



If you want to be a Badger. . .

Madison, Wisconsin: [s.n.], 1960

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If you want to be a Badger . . .



. . . *just come along*

When the University dedicated the Memorial Union in 1928, President Glenn Frank said: "The Union gives us the living room that will convert the University from a **house** of learning into a **home** of learning."

What is the building supposed to do? What is any Union for?

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 is a lounge, dining room, reading room, art gallery, workshop, theater, music room, forum, game room, dance and party center, public relations agency, office building, ticket bureau, and headquarters for outings.

It is a laboratory of student management and self-expression; caterer to the campus at large, housing the bulk of its meetings and serving its dinners; advisor to student committees; troubleshooter in certain problems of student personnel; teacher of the arts of leisure and recreation. It concerns itself with the whole area of student life and interests outside the classroom.

The Union, fundamentally, is just 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. In the best sense, the

with me to Wisconsin's "Living Room"

Union represents a comprehensive, well-considered plan for the community life of the University.

So the continuing goal of the Union has been to develop a center with adequate accommodations for almost every type of group activity — that students might meet and talk and work with each other during their free hours; that engineers might rub elbows with art students, fraternity members with independents, graduate students with undergraduates, students from small Wisconsin towns with students from all over the world. The Union planners knew what educators everywhere know: that much of what students learn they learn from each other, and from teachers in informal association outside the classroom.

But above all, the Union is a priceless tool for shaping campus solidarity and the individual student's sense of social responsibility, — a natural laboratory where all who will, may have a part in the direction of community enterprise, where self-government and democracy may be continually practiced.

So it is that at Wisconsin the Union has its highest value as a community center, a center which serves, not just as a sheltering

building structure, but as a unifying force in the life of the University and as a sponsor of self-directed, free activity in which students learn that **they** — not some one else — are responsible for the welfare of their University and their country.





THE CALLIOPE SOUNDS, THE CAMPUS COMES, AND THE FAIR IS ON! That's "County Fair," the Union's Fall Open House designed to have you meet your classmates, see the Union. Barkers, contests, (and this fall maybe even an elephant) spark the carnival spirit. Second semester it's a triple-decker Fasching Party, German equivalent to the Mardi Gras . . . a natural for an all-campus party. And if you're a Union committee member, you'll come to Beefeaters, the Union family's Christmas dinner. Medieval attire and manners make this unique dinner the most colorful celebration of all.

It's almost impossible **NOT** to

So wrote Time magazine after a visit to the Union. We have our serious — and, we think, important goals. Sure.

But day by day it all adds up to fun like "County Fair," our fall Open House. In an editorial, the Daily Cardinal put it this way: the Union "can be sophisticated . . . but it's just as good at throwing a county fair to make newcomers feel at home."

On this first get-acquainted night you sample the good times to come throughout the year — dancing, movies, art shows, games, group singing, and marshmallow roasts around a lakeside campfire.

And if you're wondering "when do we eat?" the answer is "anytime!" at the Union. You'll probably find the food is cheaper and better than anywhere else.



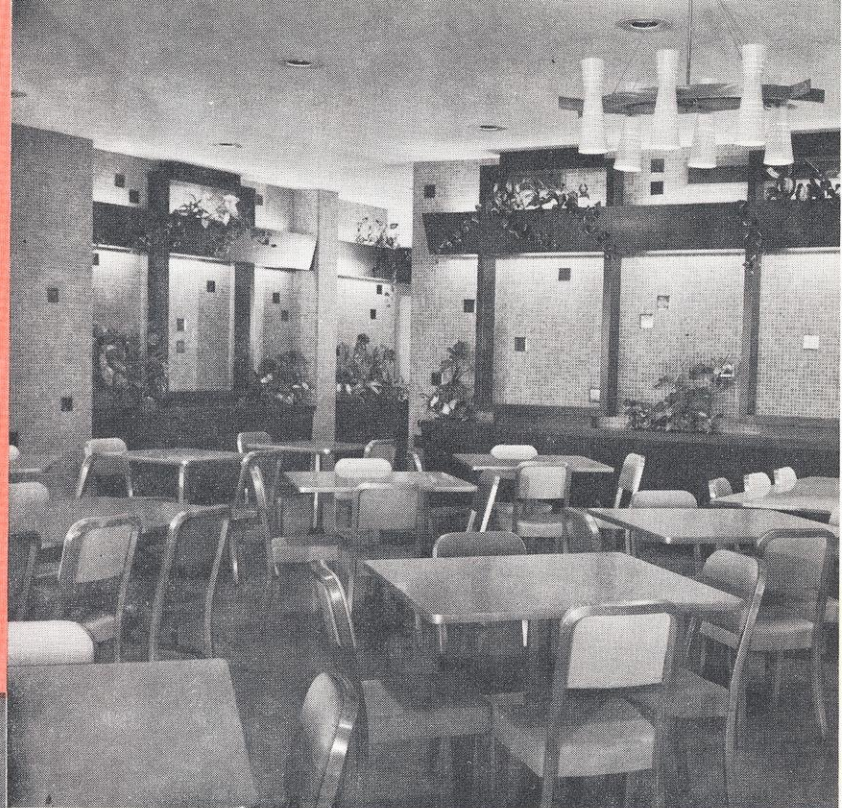
have a good time at Wisconsin

Variety too . . . from coffee and doughnuts in the Rathskeller to sirloin steaks in the Georgian Grill, complete with waiter service, soft lights, and background music.

Our new and smartly decorated cafeteria provides a place to "dine" in the most appealing sense of the word, plus a "deluxe" panoramic view of Lake Mendota. 700 seats, two self-service counters, and even a tropical fish aquarium!

The cafeteria is open all day long — expressly for study and shop talk. By student request: no din . . . no stir . . . no distractions (except that wonderful view.)

The Union has five dining rooms all together, including a branch cafeteria near the engineering and "ag" buildings. They serve 8,000-10,000 meals a day — which makes the Union the dining room of the campus, too.



You'll see the work of DIANNE BLANCHARD, HOUSE COMMITTEE chairman, when you come to "County Fair." She and her committee stage open houses, keep suggestion boxes posted, make traffic counts throughout the year. Dianne, a senior from Madison, is also responsible for calling together the Royal Order of Beefeaters for their banquet at Christmas.





Cultural heart

The Union has brought together under one roof: dining rooms and meeting rooms, headquarters for student government, game rooms and social halls, library, art and music rooms, and a theater — all forming a great social-cultural heart of the campus.

From Alfred Lunt to Harry Belafonte, visiting artists have called the theater the "most beautiful in the world," . . . "the finest I have ever played in."

Into this stage setting come the Broadway shows, ballet and opera, and the great concert artists.

And into the backstage area we hope **you** will come, to wield hammer and paint brush, run the lights.

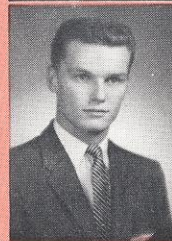
There's a small experimental theater, too . . . for student written plays, studio music, movies.



You'll be hearing from ROBERT JACOBSON and his THEATER COMMITTEE as they announce additions to the theater program they've designed specially to keep pace with last year's record-breaking 20th anniversary season. Bob is a junior from Racine.



Meet ROBERT SCHMIDT, senior from Fond du Lac, who will lead MUSIC COMMITTEE in presenting the 41st annual Concert Series, Sunday afternoon music hours, and jazz sessions in the Rathskeller. The committee also sponsors two operas this year.



of the campus . . .

And in the small adjoining rooms or on the outdoor terrace: folk sings, play and poetry readings, record-listening, coffee hours with the greats of the theater and music world.

Coming up for you to see and hear are the topflight artists and attractions which headline the Theater's 21st season:

Jazz: Dave Brubeck and Miriam Makeba at the Union Jazz Festival in September, Erroll Garner in March.

Opera: "Don Giovanni" and "La Boheme."

Dance: American Ballet Theatre, lecture by Agnes De Mille.

Drama: Pulitzer-prize winning play "J. B."

Classical music: Robert Casadesu, pianist-composer; violin vir-

tuoso Christian Ferras; French baritone Gerard Souzay;

Janos Starker, Hungarian 'cellist; the Festival Quartet; mezzo-soprano Nan Merriman; the Minneapolis Symphony Orchestra, and the New York Chamber Soloists.

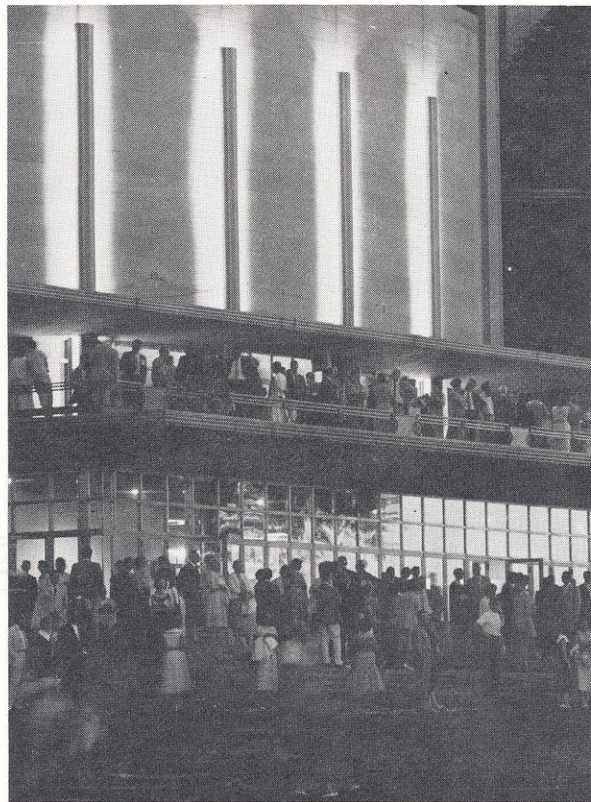
The winter olympics, the sea, Poland, and South America are subjects for four Travel-Adventure series programs.

Here you have it: top artists, the great plays, films rarely seen elsewhere, an outlet for the student urge to sing and act — and students have a hand in all the arrangements.

Here are joined the learnings of the classrooms, the practice of the arts, community service, and daily social life in a satisfying art of living.



ROBERT BOHM, senior from Milwaukee, heads FILM COMMITTEE, taking you around the world by film on their Travel-Adventure series. This group also brings "distinguished foreign films, films you regretted missing, and films you want to see again" each weekend in the Play Circle.



"THE UNION IS THE CENTER OF MADISON'S RICH CULTURAL LIFE . . ." Holiday Magazine, June, 1960.

We blow the dust off art



You can't bring your home workshop to college with you. So the Union has rigged one up with all the tools and equipment for carpentry, block printing, picture framing, painting, ceramics, sewing, art metal work, photography

... you name it. It's a handy place to make something for your room, print your own Christmas cards, paint a poster, make decorations ... even build a boat. Students who have had the fun of working in the shop think it's the most important room in the building.

Art isn't pushed off in a hard-to-find museum at Wisconsin to gather dust. The gallery is right in the mainstream of student traffic next to the Union lounge. And student ingenuity brings forth an exciting exhibition every three weeks — everything from Da Vinci to toys and modern furnishings.



At least 400 students view the exhibitions every day and many of them enter their own work in the Student Art Show. The Gallery also hosts the state's largest art competition — the Wisconsin Salon.



Managing a workshop and a darkroom, how-to sessions for crafts enthusiasts, and decorating the Union for special occasions are projects of THOMAS RAY and CRAFTS COMMITTEE. Tom is a sophomore from Woodstock, Illinois.

GALLERY COMMITTEE has three galleries to work with, changes shows every three weeks. LOIS WITTICH, Madison senior, leads the committee in choosing and hanging exhibitions.



. . . and ideas

The very first Union, established at Cambridge University in 1815, was a debating union. So many British statesmen got their first training in Oxford



Modern history-makers come to the campus to speak at free programs sponsored by FORUM COMMITTEE. Chairman CAROL HOPPENFELD, New York senior, predicts even more for this year.

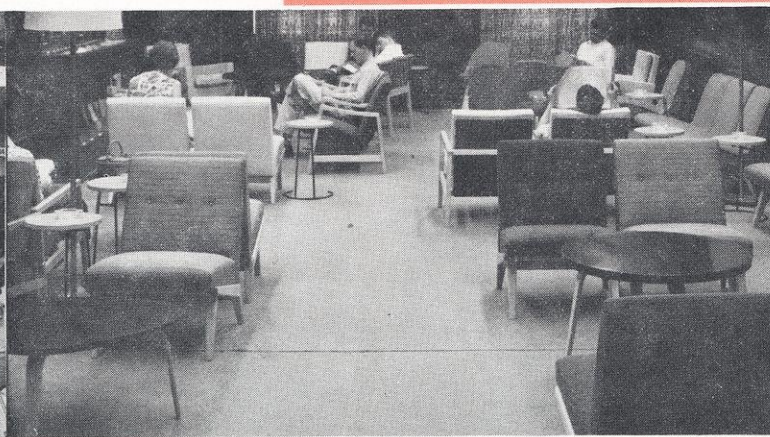
and Cambridge debates that the unions there are known as "the cradle of British parliament."

Wisconsin carries on the tradition through mock senate sessions and political conventions, Oxford-type debates, playing host to visiting dignitaries, and countless student-faculty forums — all for the free exchange of ideas.

And when you want to get acquainted with an idea . . . or a detective story . . . by yourself, there's a quiet

browsing room with open shelves full of the best of latest books and magazines. Just right for a half-hour between classes or after lunch.

Ideas in writing appeal to LITERARY COMMITTEE. This group sponsors a Creative Writing Contest with cash awards for student writers, also chooses magazines and books for the library. LESLYN SCHMIDT, Hartford senior, is chairman.





SEE THE LATEST IN BRIDAL FASHIONS

DANCE AT CLUB 770, FIRST COLLEGE NIGHT CLUB IN THE NATION.



No better place

Like to dance? The Union is the place. Every week a variety of dances, in a variety of Union rooms. No better place to get acquainted!

Friday night informal mixers (kick-off ball) . . . "theme" dances on Saturdays . . . Sunday night square dancing (Folk Fiesta) . . . how-to-dance sessions (both beginners and advanced groups taught by professionals) . . . a floor show cabaret with reserved tables (Club 770 — first of all college night clubs,) . . . and record dancing by candlelight in the Rathskeller (Danskeller).

Throughout the year there are other ways to get acquainted, like lemonade and coffee hours. And the faculty come, too.

Social committee will even help you plan a wedding (wedding workshops for both men and women), show you the latest in wedding fashions at its Bridal Style Show.

At Christmas time — another party - committee members get together to decorate and deck the halls.

Arranging dance lessons and dozens of dances is one of DICK TAYLOR'S roles as SOCIAL COMMITTEE chairman. This senior from Merrill promises a full social calendar from fall to summer.



to get acquainted

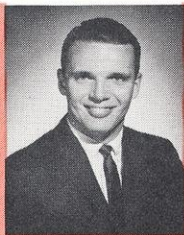
Wisconsin goes for indoor games, too. Intercollegiate billiards (by telegraph, and later face-to-face) originated at Wisconsin way back in '32. And now we have intercollegiate tournaments on a national scale . . . in billiards, co-ed pocket billiards, bridge, and bowling.

But this all comes after the campus tournaments (about one a month) and the day by day play for the fun of it.

Table-tennis, shuffleboard, bowling, billiards — they're all here for you when you feel like a game. Conveniently located next to the Rathskeller, too, if you'd like a snack between games.

Everyone likes to do what he can do well. So teaching is the order of the day at the Union. Each year the country's top experts come to show how the games are played.

Suggest you watch for the classes coming up in bridge and bowling.



JOHN WING, junior from Marshfield, heads TOURNAMENTS COMMITTEE for a year of organizing billiards, chess, bridge, and bowling competition, giving lessons, too. Showing films of Badger football games is also on the agenda.





"The most important thing

"The most important thing in the world," Prime Minister Nehru of India told students when he visited the Union, "is to get to know and understand other people."

And our own University President Van Hise, presenting the case for a Union back in 1904, said about the same: "When a student goes out into the world, there is no other part of his education which is of such fundamental importance as the capacity to deal with — to get along with — other people."

Week by week student groups focus on this essential matter of understanding and getting along with the other fellow.

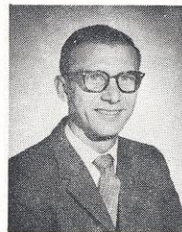
Come to the International Club's Sunday night Friendship Hours and suppers (authentic foreign menus), Friday night Dancetimes, the Folk Festival, and Costume Ball and you'll have an unforgettable experience. (The Club's motto: "Above all nations is humanity").

If you're a graduate student, there are Sunday coffee hours, skating parties, Sports Nights, and dances which bring grads from every department together.



A Texan born in Syria, MARY HAROZ, a junior, guides INTERNATIONAL CLUB's program of bringing together 650 foreign students and as many or more Americans.

This year the grads have elected MERVIN LYNCH president of GRAD CLUB. Life on the campus for his 4000 fellow graduate students is Melv's concern. He's from Grundy Center, Iowa.



in the world . . ."

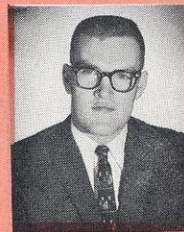
Have the yen to sail or ski? Then stop at the Hoofers office and they'll tell you how.

Every year at least 800 students find friends, and the outdoor life they like, with the Hoofers, the Union outing club. And along the way they learn how to sail (if they didn't already know), to ski, climb mountains, canoe, ride horses, or shoot deer with bow and arrow.

Each weekend two or three outing parties go out from the Hoofers quarters — to the nearby Baraboo hills and Blue Mound caves, the northern Wisconsin canoe rivers or ski resorts, or as far (during holidays) as the Tetons or British Columbia.



GLENN OHM, grad student from Wauwatosa, directs the far-flung activities of the HOOFERS — their outings, sailing regattas, canoe trips down the Flambeau, moonlight horse rides, Rocky Mountain climbing trips, and ski expeditions to Wausau, Ontonagon, and Aspen.





THE UNION LAKEFRONT: PERFECT SETTING FOR DISCUSSING IDEAS AROUND A CAMPFIRE.

How does it happen?

The programs pictured in this booklet don't just happen — some 500 student committee members, aided by staff advisors, make it happen.

Committee work in the Union isn't just playing at self-government in a harmless situation where it doesn't make much difference how it comes out.

The committees of the Union, for one thing, have to do with the daily dining and recreation of thousands of fellow students — two items which together account of half the expense of going to college.

They have much to do with how this \$4,300,000 building will be used; how some 175 kinds of programs and services involving over 600 employees can be made to click.

Committees earn, budget, and spend some \$150,000 a year, almost as much as all other student organizations put together.

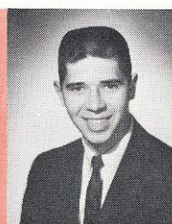
In other words, we have the real thing — real opportunities for the exercise of leadership in a going community.



Telling the campus what's up at the Union is Madison junior JUDY OAKLAND and NEWS BUREAU's job. They write for newspapers, radio, and booklets like this one.



PLACEMENT COMMITTEE head JOHN SWANKE, junior from Clintonville, helps you find the best Union committee for you, sees that all committee work runs smoothly.



Gauging student opinion from Union representatives in all living units on campus is Milwaukee junior MIKE COMER's concern as PUBLIC RELATIONS chairman.

Here's where you come in

Committee member or not, the Union is yours. When you register for the semester, \$9 of your fee goes to the Union for your membership which entitles you to all the building's facilities and to participation in the programs previewed in this booklet.

You'll find the Union's a place where employees are cordial and go out of their way to help you; where having fun and making friends comes easily; where students can meet readily in groups to shape a course of action; where people work together for the common welfare as a matter of habit; where you can engage in "the most important thing in the world" — to get to know and understand other people.



Partner in planning progress is ROBERT SIMENSON, senior from Cornell, this year's VICE-PRESIDENT of the Union. Bob takes care of joint planning with other campus groups and guides a wide range of special projects. He's a former Placement committee chairman.

DAN WEBSTER, this year's Union PRESIDENT, draws from wide experience in campus activities to guide the Union program in the direction its members want it to take. As president he'll co-ordinate student efforts to make the Union the kind of campus center students want it to be. His office on the third floor of the Union is always open. Dan is a senior from Milwaukee.



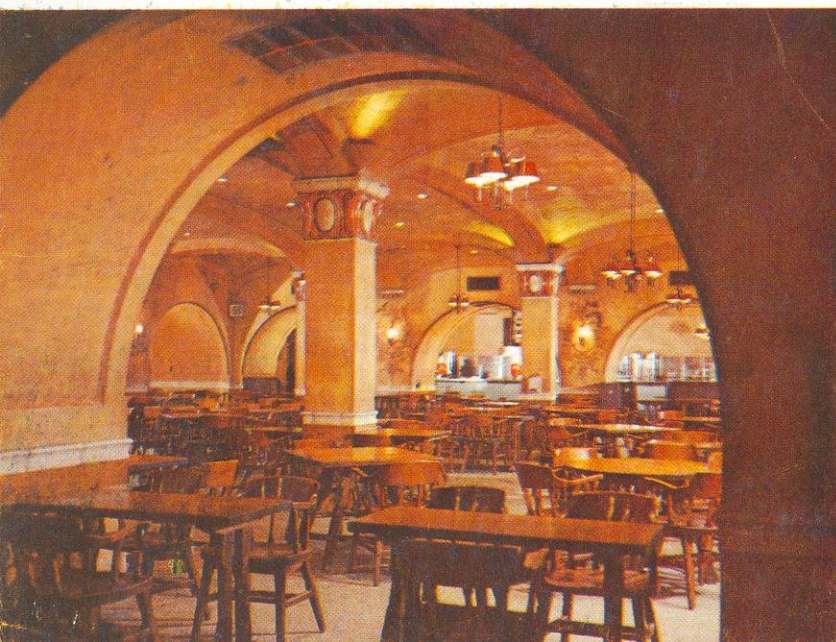
The doors to Union committee membership are always open — we hope you'll consider joining a committee. Watch the Daily Cardinal for announcements of special dates when you can meet chairmen pictured in this booklet and talk with them about joining their committees.

It's easy all year long, too. Just let the Membership office know you're interested!

At the Union you can also expect to find a multitude of conveniences which make the day go easier:

- There's a place to leave your things (lockers, checkroom)
- Barber shop, meeting rooms, lounges, free phones
- Television sets (four of them)
- An information desk that answers all your questions (or most of them) and where you can buy a stamp, a postcard, magazine, or comb
- Hometown newspapers (maybe your own)
- Guest rooms where you can put up the folks or a friend overnight
- A place where the prices for doing things and dining are inexpensive (in a recent survey more than 90% of all students said so)

At the University of Wisconsin, everybody says, "I'll see you at the Union!" The Rathskeller is known far and wide for its old-time German atmosphere, and for coffee and conversation . . .



In spring and summer, the Union moves outdoors to the picturesque terrace overlooking Madison's Lake Mendota, scene of sailing regattas, band concerts, dining and dancing under the stars . . .