

The Union quarterly. Autumn 1970

Madison, Wisconsin: Wisconsin Union, Autumn 1970

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A Picture Drawn in Data

Factual answers to some questions are hard to come by. So we were hopeful when Professor of Sociology Harry Sharp, director of the Wisconsin Survey Research Laboratory, accepted the Wisconsin Union as a suitable subject to be studied during the 1969 fall semester in his course, "Introduction to Survey Research."

For his students, most of them seniors or graduate students, the Union became the object of their intense scrutiny. They tramped through the building, peered into pots in the kitchen, read Union history, interviewed extensively Union officers and staff. Using the information they collected, they designed a survey about the Union and living patterns of students.

They asked the 681 students chosen as a random sample from the whole student body, about 150 questions each. Eventually the answers became 76 pages of computerized data which have given us all kinds of original information as well as valuable illumination of the statistics we regularly keep.

We knew that around four and a half million persons would come into the Union while school was in session here last year. But we didn't know that 93 per cent of the student body came at least once during the first semester of the 1969-70 school year and that 40 per cent used it at least weekly. Student use of the building averaged 22 times a semester per student.

What kinds of students did the sample group feel were most attracted to the Union? Seventeen per cent, hippy, long hair; 15 per cent, all types; then socially active, socially inactive; liberals, politically left; persons who live near by; those with free time; undergraduates; persons who want to talk; and on, and on.

We not only heard that almost half of the students at the University live in apartments but also that 75 per cent, perhaps more, have facilities for preparing meals. To judge from the recipes we're been hearing recently from students, many are becoming gourmet cooks.

Despite all this, they—and you—eat 6,000 meals here each day. There's still plenty of room for you and your family, particularly in the Cafeteria in the evening. When you come, you'll discover that on the Cafeteria walls now hang

some of the most attractive of the art works from the Union's collection.

We've known that looking at the works of artists is a popular occupation here at Wisconsin. The survey showed that 91 per cent of the students knew of the Union's art exhibitions and came to see them. (Incidentally, this high interest in art is equally true on most campuses across the country.) The students helped greatly to swell our exhibition attendance figure to around 191,000 last year.

We knew, too, that many were music and opera buffs. Our records indicate that 70 per cent of the tickets for Union-sponsored events in the Theater are bought by students.

Carrying out its educational role more traditionally as well, the Union has provided less formal meeting places for classes. Fifteen per cent of the students reported that their academic classes had met in the Union at least once during the semester of the survey. For many years, the Union has invited professors, particularly those with large lecture classes, to come with the small quiz sections they normally would not meet, for an informal class session—coffee provided by Union committees. It has been one of our efforts to create situations where students and faculty can get together.

Sixteen per cent of the students queried had participated in Hoofers last year. About 800 novices learned to ski and 1,500 to sail as members of the Union Hoofers, the largest all-inclusive college outdoor club in the nation. Its five "sub-clubs" drew thousands of students for skiing, sailing, outing, boating, riding, and mountaineering. In 1969, 5,000 Hoofers traveled more than 12 million passenger miles on their various trips.

All of these jaunts, all of the concerts, all of the exhibitions, in fact, all of the Union-sponsored programs have been the results of decisions made by all-student committees under the oversight of the all-student Directorate. And our policy decisions are made by the Union Council with a student president and nine out of 15 members, students. The other six members represent the faculty, alumni, and staff. Here are strong examples of responsible and creative student power in action.

continued inside

AT THE UNION, NOW, AND LATER

Now-Sept. 26—SCULPTURE AND GRAPHICS BY EDWARD MAYER. Formerly a graduate student here, he is now a professor of art at Carthage College, Kenosha. Main Gallery.

Now-Sept. 30—PAINTINGS AND PRINTS BY EARL POWELL, a graduate student in art from Madison. Main Lounge Gallery.

Now-Nov. 3—THE ELECTION CENTER opens at noon on weekdays, 3 p.m. weekends, and closes at 8 p.m. Since last May, students and staff of the Union have been planning the Election Center—a non-partisan election information center designed to serve the entire University community. Located in the Union's second floor library, the Center is designed to provide the widest possible variety of election materials available in one location. It has information on how to register to vote, how to vote by absentee ballot, as well as listings of candidates for local, state, and national offices, their biographies and campaign literature.

Sept. 25, Fri.—SAMMY DAVIS JR., SHOW. 8 p.m. Dane County Coliseum. Tickets also on sale at Coliseum.

Sept. 26, 27—FALL SIDEWALK ART SALE. Student art work, 10 a.m. to 5 p.m., Memorial Library Mall. (In case of rain, Oct. 3, 4.)

Sept. 27, Sun.—ROBERT PRESTON, award winning young pianist, Sunday Music Hour. 4 p.m. Union Theater. Free to Union members.

In February of 1945, a young artist, a new name in the concert field, was introduced to a Union Theater audience by the Union's Concert Committee. His name? Isaac Stern. Jascha Heifitz in 1924 and Vladimir Horowitz in 1929 came as unknowns. Over the years, our interest in newcomers in the arts has continued. Recently the Sunday Music Hour series, six concerts all of which are free to Union members and just 78 cents to non-members, has introduced artists newly emerging into national attention. At recent concerts, audiences of all six of the artists coming this year have burst into "bravos." We think you'll be thrilled by them, too. All Sunday Music Hour performances are at 4 p.m. Afterwards, you might find that talking it all over at the Union's Smorgasbord in Tripp Commons, 5:15-7:00 p.m., completes the afternoon very well indeed.

Oct. 2-19—PRINTS AND PAINTING BY RICHARD LAZZARO, professor of art in University of Wisconsin Art Department. Main Gallery.

Oct. 9, Fri.—RITUAL (film special), Ingmar Bergman's finest. 7 and 9:30 p.m. Union Theater.

Oct. 11, Sun.—SCHROEDER'S TRIBUTE TO BEETHOVEN, first in this season's Festival Dinners. 6:30 p.m. Great Hall.

We're planning four magnificent dinners for you this season, Festival Dinners. Because they will be on the evenings of concerts in the Theater, we're hoping that for some the dinners will serve as a gastronomical prelude. This year we arranged things so you may reserve places in Great Hall for yourself and your friends. For those planning to attend all four dinners, series tickets are available at a special price: \$14.00 plus 56 cents tax. Individual tickets are \$3.75 plus 15 cents tax. Student tickets are \$2.75 each or \$10.00 for the series plus tax. Tickets for the series as well as individual tickets for this dinner are now on sale. Other individual tickets will be available three weeks before the date of the dinner.

Oct. 11, Sun.—MISHA DICHTER, pianist. One of the most brilliant musicians of the younger generation, opens the fifty-first annual Wisconsin Union Concert Series. 8 p.m. Union Theater.

Oct. 13, Tues.—ART FILMS, 4:30, 7 and 9 p.m. Play Circle. Free to Union members.

Oct. 16, 17, Fri., Sat.—"1776," delightful song and dance version of how the Declaration of Independence came to be. Winner of Tony Award and the New York Drama Critic's Circle Award for Best Musical. 8 p.m. Union Theater.

Oct. 18, 19, Sun., Mon.—CHAMBER ORCHESTRA OF PARIS, called the best of the French chamber orchestras, is made of 14 zestful Parisian instrumentalists who play as one, under the direction of Paul Kuentz. Their repertory spans three centuries. Union Orchestra Series. 8 p.m. Union Theater.

Traveling with the Paul Kuentz Chamber Orchestra of Paris is a novel instrument, the Schwenkedel Organ. An authentic baroque organ, it was built in 1968 to allow the group to perform old and classical music in the manner of an earlier era. However, it is not limited to accompaniment but is quite capable of the execution of flamboyant solos as well. The 224 pipes in four registers, as well as other necessary paraphernalia, bring its weight to 664 pounds; it is transported on tours in a delivery van.

Oct. 21-Nov. 10—NATIONAL INVITATIONAL II GLASS '70, invitational glass exhibition in conjunction with the Midwest College Art Conference. Twenty artists will be represented, including Littleton, Ipsen, Chihuly, Warehall, Boutz, Labino, Lipofsky, Marquis, Poiser, Marcus. Main Gallery.

Oct. 23, Fri.—HERMANN PREY, baritone, noted singer of lieder, will perform the most famous of the song cycles, Schubert's "Die Winterreise," poems by Wilhelm Muller. Union Concert Series. 8 p.m. Union Theater.

Oct. 24, Sat.—REPERTORY DANCE THEATER CONCERT will climax the group's three days in residence for which the Union is co-sponsor with the University's Dance Department, another way the Union is able to enhance the educational opportunities offered by academic departments. The Repertory Dance Theater's tour is being presented under the National Endowment's Coordinated Residency-Touring Program. 8 p.m. Union Theater.

Oct. 30, 31, Fri., Sat.—"TARTUFFE," Wisconsin Players production. Also Nov. 4-7. 8 p.m. Union Theater.

Nov. 8, 9, Sun., Mon.—MARTHA GRAHAM DANCE COMPANY brings again unabated creativity and unfailing excellence in dance. 8 p.m. Union Theater.

Nov. 12, Thurs.—CAMERA CONCEPTS COLOR SLIDE SHOW of contest award winners. 8 p.m. Union Theater. Free.

Nov. 13, 14, Fri., Sat.—JANACEK QUARTET, versed in classical, romantic and modern compositions, this Czech group is hailed also for their ability not only to communicate but actually involve the audience. Union Concert Series. 8 p.m. Union Theater.

Nov. 14, Sat.—BAVARIAN BAROQUE DINNER, second in our series of Festival Dinners. 6:30 p.m. Great Hall.

Nov. 15, Sun.—MARIAN WILLIAMS, magnetic, joyous gospel singer, the finest artist gospel has produced. Sunday Music Hour. 4 p.m. Union Theater. Free to Union members.

Nov. 19-21—GROVE PRESS INTERNATIONAL FILM FESTIVAL. Times not determined. Union Theater.

Nov. 22, Sun.—OPENING RECEPTION OF THE 36TH WISCONSIN SALON OF ART: PRINTS AND DRAWINGS, announcement of awards. 3:30-6 p.m. Main Gallery and Great Hall.

Nov. 22, Sun.—"TO BE YOUNG, GIFTED, AND BLACK," the inspired and inspiring life story of Lorraine Hansberry, author of "Raisin in the Sun." 8 p.m. Union Theater.

Nov. 23-Jan. 3—36TH WISCONSIN SALON OF ART: PRINTS AND DRAWINGS. Main, Lounge, and Theater Gallery.

Nov. 23, Mon.—VIRTUOSI DI ROMA, 14 of Italy's most celebrated virtuosi playing the Italian baroque music. Union Orchestra Series. 8 p.m. Union Theater.

Nov. 24, Tues.—CARIBBEAN HOLIDAY with Bill Dalzell. Travel-Adventure Film Series. 8 p.m. Union Theater.

Dec. 4, 5, Fri., Sat.—CHRISTMAS ARTS AND CRAFTS SALE, sale of original student art and craft works for Christmas gift giving. 11 a.m.-7 p.m. Union Main Lounge.

Dec. 10-13—ANNUAL WISCONSIN TUDOR DINNER CONCERTS with the University's Tudor Singers. You may reserve places for yourself and your group when you obtain your tickets, on sale Nov. 15. 6:30 p.m. Great Hall.

Dec. 13, Sun.—"PLAZA SUITE," Neil Simon's seventh hit in a row of nine, is this trio of one-act plays which brings laughs in all sizes. 8 p.m. Union Theater.

Dec. 14, Mon.—"MOROCCO" with Nicol Smith. Travel-Adventure Film Series. 8 p.m. Union Theater.

BOX OFFICE HOURS

The Union Box Office will be open weekdays from 11:00 a.m. - 5:30 p.m.; Sat. and Sun., 12:30 - 5:30.

SOMETHING NEW AND FUN

Look for an announcement before too long of after-theater get-togethers where theater-goers can have refreshments while they talk over the evening.

COMING IN THE PLAY CIRCLE LOBBY: THE BOOK CENTER FOR PLEASANT BROWSING AND BUYING

UNION NAMES IN THE NEWS

Elmer L. Winter '33, Milwaukee, member of the Union Board as a student and currently a trustee of the Memorial Union Building Association, was awarded an honorary doctor of laws degree in June by the University of Wisconsin-Milwaukee. Winter is president of Manpower, Inc., holder of a distinguished service award of the Milwaukee Bar Association, and was chairman of the campaign to raise funds for furnishing the Milwaukee Union.

Gordon Walker '26, Racine, also a member of the Union Board as a student and a voting member of the Memorial Union Building Association, received the distinguished service award of the Alumni Association in May. A regent of the University, he has been named chairman of the committee to conduct the search for a successor to President Harrington.

Fredric March '20, member of the Union Board and president of the Class of 1920, and a former trustee of the Memorial Union Building Association, chaired the 50th reunion of his class in May at which a class gift of \$14,500 to the Elvehjem Art Center was announced. He received the Alumni Association distinguished service award last year.

John Wickhem '43, Janesville, president of the Union and now a Trustee of the Memorial Union Building Association, completed in May his term as president of the State Bar Association.

Joseph Werner '33, Madison, member of the Union Board as a student and now a member of the executive committee of the Memorial Union Building Association, has been elected to the Rotary Club's International Board of Directors. He recently completed his term as president of the Dane County Bar Association.

Robert Beyer '35, also a member of the Union Board as a student, has recently been appointed to the President's Commission on Minority Enterprise.

William Dawson, currently Union Theater director, has been elected vice president of the Association of College and University Concert Managers. Fan Taylor '38, former theater director, was reappointed executive secretary.

Porter Butts '24, former Union director and now treasurer of the Memorial Union Building Association, is the author of Union chapters in two books published in May: *College Student Personnel: Readings and Bibliographies*, and *Handbook of College and University Administration*. Some 900 delegates at the international conference of the Association of College Unions in March recognized the completion of his 34 years as editor of publications for the Association by designating the conference as the "Porter Butts Conference."

SERVING HIGHER EDUCATION

Three alumni who were active as members of the Union Board as students have key roles in planning for the future of higher education in Wisconsin:

- * Harold Konnak '28, Racine, elected recently as chairman of the State Coordinating Committee for Higher Education;
- * John Bosshard '44, Bangor, appointed in November by Governor Knowles to the Coordinating Committee; and
- * George Burridge '30, Green Bay, chairman of the task force on organization for the Governor's Commission on Education.

NEWS ON OBSERVATORY DRIVE

Observatory Drive, closed to traffic from the Education Building to Park Street during construction of the undergraduate library, will probably be rebuilt. The Campus Planning Committee is recommending that the drive's use be limited to east-bound buses, service trucks, and vehicles transporting disabled persons.

continued from the front

You probably know all this. But did the survey show that the students realized it? Just 35 per cent felt the students had an active part in the "decision making process" at the Union; 32 per cent said students had little to say; and 32 per cent didn't know.

There were also uncertain about membership in the Union and the right to use the building. Though each student's fee card states that it serves also as a membership card for the Union, 28 per cent did not know they were members of the Union; 40 per cent thought only students could be members of the Union; and 28 per cent either had wrong information or didn't know when persons who are not members can use it. (If you want information on this, just call the membership secretary, 262-2687.)

Most students, however, were right on when asked to identify the Union's most important function. Eighty-one per cent said it was a place for getting together and relaxing, for recreation, for social and cultural programs. The Union constitution puts it this way: "The purpose of the Wisconsin Union shall be to provide a common life and cultivated social program for the University community," this as part of the total educational program of the University.

We're grateful for the masses of answers to some difficult questions, for this revealing picture drawn in data of the Wisconsin Union and of those students who use it—and don't use it. (We've mentioned just a bit of the information here.) We've already studied the survey results repeatedly and found in them dozens of ways we can serve more effectively, not only the students but the whole campus community.

MISCELLANEA

MEMBERS PLAN FOR SKI TRIP

The Wisconsin Union members' own ski trip to Switzerland, Jan. 17-28, 1971, is already more than half filled. Our two reservation secretaries keep reporting enthusiastically about the delightful persons who are signing up. Most are skiers. Some are going for side trips, others for curling. Most are from Wisconsin. Some are from nearby states and three are joining us from Colorado. If you are thinking about going, you won't need to plan on special clothes because the weather there is usually just about what we have here in the middle of January. Hope you can come. If you would like more information, just write to us at Room 410, 800 Langdon Street, or call 262-2263 for Mary Jane Taylor.

THE PARTY WENT ON

We appreciated Mrs. Richard Prichard's kind words in the *Wisconsin State Journal* the other day about our part in last spring's retirement party for Walter Engelke, principal of Madison's Nakoma School. It turned out that around the time for the party, originally planned for the Great Hall, there were disturbances on campus. In three hours, linens, china, silverware, waiters, candles, frosted raspberry sherbet in juice, as well as hot breast of chicken with wild rice dressing were all transported out to Nakoma.

There, tables were reset, candles were lit, banquet was served, and Mr. Engelke royally honored.

It wasn't the sort of thing we're accustomed to doing, but because of extraordinary circumstances, we were happy to have made it possible for the party to go on.

FEEDING UP THE BADGERS

We're proud to have had our Badger football team's training table here at the Union while the players have been getting ready for their 1970 season. Our food service experts, working closely with the team's experts, have planned special high protein menus to provide plenty of punch and stamina. It's been a pleasure; they're a great bunch.

There'll be lots of us from the Union at Camp Randall this fall to cheer on the team. Hope parking difficulties won't keep you away. We've discovered if you drive down around noon on those Saturdays, it's simple to find a good place to park. Then you can head over to the Union's outpost, the Downstairs, on University at Breese Terrace, for lunch and snacks from 11 to 1.

PARKING PICTURE IMPROVES

Shortly after the first of October, parking for persons coming to the Union will improve, thanks to the University's parking office. About 75 of the spaces in Lot 1, next to the Union, will be available for parking on weekdays from 4 p.m. and all day Saturday and Sunday for a 50-cent fee. Then, on the days of special theater events, around 40 additional spaces, these in Lot 8 along the lake at the foot of Park Street, will be set aside for use at the same rate.

Next spring, 100 parking spaces in the Undergraduate Library, across from the Union Theater, will be opened for non-permit visitors on an hourly basis, plus, when there are special evening events, an additional 75 places.

THE DREAM MATERIALIZED

Have you been to the Elvehjem Art Center yet? It is excitingly beautiful. "19th and 20th Century Art from Collections of Alumni and Friends," its inaugural exhibition which will run until Nov. 8, 1970, includes the work of 157 artists, among them Corot, Monet, Modrian, Picasso, and De Kooning. We're pleased that seven of the regional campaign chairmen who helped the \$3.5 million Center happen, were former chairmen of Union committees.

NO, NOT A STUDENT UNION

When something happens at the Union, the press often refers to the "student union."

This is a misnomer. The official name of the Union *organization* is "The Wisconsin Union" (the name of the *building* is the "Memorial Union").

The distinction is significant. While all students (about 35,000) are, to be sure, members of the Union, there are more than 40,000 alumni, faculty, and friends who are also members (7,150 of whom live in the Madison area). These are the folks who contributed funds to help build, equip, and operate the building by taking out membership voluntarily.

As we mentioned elsewhere, the constitution under which the Union operates specifies that the Union's purpose is "to provide a common life and cultivated social program for its members," and enumerates students, faculty and staff, alumni, and patrons as all being eligible for membership. It has been this way from the beginning.

So, in short, we have a Union of all interested members of the University community—not just a "student union"—with all non-student members sharing fully in the use of the building along with student members.

WE'RE HERE TO HELP

Need a decorated birthday cake in just a few hours? Or a fudge bottom pie? Call the Cafeteria desk, 262-1583.

Quick lunch? The INN Wisconsin now has fast service and an interesting new menu. 11:45 - 1:15 weekdays. Reservations, if you like, 262-3976.

Welcome a newcomer to Madison: give him a membership in the Wisconsin Union so he, too, will get early information on dozens of concerts, plays, and other major events happening here. 262-2687.

Guests coming? Remember the Union's guest rooms, each

with a view of the lake, are modestly priced. (Reduced rates for members, too.) 262-1331.

Where's some camping gear? Here. In the Union's outdoor equipment rental center, down by the lake. 262-7351.

Wedding receptions and anniversary parties here at the Union? Our catering department will help with the parties, large and small. 262-2511.

Want to relax on Sunday, yet dine luxuriously? Look in on Tripp Commons. Buffet Brunch, 10:45 - 1:00; Smorgasbord, 5:15 - 7:00 p.m.



Virtuosi Di Roma, here November 23.

What's going on at the Union today? – Dial 262-6545

THE UNION  autumn 1970
QUARTERLY

a communiqué for members

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