as well as preventing distraction and duplication of effort. This centralization through the Union Building will help the growth of a true Wisconsin spirit.

R. B. Stewart

President, Student Senate.



Resourcefulness and initiative, with personal responsibility are developed by participation in extra-curricular activities. In training the man or woman of tomorrow, the part played by the student publications, the Cardinal, the Badger, the Lit, and the rest, by the student self-government organizations, by forensics, by the famous literary societies, is not estimated lightly by faculty or alumni. The new building will supply offices and committee rooms for all the organizations, which now can hardly find places to meet, and permanent quarters for the publications and the literary societies, for the student senate, for Iron Cross, and for others.

This is a message you can understand, you student leaders of time past, and you too, who worked under their leadership. This center of student activity is to be worthy your traditions.

The Commons

The keenest desire of the late President Van Hise was for the making of men at Wisconsin by a Commons and a Union, to which he wished to add dormitories. His inaugural address, and each successive biennial report, declare his faith in the immeasurable benefit this building will bring to all male students of the University. His desire was unfulfilled; but let the alumni now bring to realization his dream of a greater Wisconsin.

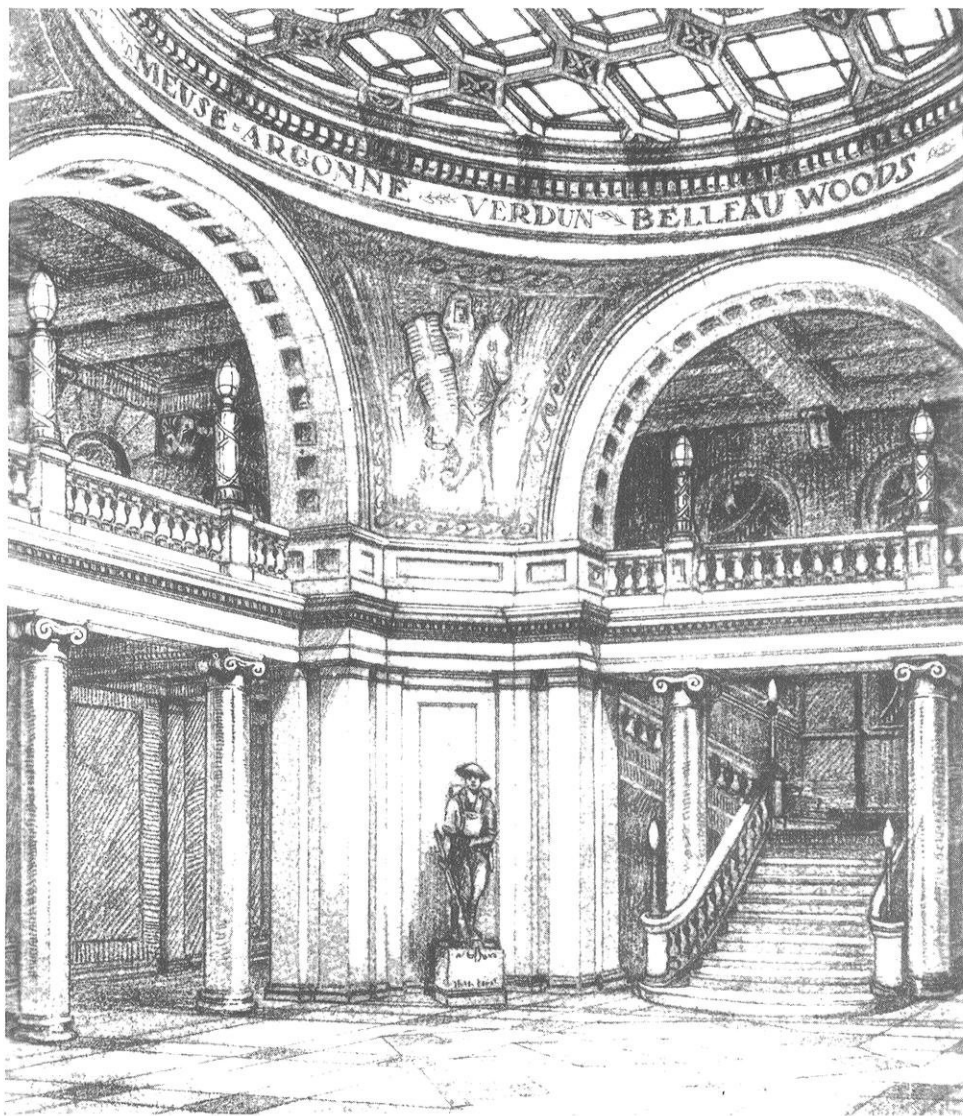
C. R. Leith

'97, Professor of Geology

Bring to your minds a picture of a great Commons filled with men, sitting at their ease, eating in comradeship; listening, it may be, after dinner to a talk on some matter of common interest; strolling out afterwards to sing on the lake front terraces, or adjourning to the Union lounge or reading room. Four thousand men not in fraternities know nothing of these social advantages. The old boarding house, the sole club for many men, is gone. The Commons unit of the Memorial Union Building in its various dining rooms will care for three thousand at a meal.



Wisconsin's deepest need is the Commons; for health, for economy, for comradeship, for unity. The girls have dining rooms in Barnard and Chadbourne; give the men their Commons.



A Memorial—and an Inspiration

More than five thousand of Wisconsin's sons and daughters took part in the war. Some gave their lives; others will bear the marks of the conflict to their graves. All endured hardships and privations. In this building we commemorate their service, and rededicate our lives to the service of our nation.

Paul T. Tobey

*President, Gun and Blade
(disabled ex-service men)*

WISCONSIN'S GOLD STAR ROLL

Morgan MacDonald Anderson, '18	Edmund R. Collins, '12
Herbert Laflin Avery, '18	John Mark Connolly, '18
Charles Walker Baldwin, '20	Charles F. Cooley, '20
Eden J. Baldwin, '18	Harry Worthington Craig, '19
Maurice E. Barnett, '20	Marion Charles Cranefield, '18
William Guy Bartlett, '16	George Daniel Crowe, '08
Frank L. Bean, '00	Paul Monser Currie, '18
Augustus Foss Bell, '18	Frederick John Curtin, '11
Merrill Manning Benson, '19	Frank Aloysius Daley, '12
Carl Herman Berger, '17	Harry Dillon, '13
Guy Black, '17	Clarence Oliver Docken, '17
Emmons Blaine Jr., '18	Joseph Conway Dodd, '18
Raymond Francis Bloecher, '16	John Andrew Doherty, '17
George Earl Brainerd, '15	Lloyd Thomas Dolan, '21
Stephen Brigham, '13	Truworthy Orin D. Durgin, '18
Fern Watson Bristol, '20	Leland Raymond Duxbury, '15
John William Buckley, '20	Starr Sedgewick Eaton, '17
Alexander Bradley Burns, '20	Emery Eatough, '15
William Bateman Cairns, '19	Wilmer Hughes Eicke, Grad.
John Gerald Caradine, '20	Clarence Ferdinand Ellefson, '07
George Albert Cary, '15	James N. Elliott, '17
Marcus Thomas Casey, '18	Frank Joseph Entrop, '18
Bruce Walbrath Clarke, '14	Harry Fenelon, '18
Edwin Clausing, '17	William Henry Fowler, Grad.

James Morgan Frothingham, '15	Albert H. Ostrander, '21
John Lyman Galvin, '20	Helene Parkinson Peck, '13
Edward Grant Garnsey, '19	Ralph Haney Perry, '16
Cyrus John Gatton, '18	Wellborn Saxon Priddy, '17
Charles Paul Giessing, Grad.	Floyd Allen Ramsey, '20
Albert Frank Gilmore, '19	Edward Rand Richter, '07
William Hugo Gloger, '17	Eugene Roark, Faculty & Grad.
William Henry Graham, '18	John Basil Roberts, '18
Clyde I. Griffiths, Grad.	Wyatt Rushton, Grad.
Arly L. Hedrick, '18	Donald McCormack Sage, '19
Thomas Edward M. Heffernan, '18	Harold Sargent, '17
Harold Herman Holling, '18	Carl C. Searle, '15
Harmon Porter Hook, '20	Glenn Simonson, '14
Leon Beck Hook, '14	Earl Eugene Smith, '17
Theodore Robert Hoyer, '12	Walton Kimball Smith, '18
James Albert Jensen, '15	Charles Judson Snyder, '18
Eugene Blanchard Jones, '17	Roy Boggess Staver, '04
Julius Leo Jordan, '16	Frederick Stear, '13
Asher Esais Kelty, '17	Stanley Story Stevens, '14
Henry Halleck Kerr, '11	Gerald Stivers, '18
Harold Everett Kinne, '18	Willis D. Storer, '16
Alfred Carl Koss, '20	Frank Austin Sturtevant, '15
Alfred Kristopherson, '16	Harold M. Swift, '18
James Blaine Lampert, '09	Earl Allison Thomas, '13
Stevenson Paul Lewis, '17	Carl Thompson, '13
Edward Mach, '14	Hyman Tishler, '21
George Gaylord Macnish, '16	Charles Henry Ulmer, '20
Kenneth L. McHugh, '20	John Vance Van Laanen, '17
Roland Henry Mahre, '16	John Crowell Van Riper, '13
George C. Merrell, '10	Karl Wagner, '21
John Franklin Merrill, '17	Hilbert C. Wallber, '08
John Gordon Mitchell, '20	William Wallrich, '17
John Lendrum Mitchell, '17	Lyman Case Ward, '16
Roger Emmett Moore, '15	Lucian Porter Wetherby, '12
Benjamin Harrison Mueller, '11	Donald William White, '18
Henry Richard Murphy, '15	Franklin Charles Williams, '17
Walter Henry Murphy, '13	Otto Winter, '11
H. G. Nelson, '19	Elmer William Witthuhn, '17
John Bastian Nelson, '14	Gustave de Neven Wright, '17
Samuel Kornelius Nord, '21	Alexander Frank Zache, '16

The Campaign Thus Far

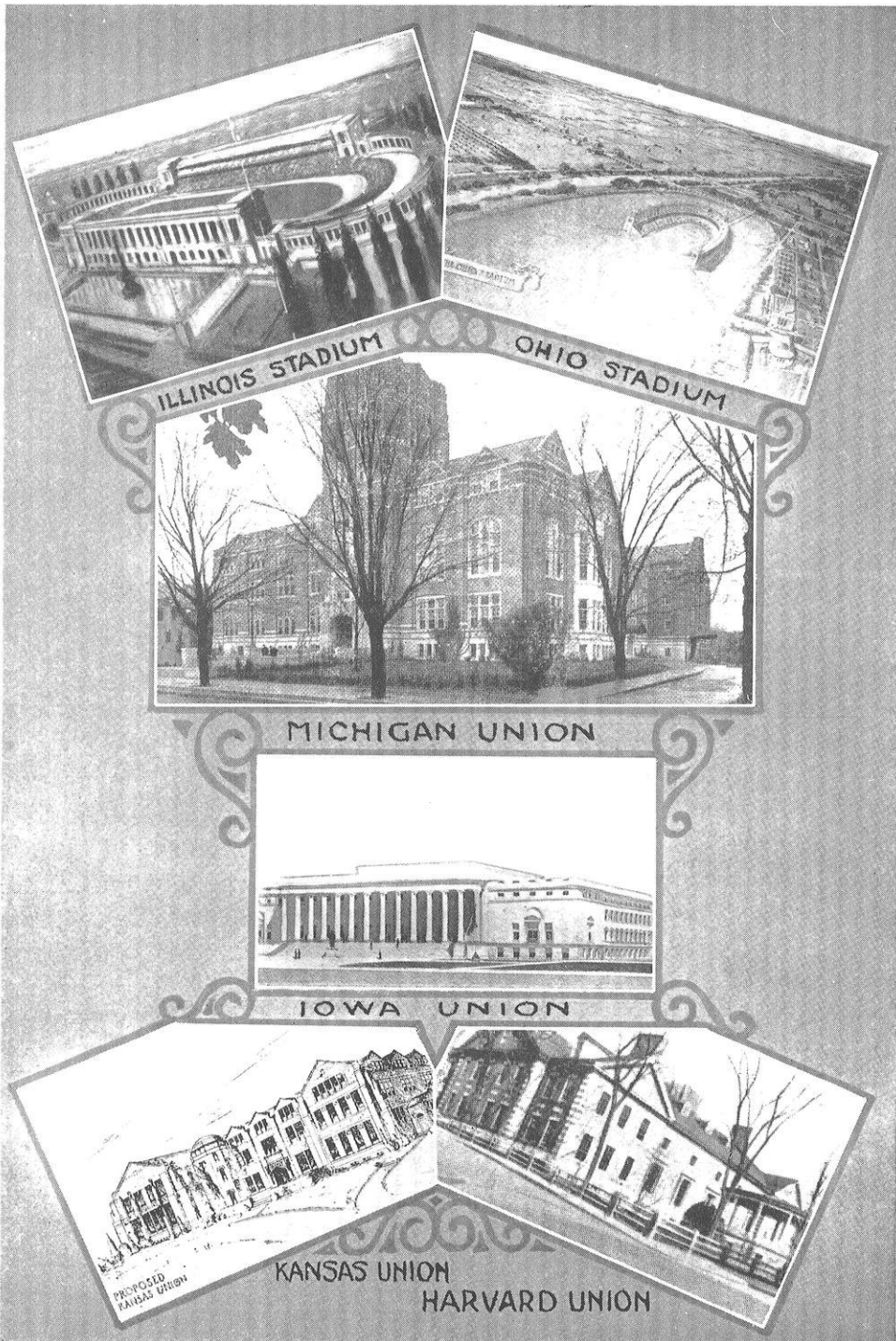
On October 1, 1921, pledges to the Memorial Union Building Fund reached the total of half a million dollars, representing the triumph of two years' work, and making binding all pledges to that date.

The State, acting through the regents, had presented in addition the superb site, property worth not less than \$225,000, so that all money subscribed may go directly into the building.

Thereupon was launched the second student campaign. Night after night in the auditorium of the Chemistry Building there met a committee of five hundred students, men and women, learning about the Memorial Union, about campaigns other universities were carrying on successfully; learning too, as they never had learned before, the meaning of Wisconsin Spirit, its history, and its grip upon the hearts of thousands. One night their enthusiasm broke loose, and in an impromptu demonstration they pledged **TEN THOUSAND DOLLARS IN TEN MINUTES**—raising this another \$2500 two nights later. And then Ned Jordan, '05, who had told them that night of his belief in Wisconsin men and women, made it an even \$5000.

On November 5 a huge parade marched down State Street, wound around the square, and came to rest on the lower campus. The Stars and Stripes fluttered at half mast from a staff on the site of the Memorial Building, a volley sounded, and there floated out on the still air the most poignant notes a soldier knows, the music of "taps." Amid impressive ceremonies, the representatives of the state, the regents, the city, the alumni, the students, and the university, accepted the dedication—and with a roar of cannon from the lake front the drive was on.

The students pledged a second hundred thousand. The faculty made theirs \$30,000. Madison has given \$80,000. Campaigns in a half dozen cities since then have shown that the alumni and the citizens of the state want life memberships in a Home for Wisconsin Spirit. Nearly \$700,000 has been pledged. And now we turn to the alumni and the friends of Wisconsin for **Three Hundred Thousand More!**



“It Can be Done”

The splendid Michigan Union was the first in recent years to demonstrate not only the utility of a beautifully appointed building in counteracting the disintegrating influences of a scattered campus and a large student body, but the fact that alumni of a state university when called upon will express their loyalty in a tangible gift. The benefit to Michigan alumni in increased pride and interest in their institution has been as great as the service to the undergraduates. The sum of \$1,400,000 has been subscribed.

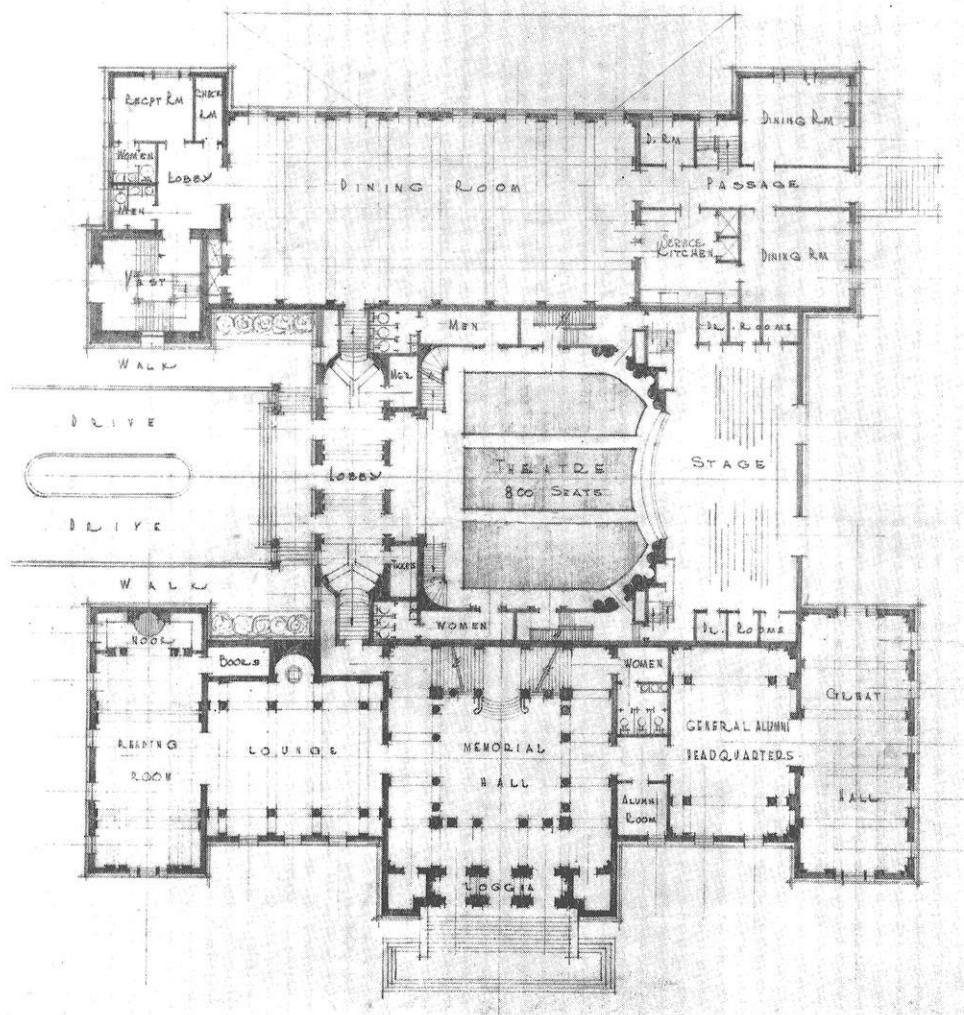
The campaign for the Illinois Memorial Stadium, launched last fall, has reached already within half a million of the \$2,500,000 which the project requires. This great gift of students and alumni will provide “athletics for everybody” in a series of playing fields, as well as a huge amphitheatre.

Ohio has her million pledged for a Memorial Stadium, much of it from citizens of the state who have not attended the university.

In Kansas, they plan to erect a Union building and a stadium, devoting half a million to each. Campaigns conducted by local alumni, backed by the untiring efforts of Chancellor Lindley, have produced already more than \$675,000. Purdue has raised \$800,000 toward a memorial building. Iowa's campaign is well under way. The students and faculty at Indiana one day last March raised \$413,000 toward a million dollar fund for a stadium, dormitory, and Union.

Iowa, Ames, Missouri, Nebraska, Texas, California, nearly every state university has undertaken to secure support from alumni for sorely needed projects, which legislatures, burdened with the responsibility for classroom buildings and maintenance of regular expenses, cannot supply. And the alumni respond!

What will Wisconsin do? The answer is the nearly \$700,000 already raised—and barely a fifth of our alumni have yet made pledges. Now the campaign is to be carried to everyone. Wisconsin men and women will demonstrate the quality which has raised their university to her position of leadership. It can be done!



The Plans

A fit companion to the noble and beautiful library building, the Memorial Union will be architecturally fitted to stand as the center of the social life of the campus, the harmonious background for college memories.

Picture it, as the crowd streams down from the hill at noon and flows up the steps into the Memorial Rotunda, or dividing, turns north down Park Street to enter directly into the Commons.

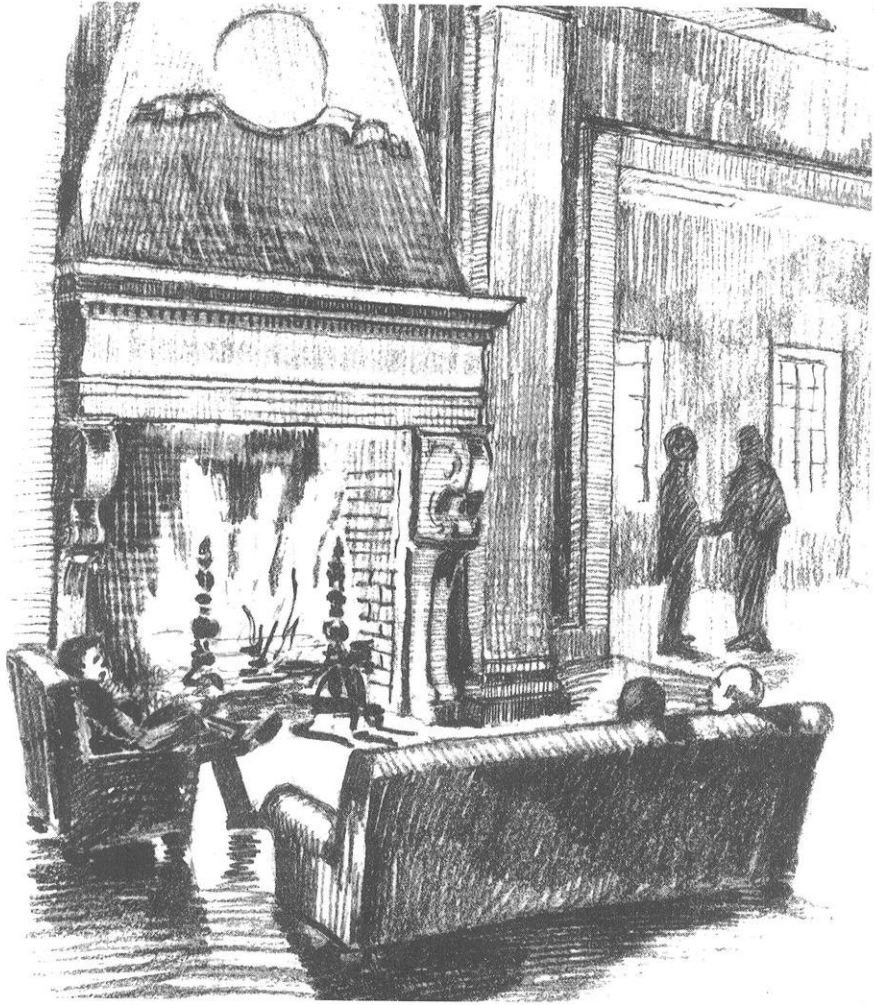
According to present plans, it will be a building of Bedford stone, 284 feet long on Langdon Street and 336 feet deep, occupying all the space now filled by the President's house, the Clinic and the present Union building—formerly the Olin and Raymer houses—and the house formerly occupied by President Birge.

Its dominant architectural feature will be the Memorial Rotunda, patterned after the Pan American Building at Washington, called "the most beautiful building in America." Here will be permanently recorded the Gold Star Roll of the University, and suitable commemoration of those who have served their country from Wisconsin in three wars. Here will be also the athletic trophy room. In beauty supreme on the campus, it will be the type and shrine of Wisconsin Spirit.

To the left will be a well equipped lounge and reading room, to the right the offices and meeting place of the Alumni Association. The second floor will contain rooms for student organizations; the basement will have bowling and billiard rooms. The theatre will adjoin to the north, fronting west on Park Street; and the Commons, with a dining room on the first floor and a "tap room" or cafeteria downstairs, with private dining rooms also, will front the lake. Overlooking the lake will be a terrace and balcony, the place for 'Varsity singing, for out-door dancing, and for watching water fêtes.

All these plans are still in the formative state, presented by State Architect Peabody as embodying present ideas. An assisting architect is now being appointed to work with Mr. Peabody in the development of the finest building attainable.

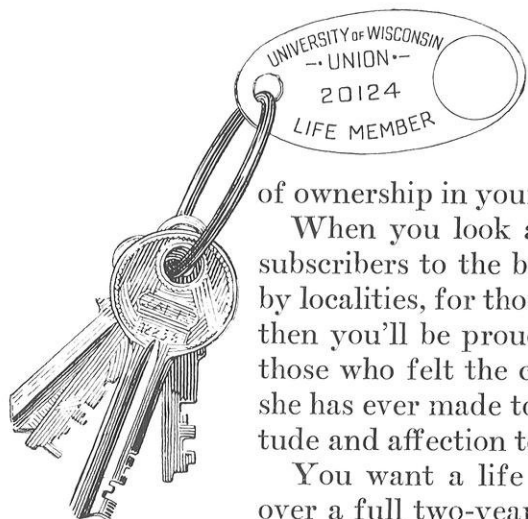
Dedicated to Comradeship



When a student goes out into the world, there is no other part of his education which is of such fundamental importance as capacity to deal with men, to see the other fellow's point of view, to have sympathetic appreciation with all that may be good in that point of view, and yet to retain firmly his own ideas and to adjust the two in fair proportion. Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows.

(From the Inaugural Address of President Van Hise)

You Want a Life Membership



When you stroll into the splendid Memorial Union, and exhibiting your key ring tag, tell the man at the desk that you are a life member, and you want a room—then you'll feel the pride

of ownership in your university.

When you look at the volume in which the names of all subscribers to the building fund are recorded by classes—or by localities, for those who have not attended the university—then you'll be proud to see your name among the names of those who felt the call of Wisconsin in this, the first appeal she has ever made to those who have most cause to feel gratitude and affection towards her.

You want a life membership. Payments can be spread over a full two-year period. You don't want to be left out, when thousands already have pledged the \$100 which entitles

the graduate and the former student to the certificate, or the \$50 for the undergraduate and the prospective student. Payments can be made quarterly, annually, or monthly, and can begin on the date most convenient for you.

A dollar a week for two years—you will want to give at least that much to the old school. If you can give more, make your wife a life member; if she's a Wisconsin girl, you can't deny it to her! Hundreds of alumni have made part of their subscription a \$50 life membership for a boy or girl of theirs who some day is coming to Wisconsin; there will be many key ring tags and certificates issued and laid away till the youngster is

This is to certify that
Samuel Fallows, '59
Is a Life Member of the
**UNIVERSITY OF WISCONSIN
MEMORIAL UNION**

As such, he is fully entitled to all rights and privileges of members of this organization.

Furthermore, his name is inscribed upon the roll of Life Members, who shall, subsequent to the date of their respective certificates each and all be forever exempt from all dues or fees which may hereinafter be levied upon other Memorial Union Members.

Signed

old enough to appreciate that he is a life member of the Union in the university his father or mother attended.

Men and women have made real sacrifices; boys and girls working their way through the university have pledged and are paying their subscriptions, in the finest spirit of loyalty Wisconsin has ever called forth. Whatever you are able to give, Wisconsin wants you all on the list.

You citizens of Wisconsin, the future of whose industries, whether farms or factories, is bound up with the type of men and women whom you send to the university, and whom it sends to you again, you know that the spirit of an organization is more than all its other assets. Then help to erect the Memorial Union, which will foster in many generations the Wisconsin Spirit which has made our commonwealth great.

You who have been at Wisconsin, who have felt the beauty of her campus, the inspiration of her teaching—what price will you put on the associations you formed there? What is the worth, say, of your college friendships?

In the spirit of those recollections, weighing carefully too what you can undertake, consider your debt to the university, your pride in helping her sons and daughters for years to come. Then when you receive a subscription blank, either through personal approach or through the mail, make your pledge to build this Home for Wisconsin Spirit.



“We Own Life Memberships”

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