



Bulletin of the University of Wisconsin: for a finer Wisconsin.

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BULLETIN OF THE
UNIVERSITY OF WISCONSIN

For a Finer Wisconsin

BULLETIN OF THE UNIVERSITY OF WISCONSIN

SERIAL NO. 2070 GENERAL SERIES NO. 2286 JANUARY 1938

ISSUED MONTHLY BY THE UNIVERSITY
OF WISCONSIN AT MADISON, WISCONSIN.
ENTERED AS SECOND-CLASS MATTER JULY 11,
1916, AT THE POST OFFICE AT MADISON,
WISCONSIN, UNDER THE ACT OF CONGRESS
OF AUGUST 24, 1912 . . .

SOMETIMES it happens that the alumni, students, faculty, and friends of a university join in a great common endeavor to bring to the university an asset of special distinction and fineness, one which touches profoundly the lives of the thousands the university serves.

This has happened at Wisconsin.

Since 1919, more than eighteen thousand persons have subscribed to the Memorial Union project. For ten years the building has been in the service of Wisconsin alumni, teachers, and students, and, on many occasions, in the service of the state at large.

A great house, sheltering the extra-curricular life of the college community, the Union has substantially changed, by its presence and its program, the design of college living and started new currents of social and cultural interests in the communities where students of the past ten years now live.

Now it is proposed that the house be enlarged and its sphere of service be increased.

This booklet is presented as a means of recounting briefly what the building has made possible in the past and what new opportunities lie ahead.

A New Design for College Living

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 library, art gallery, art workshop, theater, billiard room, dance center, sponsor of campus concerts and forums, informal sports headquarters, office building, public relations department, hotel, ticket bureau, general campus information booth, convention headquarters, and post office.

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 organizations; trouble-shooter in 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, exploring all the possibilities of making study and play cooperative factors in education.

Seven thousand persons enter the doors of the Union every day. Ninety-five percent of all students use it during the course of the year, most of them daily or several times a week.

Almost three-quarters of a million meals are served in a year. There are twelve organized group functions every day, week in and week out—thirty-six hundred a year.

This is the core of our campus neighborhood life. The Union literally has made it feasible for the campus to reach the goal of a close-knit community of students and teachers.

The greatest virtues of this community life are perhaps the imponderables of the personal satisfactions a student finds in his campus experience and the personal contributions of good citizenship he learns to make in living and working well with others. They defy cataloguing. And so only a simple record of the kinds of things which the Union has made possible is here attempted.

Such things did not exist before the gifts of friends created the Union, but they are now a characteristic, even indispensable, part of Wisconsin life:

CLUB SERVICES AND CONVENIENCES

1. Common lounge for men and women.
2. Two lounges for women.
3. Lounge for men.
4. Lounge for graduate students.
5. Writing and study rooms.
6. Free information service, covering information on all campus activities and services.
7. Free ticket selling service for all campus functions.
8. Compilation of the general University campus calendar.
9. Publication of a Union events calendar each semester.
10. Free telephone service.

11. Telegraph station, handling outgoing messages.
12. Postal weighing and mailing service.
13. Free notary service for absentee voters.
14. Free campus lost and found service.
15. Free book exchange between semesters.
16. Orchestra booking service for campus organizations.
17. Free auto ride exchange during the holidays.
18. Free mimeographing and mailing service for many campus organizations.
19. Poster making service.
20. Free cloak checking service.
21. Hotel service for parents of students, alumni, and University visitors.
22. Barbershop.
23. Free check cashing service, handling several hundred thousand dollars worth of student checks each year.
24. Convention headquarters for campus organizations.

DINING SERVICE

25. Low cost dining services in five dining units.
26. Private dining rooms for student and faculty group meetings.

SERVICES TO STUDENT ORGANIZATIONS

27. Free use of rooms for meetings, lectures, social gatherings, musicales, and exhibits.
28. Headquarters space for all major campus organizations.
29. Free secretarial phone service and mail distribution for all organizations housed in the building.
30. Free office space for alumni offices.

STUDENT EMPLOYMENT

31. Employment for 175 students amounting to approximately \$35,000 annually.
32. Headquarters for the Student Employment Office.

SOCIAL PROGRAM

33. Free acquaintance party, open house, and orientation program for freshmen and new students at the beginning of each semester.
34. Free matinee dances each Saturday.
35. Low cost dances each Friday and Saturday.
36. Free instruction classes in dancing, serving 500 men and 200 women.
37. Free Christmas and Thanksgiving parties.
38. Occasional acquaintance parties for socially inexperienced students.
39. Free fashion tea for women each year.
40. Free handbook on Wisconsin social customs.
41. Free informal acquaintance teas for women three times each week.
42. Free coffee hour for all students and faculty each Friday.
43. Free acquaintance gatherings for men every Sunday.
44. Free facilities for dances and parties held by foreign students.
45. Free facilities for dances and parties held by graduate students.
46. Sponsorship of banquets and gatherings for athletic teams.

GAMES AND TOURNAMENTS

47. Billiard tournaments.
48. Chess and checker tournaments.
49. Ping pong tournaments.
50. Horseshoe tournaments.
51. Bridge tournaments.
52. Intercollegiate billiard tournaments.
53. Free billiard exhibitions and instruction.
54. Free bridge instruction.
55. Free use of all game facilities for organized groups holding interhouse gatherings.
56. Summer beach program of games.

RECREATIONAL HOBBIES

57. Sponsorship of a Camera Club.
58. Free darkroom facilities and equipment.

59. Sponsorship of a Chess Club.
60. Exhibitions of students' hobbies.
61. Exhibitions of departmental work.

LECTURES AND DISCUSSIONS

62. Free lectures and public forums by off-campus speakers on current events.
63. Free public forums led by faculty members.
64. Free round table discussion groups, fostering informal faculty-student relationships.
65. Radio programs and discussions of campus affairs.

STAGE AND CINEMA

66. Sponsorship with other University departments of performances by travelling theatrical companies.
67. Sponsorship with other University departments of dance recitals.
68. Free moving picture programs each Saturday night.
69. Preparation of campus and Union moving pictures for loan to student organizations and alumni clubs.

ART

70. Travelling art exhibitions continuously throughout the year, presented without charge.
71. Sponsorship and management of the annual Wisconsin Salon of Art.
72. Free lectures on art.
73. Annual student exhibition, with awards presented.
74. Free use of a complete art and hobby workshop, with trained supervision and instruction.
75. Free instruction in life drawing, art metal, book-binding, block-printing, modelling, picture-framing, carving, poster-making, and leather-tooling, on a recreational basis.
76. Cooperative store for marketing student art.

MUSIC

77. Management of the University's major concert series.
78. Free Sunday afternoon concerts.
79. Occasional free Sunday evening Musikstunde.
80. Occasional free supper musicales.
81. Free use of a concert record library.
82. Occasional free phonograph symphony concerts.
83. Free use of practice pianos and music rehearsal rooms.
84. Free radio musical programs.
85. Free popular orchestra concerts during the summer.

READING

86. Free use of library for recreational reading, with 1,000 volumes.
87. Sponsorship of browsing discussions, displays, and book reviews to stimulate literary interest.
88. Occasional lectures by national literary figures.
89. Free provision of 50 periodicals and 35 newspapers, including all state daily papers.
90. Folk tale series during the summer.

INFORMAL SPORTS

91. Sponsorship of a general informal sports and outing club for all University students.
92. Free hikes, bicycle trips, canoe trips, ski outings, toboggan parties, and skating parties in season.
93. Management of the winter carnival.
94. Maintenance and operation of the ski slide.
95. Maintenance and operation of toboggan slide.
96. Free instruction in skiing and tobogganning.

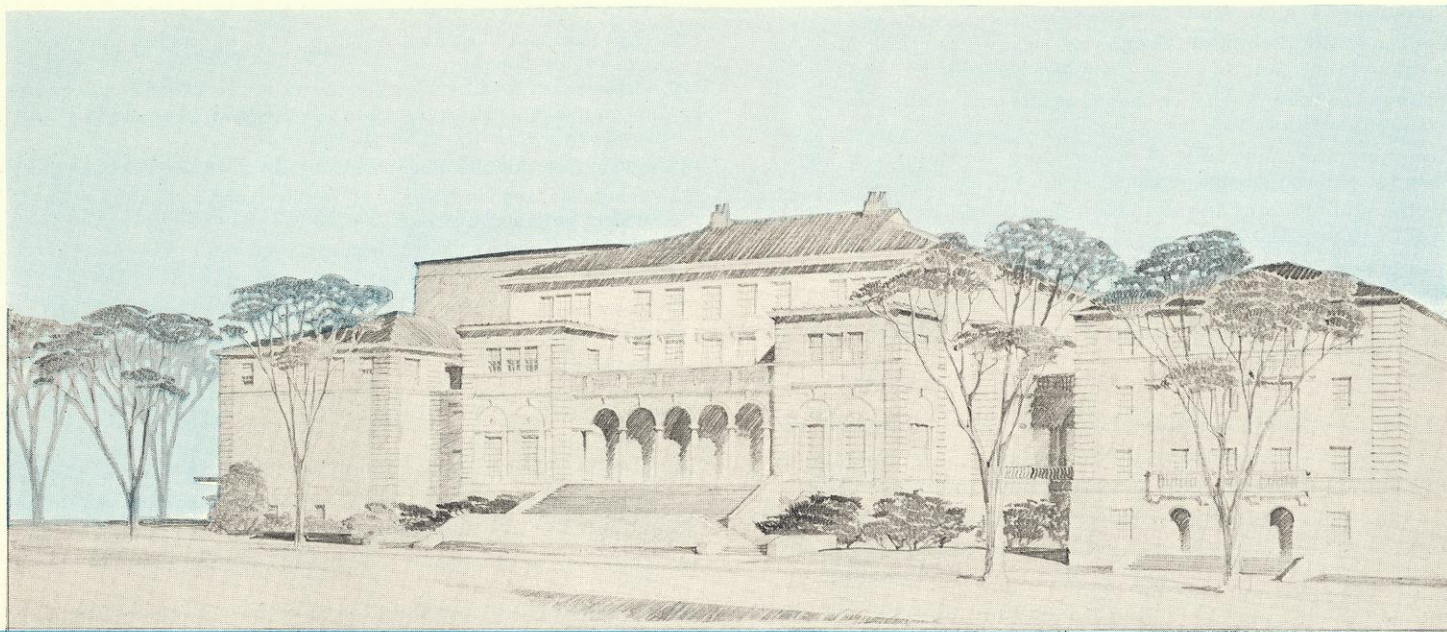
97. Free instruction in archery.
98. Operation of a winter sports store.
99. Renting service at nominal charges for archery equipment, skis, and toboggans.
100. Bulletin and map service on hiking routes and places of interest, weather conditions.
101. Equipment and maintenance of winter sports headquarters at Devil's Lake for weekend student outings.
102. Management of weekend snow trains to Devils Lake.
103. Free lectures and moving pictures on travel and sports.
104. Management of annual ski tournament.
105. Sponsorship and management of intercollegiate ski team.
106. Management of conducted bus tours to picturesque Wisconsin localities each weekend in the summer.

PERSONNEL AND GUIDANCE

107. Orientation of freshmen in campus activities.
108. Orientation of freshmen and new students in the use of the Union.
109. Guidance in the arrangement of student social affairs.
110. Group and individual conferences on choice of vocations, including a student-prepared file on job opportunities.
111. Group conferences on personality improvement.
112. Discussion series on friendship and marriage.
113. Training and counsel for committees and individual students in community social planning, campus activities, and recreational programs.
114. Seminar for students professionally interested in group work and community recreation.
115. Research studies in extra-curricular problems of students.
116. Research studies in housing.
117. Organization and maintenance of personnel record of student recreational interests.
118. Organization and operation of activities service bureau, bringing students into direct connection with the campus activities that interest them.

SOCIAL PROGRAM OR SERVICES SPONSORED BY THE UNION OUTSIDE THE BUILDING

119. Organization and financial maintenance of the student government system on the campus.
120. Organization of all student houses for social, athletic, and governmental purposes, totalling 175 men's houses and 75 women's houses and involving a majority of the student body.
121. Conduct of official ballots on all student governmental questions.
122. Publication and distribution of weekly bulletin of campus events and student government news.
123. Free interhouse parties and smokers.
124. Sponsorship of interhouse game tournaments.
125. Organization of house discussion groups and interhouse debates.
126. Free loan of game, moving picture, and other social equipment to organized houses.
127. Free weekly menu service, giving organized houses suggestions for low cost menus, plus buying and management tips.
128. Assistance and counsel in house management problems.
129. Sponsorship of state public relations program, giving high school students free information and publications concerning the University.
130. Sponsorship of visiting days on the campus for high school students.
131. Assistance in housing and entertaining high school groups visiting the campus.
132. Organization and sponsorship of an annual conference of high school student government leaders.
133. Organization and financing of a program to give parents of University students and high school students full information concerning the University's needs and the University's services, conducted by 200 student leaders in their home communities through personal interviews and public talks.
134. Sponsorship of a student dinner for members of the legislature.
135. Annual publication of an illustrated booklet describing the recreational opportunities offered to students on the campus and in southern Wisconsin.
136. Cooperation in raising funds for campus and national relief projects.
137. Cooperation in preparing educational exhibition of model student rooms.



THE COMPLETED UNION FROM LANGDON STREET

The accompanying sketch suggests how the completed Union will appear, seen across Langdon Street from the lower campus.

The new theater and arts addition will stand on the site of the university president's former residence at the corner of Langdon and Park Streets, balancing the Commons wing on the right.

Facing Langdon Street will be the bowling alleys, theater and craft shops, the small laboratory theater and meeting rooms—all with direct access to the main corridors and services of the present building.

The stage house and scenery loft is set back and masked by the height of the existing structure; the auditorium, not shown in this sketch, extends along Park Street toward the lake shore, taking full advantage of the terrace and lake views. It is entered either from the halls of the central unit or through covered entrances on the Park Street side.

Bedford limestone and Madison sandstone, the materials of the existing building, will be used for the exterior of the new addition.

The Present Need

The rehabilitation of student life, which President Van Hise, as early as 1904, wisely foresaw would be necessary as the University increased in size, has been in a great measure accomplished through the existing units of the Union.

The almost unanimous centering of student activity in one place has given to the Union, perhaps more than to any other single University agency, the chance to recapture the important social and educational values of the intimate, informal relationships in the small college.

But a re-reading of the list of services on the previous pages will readily show what is still necessary. The values represented by an auditorium where a large group of students can feel the inspiration of common thought proceeding from a speaker or a play, together with the opportunities for student creative enterprise provided by a theater and its shops—these values are yet to be secured.

The conception of an auditorium within the Union walls is not new. It was announced as "one of the principal elements" of the project in 1919, and its possibilities, when presented to alumni and students, brought forth a great and responsive support.

Almost twenty years have passed and the University, now serving not seven thousand students but eleven thousand, still has no theater worthy of the name. Meanwhile Wis-

consin has developed one of the outstanding college dramatic departments in America. Of the five thousand summer session students, the number enrolled in speech and drama courses is second only to those enrolled in the School of Education.

Where are the plays produced? In a built-over classroom, with a stage twenty feet deep, no modern equipment, and no rehearsal facilities. And who of the visitors to Bascom Theater doesn't remember the long climb up the icy, dark hill . . . or the scramble for parking space . . . the no smoking rule . . . the rattle of the writing arms on the seats . . . the poor ventilation? That the room could be used at all was by temporary sufferance of a building commission which had first condemned the second floor location as a fire and panic hazard.

What can be said of the poor estate of student drama facilities is no less true of music. In Madison, a city of sixty thousand, and on the campus, with eleven thousand students, there is no auditorium that may properly be called a concert hall. All sorts of makeshifts have been employed: the Union ballroom, classroom buildings, the gymnasium, and the stock pavilion. And the same defects are common to all: inconvenient location, uncomfortable chairs, poor light, poor ventilation, even fire hazards. Scarcely a congenial

environment for the music interests a university prizes so highly. The drama and music needs were crucial in 1919. Recent years, and the growing concern over the impact of leisure activity upon education and community well-being, have brought others.

The University is able to take advantage of virtually none of the modern methods of visual education and entertainment because there is no suitable hall for motion pictures.

The rapidly growing forum and discussion program on the campus has no home. The Union rooms serve triple and quadruple duty each day. Overflow meetings and lectures are scheduled in nearby campus buildings. Even after employing every available facility in this way, groups are turned away every week for lack of space.

The Union's workshop, an experiment in recreational education through which students learn constructive hand crafts and hobbies, is conducted in the Old Union, condemned as a fire trap.

The one small room available in the Union for playing concert records—they are loaned three thousand times a year—is constantly interrupted by necessary meetings.

The Union sponsors an all-university outing club, renting skis and toboggans, conducting weekend outings, and generally attempting to meet the surge of interest in winter sports and hiking, but there is no adequate headquarters where the group can conduct its meetings or business,

assemble to start on an outing, or return to find shelter in the winter season.

There is not a bowling alley within a mile of the campus.

The Union has the largest beach and bathing beach in the University area but there are no accessible sanitary facilities anywhere along the campus shore, potentially a serious hygiene problem.

Ten years old, and with the social and recreational life of eleven thousand students now its daily concern, the Union has simply far outgrown its first home.

Action!

Convinced that the direct needs of the student body and the challenging educational opportunities latent in recreation could be postponed no longer, the groups and agencies which first brought the Union into being undertook in 1937 to complete the building.

The Memorial Union Building Committee of alumni and faculty, which raised \$1,000,000 among eighteen thousand subscribers for the present structure, unanimously endorsed the project, recommended immediate construction, and advanced the funds for initial planning.

The Union Council, representing students, alumni, and faculty in the operation of the building, confirmed the recommendation and unanimously proposed the adoption of

the present student membership fee as a source of financing. The regents unanimously approved both proposals. President Dykstra promptly appointed a small Planning Committee and a large Advisory Committee, representing students, faculty, alumni, regents, and all interested University departments, to develop the project.

One of the first acts was to assemble an extraordinary combination of expert talent to give technical service: Corbett and MacMurray as architects (Mr. Corbett is the architect of many public buildings and auditoriums, chairman of the architectural group which designed Rockefeller Center, recipient in 1937 of the Architectural League gold medal for the most distinguished building in the United States, and editor of architecture for the Encyclopedia Britannica); Lee Simonson, internationally acknowledged theater expert, as theater consultant; Paul Cret, University campus development consultant since 1914 and architect for many college and public buildings, as general planning consultant; and the State Bureau of Engineering as resident architect.

With this technical assistance the committees first re-checked the validity of the historical conception of the auditorium addition by referring to the elaborate C W A survey made in 1933-34 to determine what needs were most keenly felt by students for additional social and recreational facilities on the campus; 53.6% of all students registered in favor of a theater and concert hall, ranking this facility first among all facilities. All other facilities desired were scheduled

and analyzed in detail with each student committee and University department concerned.

As an additional re-check on student needs and preferences, a card for suggestions was supplied to each of the 250 house governing units on the campus, and it was found again that the theater and concert hall was the most preferred facility.

The guiding principles of the committees in determining the purposes of the project and the final schedule of facilities to be included, as reported to President Dykstra, were:

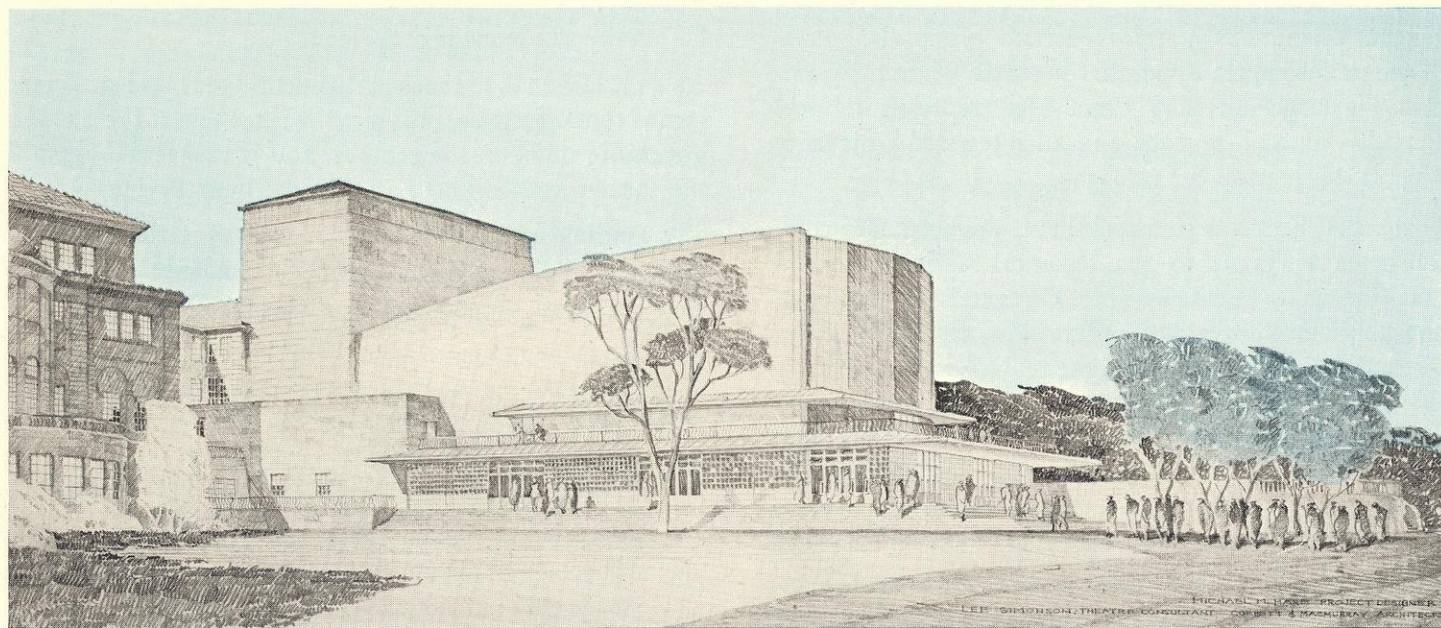
"To give students the opportunity to express in their daily lives, through voluntary use of their own facilities, the cultural interests which the University so painstakingly cultivates in the classroom,

"To emphasize the services which blend with the historic and also modern conception of a community center concerned with the wholesome recreational and well-rounded cultural development of the student members of the community,

"To include those facilities which will serve the established recreational interests of students inexpensively and thereby decrease the costs of attending the University,

"To provide for the University of Wisconsin a physical plant which technically will meet the best accepted standards for housing and encouraging dramatic, music, and other arts."

An architectural plan, based on these principles, was unanimously endorsed by the committees and the preliminary sketches were approved by the regents in November, 1937.



THE NEW ADDITION FROM THE LAKE TERRACE

"The architectural planning of the building has been made infinitely easier by the clarity and completeness of the analysis of program needs presented to us.

"The plans submitted presume that culture, recreation, and formal education are inevitably and deservedly interlocked in every scheme of living. It is this belief, and its relation to the proposed program, that led us to feel at the very start we might perform a real planning service for the University. We were at the beginning presented with a program that assumed this fundamental inter-relationship of activities and facilities.

"The plans are a direct expression of the cultural needs of the Wisconsin Union as interpreted on the one hand by the University experts in education and on the other by our experts in electrical and acoustic engineering, planning and aesthetics. Thus they do not represent the hasty decisions of an individual but will represent in three dimensions a considered solution to the needs of a university community."

MICHAEL M. HARE
Project Designer

The Theater as a Community Center

By Lee Simonson

As theater consultant I have been particularly interested in the proposed Union addition because the problem it presented was *not* that of building an isolated and specialized theater. I have, for a number of years, maintained that the specialized theater building was an essentially wasteful and extravagant form of building. An auditorium and a technically well equipped stage always involve a comparatively large cubage and a high building cost per cubic foot. But a theater that is nothing more than a stage house and auditorium represents the maximum of expense and the minimum of use—often as little as thirty-two hours a week, even if used for a performance every night and for two matinees. Whereas in association with other units with relatively lower building cost per cubic foot, the maintenance overhead and running expense

Through Lee Simonson, retained as theater consultant on the Union project, the University will have the benefit of an almost unequalled experience in theater and auditorium planning.

Mr. Simonson is a member of a committee of three advising the National Council on School Buildings, official body of the U. S. Bureau of Education, on school auditorium and theater problems. He is also a member of the advisory committee of the National Theater, engaged in formulating standards and specifications for the theaters of America.

First interested in the theater as a member of Baker's famous Workshop 47 at Harvard, he later became one of the founders of Theater Guild in 1917 and is still a director. He has studied all the major theaters of America and Europe, has consulted on technical problems with the leading theater directors and technicians including Reinhardt, Stanislavsky, and Linnebach, and has designed more than seventy-five leading dramatic productions in the United States including "Liliom," "Road to Rome," "Dynamo," "Elizabeth the Queen," and "Idiot's Delight."

An author and lecturer, Mr. Simonson has published "The Stage is Set" and "Basic Theater Planning," standard reference works on theater history, stage-craft, and planning, and has given courses on scenic and theater design at Mills College, Northwestern, Leland Stanford, and Minnesota.

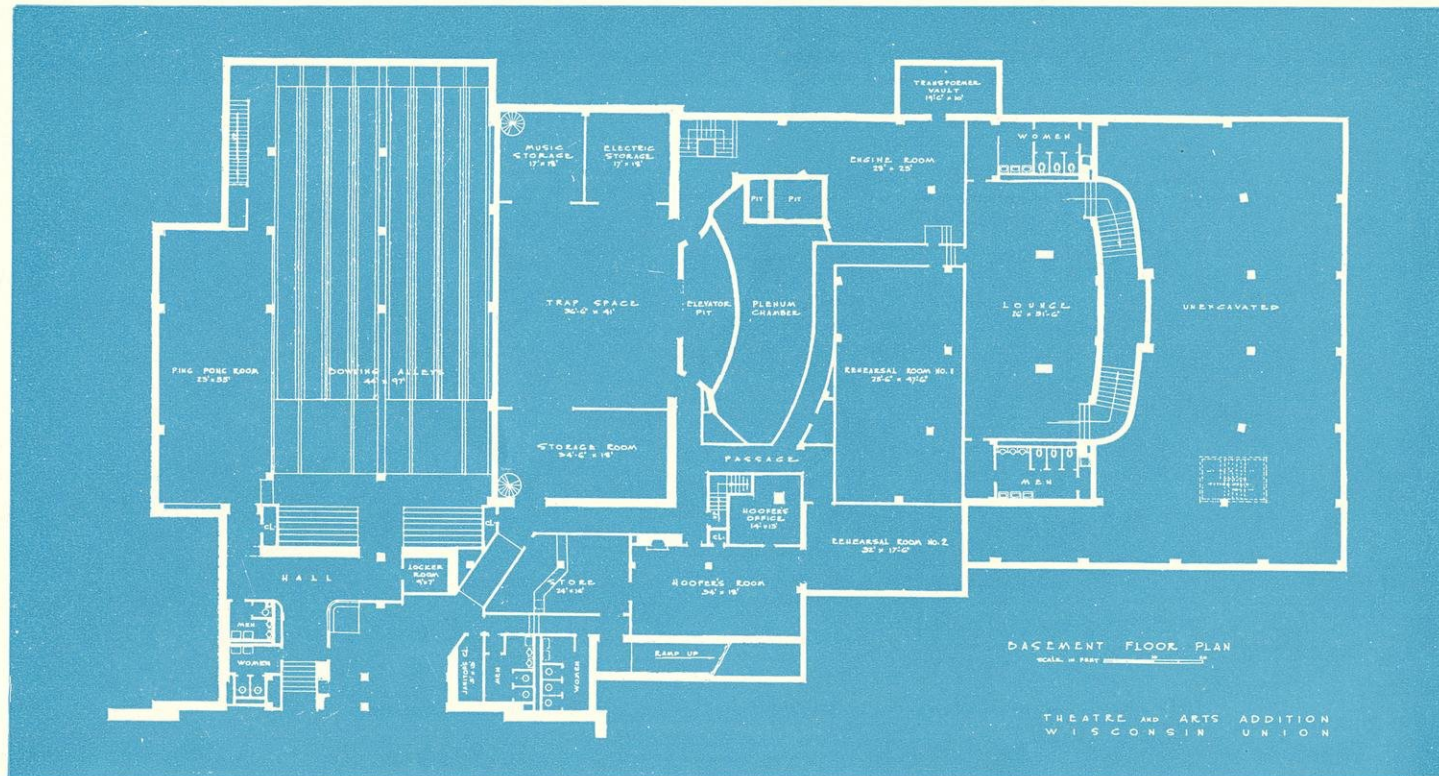
He has been included in "Who's Who" for the past eight years and in "International Who's Who," and is a theater editor for the Encyclopedia Britannica.

can be apportioned, and its use as well as its social usefulness greatly increased.

In an article on theater building originally published in the Architectural Forum in 1932, I said, in part:

"The demand for new theaters has not stopped; it comes from a new source: community centers, universities, colleges, schools and high schools. . . . Throughout the country a theater will presently be as necessary an adjunct to a completely equipped school or college as a science laboratory or a gymnasium is today.

"These theater buildings cannot be wholly specialized. They are the center of all a community's cultural interests and must be flexible enough to be easily converted for concerts, choruses, moving pictures, public lectures, regional conventions, travelling or local art exhibitions. Attendance



President Van Hise was the first to utter the need for a Union at Wisconsin, and the most persevering in the effort to make the first vague dream come true. In his notable inaugural address, 1904, he said: "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. . . Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows."

may fluctuate from a few hundred to a few thousand. . . . These theaters will be meeting places for an entire community, social centers where conversation between the acts with acquaintances, colleagues or neighbors will be part of the festiveness of an evening in the theater.

"Planning these new theaters is therefore an architectural problem of the first order. The standardized commercial theater plan, like the standardized city apartment plan, could be done from the top of an architect's mind. Non-commercial theaters, like the new housing developments, require maximum architectural imagination and resource."

The unique value of the theater activities as incorporated in the present plan is that they *are* part of such a social and cultural center, that they do not exist in specialized isolation, but are part of a building of which all the major portions are capable of constant and multiple use. And this is possible because of the plan for recreational activities submitted by the Planning Committee of the Union, and approved by the student body and the various faculty departments of dance, radio, music, drama and speech.

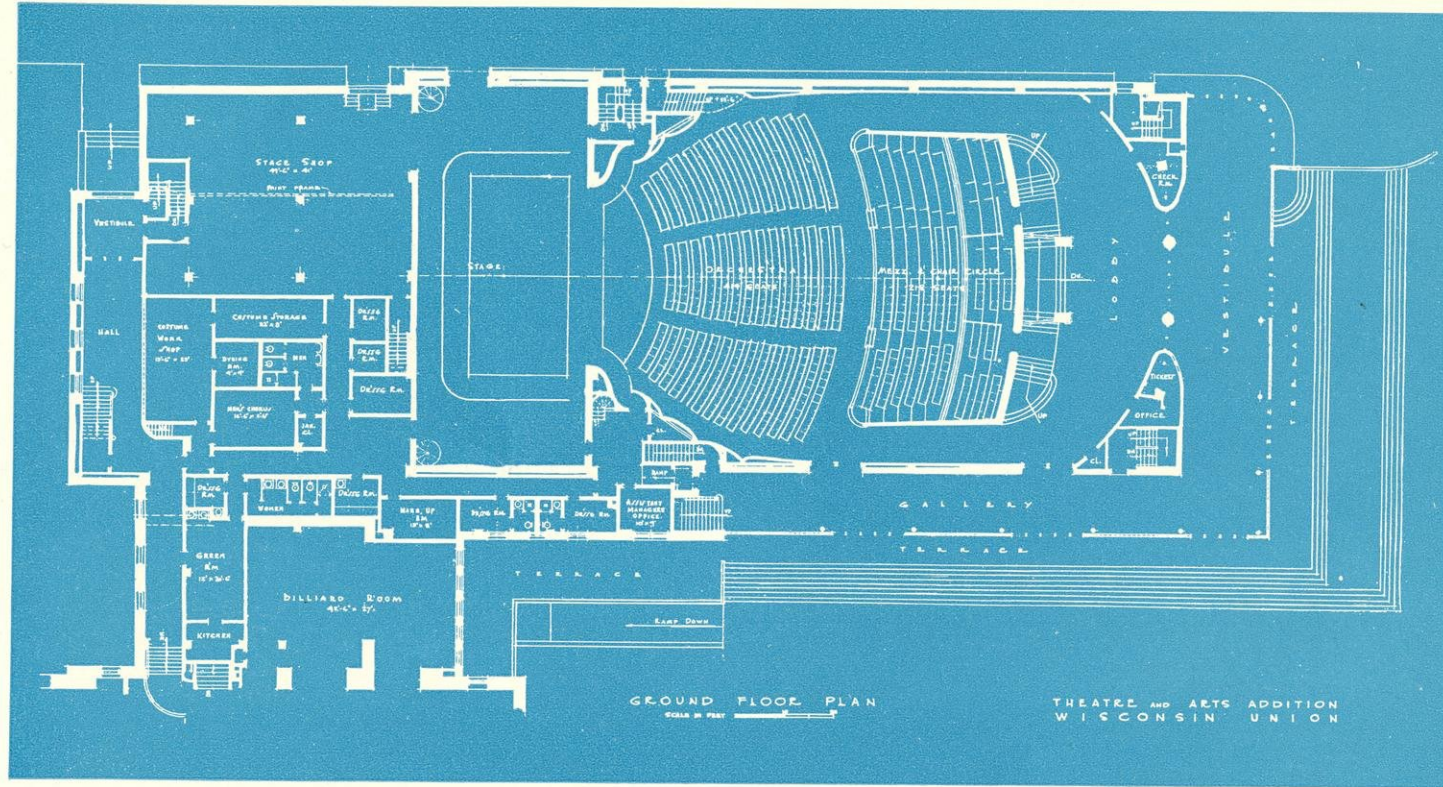
I therefore wish to call attention again to the fact that the main auditorium is not only a theater, but due to its elevator forestage can be easily and quickly converted into a concert stage for orchestra, choruses, soloists, dance recitals, or a lecture platform. The auditorium is easily

reduced in size to two-thirds or to one-half of its total capacity to fit the audiences expected.

The corridors are not only ample enough to be social centers during the entr'acte but can be used also as supplementary art galleries, rehearsal rooms, or informal meeting rooms. The smaller laboratory theater is not only a theater particularly suited for experimental work in the coordination of body and speech and experimental setting and lighting; it is also a small lecture hall—badly needed by the Union, is as well designed for experimental movie projection and radio rehearsal and broadcasting.

Thus in addition to its other facilities, from bowling to ping pong, and the varied craft facilities in the upstairs workrooms from photography to metal work, the proposed building will be a center of life, alive from top to bottom almost every hour of the day and night.

It is precisely this which makes this proposed addition valuable. Its completion should be epoch making from the point of view of the creative use of leisure on the University campus, and make not only the Wisconsin Union but the University a leader in the field. For this reason the proposed building, once in use, should prove a genuine stimulus to the development of the arts in the university world and demonstrate, as few theater buildings have done up to now, how all the arts can be housed so that they can be an integral and vital part of American life.



"The new Union addition will be a blessing for campus dramatics. With the new rehearsal rooms, workshops, dressing rooms, experimental facilities, and a stage designed and equipped by one of the world's experts, great advances will be possible in all forms of play production. It will be a treat, both for student players and audiences, to see what can be done."

—J. RUSSELL LANE
Director of the University Theater

An Imaginary Walk Through the New Union

THE BASEMENT

From the now famous Rathskeller on the ground floor of the Union a few steps lead down toward Park Street to the new bowling alleys, eight in number.

Men and women crowd the alleys in intramural play. Bulletin boards announce the Wisconsin-Purdue-Illinois match as the feature of the day. A hundred students watch from the bleachers at the rear. Cushioned by cork and blanketed with walls of insulation, no sound escapes the room.

To the left, through glass, one glimpses six ping pong tables and the furious but noiseless batting of balls; then crossing through storage space back of the alleys he discovers the Hoofers outing headquarters, opening on to the terrace.

The walls of the Hoofers store are stacked with skis and toboggans for rent. A group, just in from a ski run on the lake, has ordered coffee and hamburgers at the store kitchenette and settled congenially before a blazing fire, while in the Hoofers office committee chairmen plan next week's winter carnival. Washrooms, near the outside door and offering a welcome chance to clean up, serve skiers in winter as well as bathers in summer.

A diagonal ramp—a scenery passage—leads from the vast basement storage space of the present Union to the understage area of the theater. Here are more rooms for props and electric storage and rows of cabinets for the protection of musicians' instruments between rehearsals.

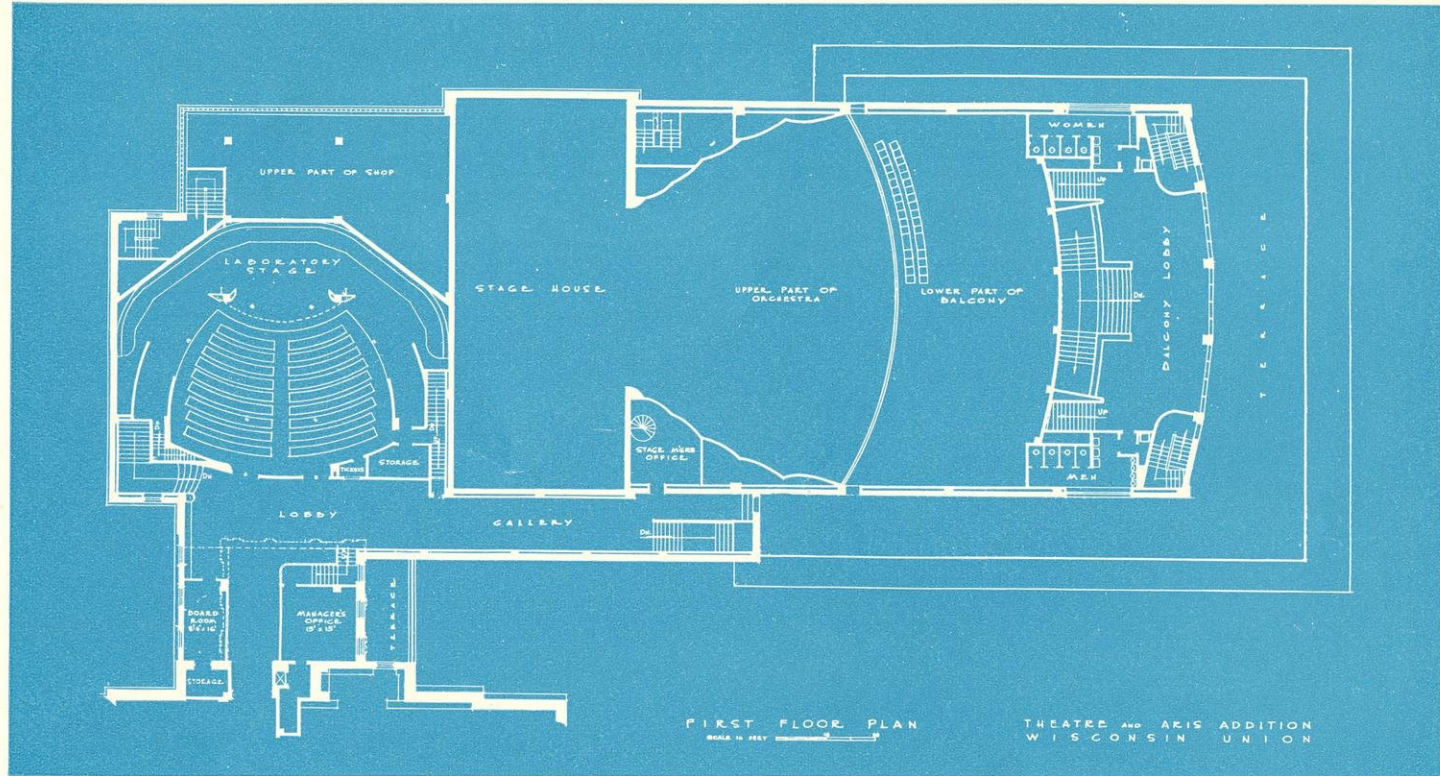
The orchestra pit platform is slowly rising by electric motor, to become, one finds, part of the auditorium floor level for additional seats for tonight's play. Tomorrow it will be raised to stage level to accommodate the hundred piece University orchestra.

The piano bangs as the Haresfoot chorus rehearses nearby, but, thanks to the blessings of insulation, is not heard. Next door an experimental play is in rehearsal and tonight the room will be used for a student debate.

In the basement lounge of the theater, large enough for a full band rehearsal on occasion, one passes a powder room, telephone booths, and tables where entr'acte coffee may be served.

THE GROUND FLOOR

Proceeding up carpeted stairs one next beholds a glorious view of Lake Mendota from the main theater lobby.



"The third wing of the Union will usher in a new era for the campus music organizations. The auditorium with its ample stage room and assured acoustics will make it possible to present a dignified musical performance. Rehearsal rooms will supply one of the most acute needs to our music organizations. The small theater should be ideal for small ensembles, and the development of the lake front will make outdoor concerts and festivals an unforgettable pleasure."

—ORIEN DALLEY
Director of the University Orchestra

The lobby and vestibule have space—really enough for friends to linger, smoke, view the lake, and talk between acts. A long promenade keeps the lake terrace in view on one side and provides a wall for art exhibitions on the other. In spring and summer the whole flagged terrace, with its cafe tables under the trees, will be a standing invitation to theater patrons.

Returning to the auditorium interior, one enters half way down toward the stage. The rear half is curtained to bring the size of the house down to four hundred for an intimate play. But the curtains, in series, can be drawn out of sight to make a theater for seven hundred, or one thousand, or the maximum of thirteen hundred. Never need there be a half empty house.

The rear of the main floor is slightly raised, and here is incorporated one of the unique facilities among theaters anywhere: a row of boxes faced with removable double glass. Behind these sound proof windows an instructor and student group can discuss a play in progress, or a radio monitor pick up a stage broadcast, without disturbing an audience in the slightest. When the seats are needed, the glass slides down and the boxes are available for party reservations.

The stage is 35' deep, 78' wide (36' proscenium opening), and 70' to the grid—large enough to accommodate the most elaborate University operetta or travelling Broadway production. The wide elevated forestage becomes a happy solution for pageants, dance drama, and Shakesperian revivals. A

maze of wiring backstage has thoroughly anticipated the next advances in lighting, sound motion pictures, radio broadcasting—even television.

Immediately off stage are the star dressing rooms, and behind them, toward Langdon Street, a make-up room, cast dressing rooms for seventeen, men's and women's chorus rooms, and the theater shops, creative center for student productions.

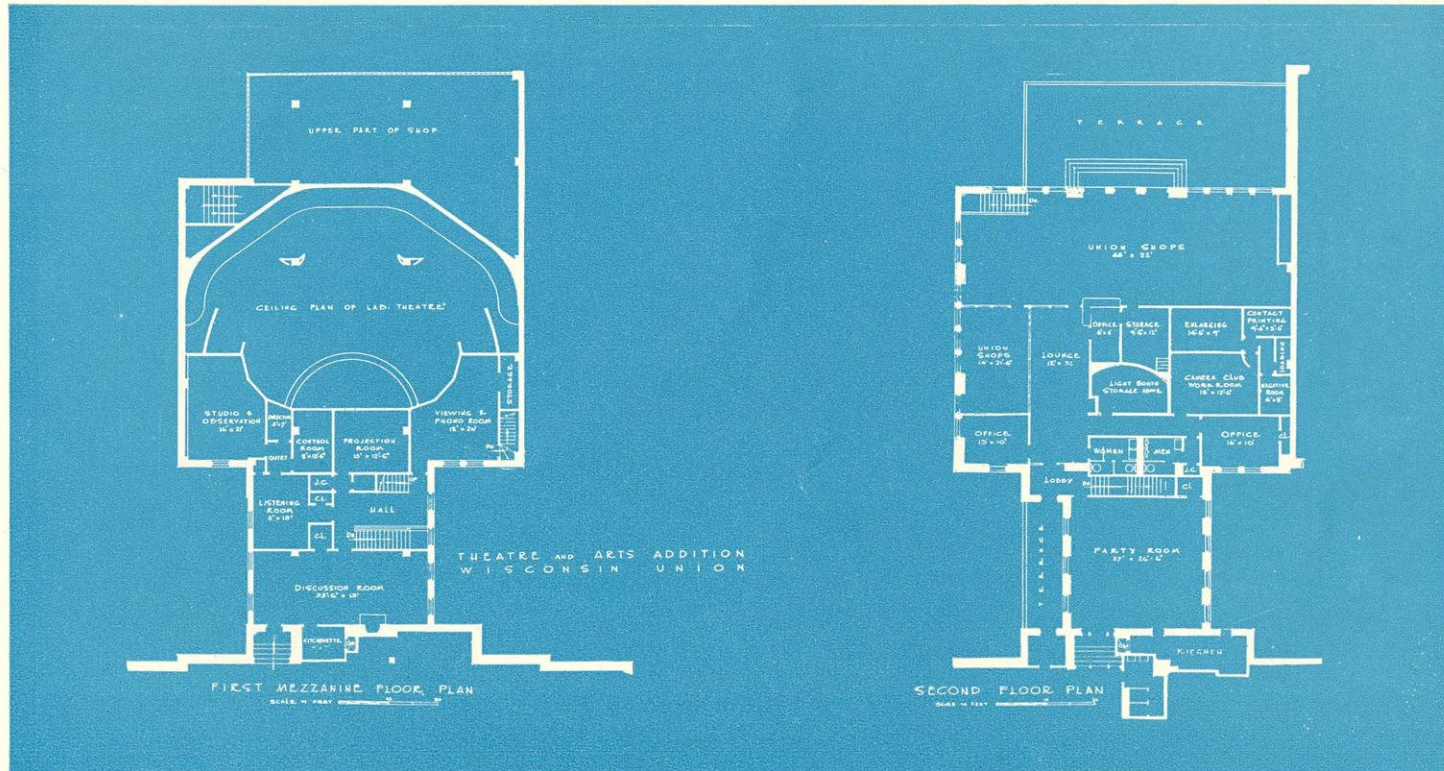
In the costume shop, students are laying out, sewing, fitting their own designs. High on the paint bridge others are painting a new set and below lathes and band saws buzz as student-created props are put in work. The light, softly diffused through walls of structural glass, is good; the air and temperature, products of modern air conditioning, are right.

It is late afternoon and quite in order, therefore, to join the stage-crafters for coffee in the green room and talk shop.

THE FIRST FLOOR

Leaving the ground floor after coffee and going up one flight, one stands in a lobby between the memorial hall and main desk of the present Union and the laboratory, or sketch, theater of the new wing. An all-purpose hall for readings, radio, meetings, lantern lectures, and motion pictures, it has one hundred and eighty seats, half surrounded by stage, with a formal plaster dome and cyclorama.

The removable side wall panels of this stage eliminate the traditional proscenium arch and make possible an entirely



"The plans for the Union wing place the University again in the role of unquestioned leader and pioneer in making available to its students the finest physical facilities for the furtherance of social and recreational activity. Upon the completion of the wing The Wisconsin Union will be the largest, most completely equipped center for student cultural development in the world."

—JACK CLIFFORD '38
President of The Wisconsin Union

flexible acting space, for the development of experimental plays. Each panel, sliding back, may disclose in turn separate episodes of a swift-moving narrative without a pause for scenery shifting. Or, with all panels removed, the stage is perfectly set for a Greek revival.

THE MEZZANINE

Now a group is acting before a microphone, and climbing another short stairs to the mezzanine one finds a radio operator picking up the stage action and switching back to a string quartet for music effects in the adjacent studio. An interested student group has gathered in the listening room to hear and watch the program go out over the air.

All rooms facing the theater are walled with double glass, so in the viewing room on one side a class group is discussing, while watching, the technique of radio drama. Next to them, in the projection room, students are preparing to record an experimental play, acted on the stage, in sound pictures, and tomorrow the weekly foreign language film will be projected from the same booth.

A visit to the discussion room, where students and faculty together are preparing a light supper in the kitchenette in anticipation of an evening around the fireplace with a distinguished visitor from abroad, completes the inspection of the mezzanine, and there remains only the handcraft and design shops directly above.

THE SECOND FLOOR

The stair opens to a party room and over-flow lounge for Great Hall dancers on one side and to the shops on the other. The entrance lounge exhibits student art work for sale and presents an inviting array of design periodicals and art books for study. In one room a half dozen students are pounding pewter; others are bending and welding metal furniture and desk lamps for their rooms. A group of twenty sketches from a model in the studio; two in smocks are painting prom decorations while another builds a theater lobby display. At every bench is industrious, but volunteer activity: book-binding, picture-framing, block-printing, clay-modelling—industry equalled only by the students bending over photo enlargers in the camera club darkrooms near by.

Descending, one leaves the new building under a protective marquee at the corner of Langdon and Park Streets and finds the street curbs in this area cut back for easier and safer auto access to the theater and the hill road. Cars now draw up to the Park Street curb alongside the building, twelve or fourteen at a time, and unload their passengers under cover.

The marquee turns the corner of the building and becomes on the lake side a wide overhanging balcony, arranged for a view of open air pageants and theatricals on the lakeshore. A theater by the lake . . . Wisconsin's crowning good fortune!

What Is Still to Be Done

This new building is to happen.

The federal Public Works Administration has offered a grant of \$236,000. The regents have accepted the grant and authorized the financing of a loan of \$525,000, the maximum that can be underwritten by the income from the annual operation of the Union.

Plans are drawn, work has started, and the building, under P W A schedules, is to be finished in June, 1939.

But the assured funds provide only the minimal structural and basic facilities, unequipped. Everyone is concerned that the rooms of the new building be ready in 1939 to serve students and alumni fully and effectively. To do this, proper equipment is still needed, costing \$50,000 in addition to the funds already provided.

And so an invitation to share in finishing the project is extended to friends of the University who see the values of preparing students in the best way for a cultural and social leadership in their home communities and who wish, through the Union as a training center, to make an investment in a finer Wisconsin.

LIFE MEMBERSHIP PRIVILEGES

Most of the funds for the present building were secured through the voluntary gifts of alumni, students, faculty, and

friends, usually in terms of life memberships in the amount of \$100 or more and paid over a period of time.

This same method of subscription is still possible. In other words, if a life membership is paid now or at intervals until July 1, 1939, the donor will have the privileges of the Union for life.

For those who live near Madison or have occasion to visit the University, the addition of the theater wing will add especial usefulness to the membership privilege.

The Union Council recently adopted a policy under which all life members will be given preference, up to a given date, in seat reservations for all events sponsored by the Union in the auditorium and involving an advance ticket sale: concerts, university plays, travelling theater productions, and others. It is anticipated that reservations from members alone will fill the auditorium on most occasions.

In addition, life membership will continue to include the following privileges:

- General use of the building
- Guest privileges for family and friends
- Reservation of dining and party rooms
- Reservation of hotel guest rooms
- Free admission to many Union events

(Those who wish to share in this enterprise that President Emeritus Birge has called "Wisconsin's greatest undertaking" are invited to write to the Memorial Union office, 770 Langdon Street, Madison, Wisconsin.)

THE MEMORIAL UNION BUILDING COMMITTEE

(Appointed by the regents in 1919 to raise funds for the Union)

FRED H. CLAUSEN
Chairman
JOHN S. LORD
CHARLES L. BYRON

EDWARD H. GARDNER
ASA BRIGGS
DR. H. C. BRADLEY
IRVING SEAMAN

GEORGE I. HAIGHT
JOHN DOLLARD
JUDGE EVAN A. EVANS
H. M. WILKIE

J. D. PHILLIPS
Treasurer
PORTER BUTTS
Secretary

THE UNION BUILDING PLANNING COMMITTEE

(Appointed by President Dykstra to plan the functioning of the new addition)

DR. H. C. BRADLEY
Chairman

F. O. HOLT
J. D. PHILLIPS
Ex-officio

ORIEN DALLEY
J. R. LANE

PORTER BUTTS
Secretary

MEMBERS OF THE ADVISORY COMMITTEE

President C. A. DYKSTRA
Ex-officio

WALTER FRAUTSCHI
Alumni

A. F. GALLISTEL
Maintenance and Grounds

S. H. GOODNIGHT
Faculty and Student Men

LOUISE T. GREELEY
Faculty and Student Women

D. L. HALVERSON
Food Service

J. E. HANSEN
Visual Instruction

MARGARET H'DOUBLER
Dance Recitals

H. B. MCCARTY
Radio

*C. H. MILLS
Music

A. W. PETERSON
Finance

ETHEL ROCKWELL
Extension Dramatics

G. C. SELLERY
Faculty

HARRY STUHLREHER
Men's Games and Recreation

RICHARD TINKHAM
Men Students

BLANCHE M. TRILLING
Women's Games and Recreation

A. T. WEAVER
Drama and Forensics

HALLIE LOU WHITEFIELD
Women Students

H. M. WILKIE
*Regents and Memorial Union
Building Committee*

* DECEASED.

