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## The Wisconsin Union quarterly. April-May 1975

Madison, Wisconsin: Wisconsin Union, April-May 1975

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# Quarterly

the wisconsin union quarterly  
a communique for members

## More Good News on Our Golden Anniversary Campaign

april – may, 1975

Gifts from 300 of our Madison area members now total more than \$15,000.

Former Union chairmen and staff members and individual Memorial Union Trustees have added \$12,000, and the Iron Cross Society alumni have produced a check for \$1000. 758 graduating students subscribed for Union life memberships in 1974 – up 14% over 1973.

The Class of '29 has expressed interest in helping.

A nation-wide campaign among alumni, sponsored by the U.W. Foundation, is just getting under way.

\$300,000 for the first phase of our \$1,000,000 four-year improvement program is in sight.

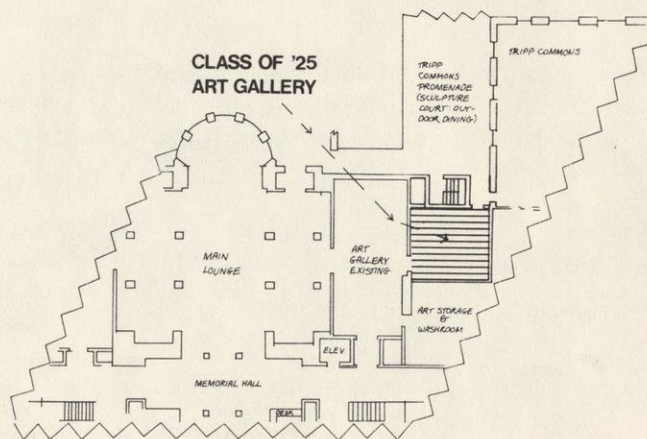
### Construction to Start This Year – Maybe

Encouraged by all these developments the Memorial Union Trustees have advanced \$15,000 for the final architectural work on this phase – construction of another art gallery and large reception-dining area expanding Great Hall. And in March the State Building Commission recommended the project.

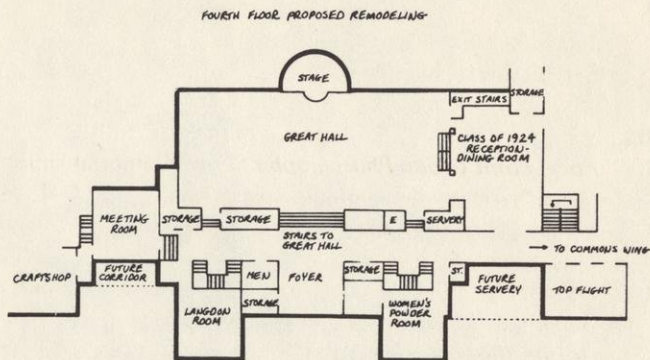
If you've wondered just where and how these rooms are to be added, these floor diagrams will give a general idea:

Between these two rooms, on the third level, there must be expansion of the Beefeaters meeting room to make the whole project feasible. It is for this part of the construction that funds are still urgently needed.

If you haven't already joined in the golden anniversary improvement effort, now is the crucial time to send in your contribution – to the Memorial Union Building Association, 800 Langdon St.



*The new art gallery, largely funded by the class of '25 – on the second floor level, in the open deck area between the existing gallery and Tripp Commons.*



*The reception-dining addition to Great Hall, gift of the Class of '24 – on the 4th level at the east end of Great Hall, above the new art gallery.*



## More "Golden Glow" — Highlights of the Union's First 50 Years

In the last *Quarterly* we listed some of the Union's contributions in the field of the arts over the years — to illustrate what your membership support and past gifts have helped to accomplish, and why, in our current fund-raising, we say: "Let's build a more perfect Union" to make Wisconsin "a still finer University".

Herewith is chapter two:

### The Union and the Film

- A weekly program of distinguished documentary, foreign, art, and contemporary films beginning in 1939, long before the first "art cinema" appeared in the State.
- Travel-Adventure lecture-film series (always sold-out houses).
- Movie-Time in the Play Circle — films you missed seeing, films you want to see again — now three afternoons and nights each week.
- Production, in 1954, of the first U.S. film illustrating, in color and sound, union purpose and program (winner of Screen Producers Guild Award; still circulating, in the U.S. and abroad, after 20 years).

### More "Firsts"

- Initiator of an annual student creative writing contest, and—now—publication of the only campus literary magazine.
- Bus excursions for summer students to picturesque Wisconsin areas (the 1930's).
- The first careers conference on the campus (the 1930's).
- The first lecture-discussion series on courtship and marriage (1938).
- The first college night club (1932).
- Venetian Night, Winter Carnival, Summer Prom — in an earlier, picturesque era.
- First union in the U.S. to serve beer (1933).
- Originator in 1932 of intercollegiate game tournaments (billiards, bowling, bridge, table tennis). Still going, nationwide; thousands of students participate each year.
- Organization of rooming houses for intramural sports and social purposes (mid-1930's).

### Attention to the Interests of Special Constituencies

- Development beginning in 1928, of a comprehensive social program for 9000 graduate students and 2000 foreign students.
- Sponsorship and financing of the International Club Sunday Friendship Hours, housing center, nationality nights, "International Week".
- Guest rooms, dining rooms, information center, and campus tours for alumni and parents.
- "Family Nights" for faculty members, graduate students, and their children.
- Movies and story-telling hours for children.
- Operation of a day care center for children of students and faculty employees, beginning in 1972.
- Open houses and orientation for new students, beginning in 1928.
- Operation of a branch cafeteria on Breese Terrace for 25 years after the war.
- Now . . . comprehensive new Union facilities serving the growing population at the west and south sides of the campus — the Union South.

(More to come: to be continued in the next *Quarterly*.)

### Gifts to the Union — the Very Grand Total

More than 1,000 alumni, students, faculty, and friends contributed to the Memorial Union in 1974, bringing the total number of donors since the fund-raising venture started in 1919 to almost 44,000. This is probably the largest number contributing to a union building project at any university.

About \$1,000,000 was raised in the 1920's and 1930's when a dollar was worth about four of today's dollars, followed by \$600,000 in more recent years. So, in terms of 1975 dollars, the friends of the Union have contributed the equivalent of about \$4,600,000 — a substantially larger sum than any other kind of university gift campaign has produced.

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Please be sure to report changes of address (or name) immediately so that you continue to receive all member mailings. Of the many calls reporting that members are not receiving Union mail, most of them are traced back to an unreported change of address. Please call 262-2687 or send address changes to the Membership Office, room 400A, Memorial Union.



## Intersession and Summer Mini-Courses Planned

Mini-Courses, those popular informal non-credit courses that have been attracting students and non-student members of the Union, will be offered during the University's intersession period May 19-June 6 and during the regular 8-week summer session June 16-August 8.

The listing of intersession offerings will be available April 28. The summer course schedule will be available around the first day of summer session. For information call the Mini-Course Coordinator 262-2214.

## Children's Craft Classes Offered Again this Summer

A craft program for children between the ages of 6 and 8 years of age will be offered by the Union again this summer. Started last year, the craft classes will be held in the mornings two days a week for three weeks.

Emphasis will be on learning and working in ceramics, wood working, photography, movie-making and other crafts. Classes will be limited to twelve children for a maximum opportunity for individual attention. More specific information will be available later in April. Call 263-3938 for information if you are interested in the classes.

For information about the daily Union schedule call 263-4000. This daily listing of major programs in the Unions also includes the Memorial Union cafeteria menu for lunch and dinner and information on tickets that are now on sale in the box office. Remember to put this number on your list of frequently called numbers!

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April 22 will be declared College Student Volunteer Day. Mrs. Phyllis Young has agreed to speak that evening on the subject of the contributions of college student volunteers to the community. This will be part of the campus observance of National Volunteer Week April 20 through 26. Campus arrangements are being handled by the Union's Volunteer Placement office and Outreach and Services area. For more information call 262-2214.

A quiet mid-winter coffee break in the Memorial Union cafeteria with ice-covered lake Mendota in the background and a lonely ice skater.

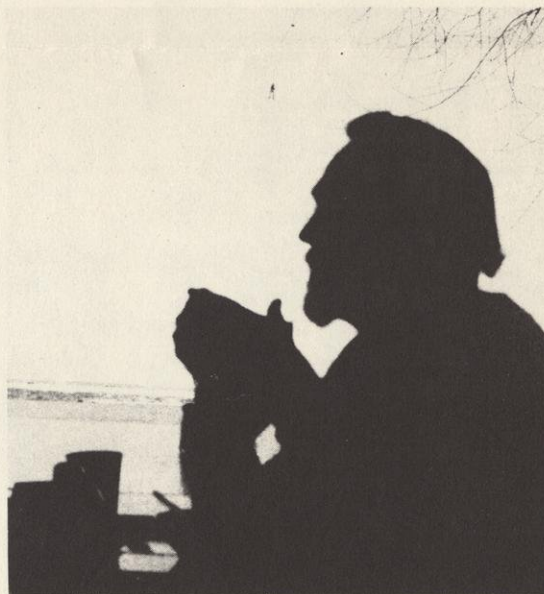
## Rolf Nesch Graphics Scheduled for Memorial Gallery

One of Norway's greatest living artists, Rolf Nesch, will be featured in the Memorial Union Main Gallery during the month of May. An exhibition of Nesch graphics will open with a reception April 30 and will remain on view through May 30.

The exhibition, which contains 50 etchings and metal prints, was selected by Dr. Knut Berg, director of the National Gallery in Oslo. Circulated by the Smithsonian Institution Traveling Exhibition Service, the exhibition is visiting the United States as part of the commemoration of the 150th anniversary of the first organized Norwegian emigration to this country. It is co-sponsored here by the Union Arts Area, the UW Anonymous Fund, the Department of Scandinavian Studies and the Norwegian Information Office.

Born in 1893, Nesch emigrated from Germany in 1933. His development of the metal print has established Nesch as a great innovator in 20th century prints. Stimulated by the magnificent environment in Norway, he created several important graphic series to interpret his response to the unspoiled land, mountains and seas of his adopted country. Included in this exhibition are prints from the "Snow Series," the "Lofoten Series" (devoted to fishing and the sea), the "Beach Scenes" and "In the Mountains."

The Nesch exhibition will be open for viewing daily from noon to 6 p.m. except for Saturday and Sunday, May 24 and 25. Gallery tours may be arranged by calling 262-0330. The film "A Visit to Al," about Nesch, his farm and his work will be shown daily and the times and place of showings will be available in the gallery. Special showings of the film may be arranged by calling 262-0330.





WHO...WHAT...WHEN...WHERE

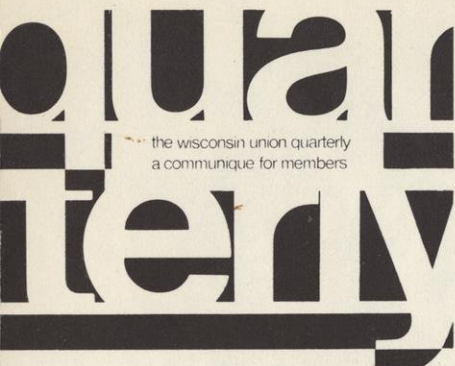
APRIL

- 8-25 *Focal Point Group Photography Show*, Memorial Union Theater Gallery  
9-21 *"The Orchestra,"* ceramic sculpture on stage by D. L. House, Milwaukee, Union South Gallery  
9-14 *Serigraphs and Paintings* by MFA candidate Lawry Gold, Memorial Union Main Gallery  
10-13 *Movie Time* "The Longest Yard," Play Circle  
12 *Horseman's Clinic*, 9 a.m. - 5 p.m., University Pavilion  
12 *Ballet West*, 8 p.m., Union Theater\*  
13 *Brother Fredrick Douglass*, folksinger, 7:30 p.m., Great Hall  
14 *Travel Adventure Film: "Micronesia, America's Pacific Paradise,"* 8 p.m. Union Theater\*  
15 *"Poems and Poets"* series of readings by local poets, 7 p.m., Memorial Union Roundtable Room  
16-21 *Ceramic Sculpture & Drawings* by MFA candidate Susan Freifeld, Memorial Union Main Gallery  
17 *Spanish RTV Symphony of Madrid*, 8 p.m., Union Theater\*  
17-20 *Movie Time* "Juggernaut" Play Circle  
22 *Adrien Stoutenburg*, poetess, will read her poetry, 7:30 p.m., Tripp Commons  
23-28 *Photographs & Books* by MFA candidate Linda Rich, Memorial Union Main Gallery  
24-27 *Movie Time* "Daisy Miller" Play Circle  
24-29 *Handblown Glass Vessels* by MFA candidate Gary Loch, Union South Gallery  
25 *Ballroom Dance* (semi-formal), 8:30 p.m., Great Hall  
26-27 *Wisconsin Union Spring Art & Craft Sale*, noon-6 p.m., Memorial Union  
28 *New Mini-Course listing* for May available in Program Office, 262-2214  
30 *Opening Reception* for "Graphics of Rolf Nesch," 8-10 p.m., Memorial Union Main Gallery

MAY

- 1-2 *Movie Time* "Gentlemen Prefer Blondes," Play Circle  
1-30 *Graphics of Rolf Nesch*, Memorial Union Main Gallery (Daily film showings of "A Visit to Al." Gallery tours available. See story on page 3.)  
1-6 *Etchings, Books & Film* by MFA candidate Fred Johnson, Union South Gallery  
2 *Return of Union Loan Collection works*, 11 a.m.-2 p.m., Memorial Union  
3-4 *Movie Time* "A Star is Born" Play Circle  
5-11 *Movie Time* Buster Keaton features to be announced.  
7-June 8 *Photographs by John C. Weaver*, Memorial Union Theater Gallery  
8-13 *Paintings, Drawings & Prints* by MFA candidate David Schad, Union South Gallery  
19-June 1 *Selected Works from the Wisconsin Union Art Collection*, Union South Gallery

\*indicates that the program will be preceded by a pre-theater dinner in Tripp Commons at 5:45 p.m. \$4.65 per person. Call 262-3976 for reservations.



wisconsin union  
university of wisconsin-madison

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