



Every freshman a life member -- now!.

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Every Freshman A Life Member ~~NOW!



The Union is Your Club
The Building is Your Clubhouse

Be a Member for Life!

What Has Happened

Twenty-three years ago President Van Hise, in his inaugural address, told the need for "facilities for communal life." Year after year he asked the legislature for a Union. As often, he was refused—because the legislature needed the money elsewhere, and because the Union was not essentially a classroom building.

In 1919 Regent Walter Kohler decided we had waited long enough. A committee of alumni, faculty and students, guided by Mr. Kohler, offered to raise the needed fund of more than \$1,000,000.

The committee has worked for seven years. Seventeen thousand alumni and students, the country over, have subscribed. Wisconsin business men have given. The legislature donated the site. The regents added \$200,000 from the Tripp estate.

Seventeen sets of plans have been drawn—so that Wisconsin might have the most carefully planned Union in the country.

On November 11, 1925, President Frank broke ground and the foundation was dug. Money was still lacking for the building itself. (State law requires every dollar needed to be in the state treasury before contracts are let.)

In September, 1926, the estimated amount was in hand and bids were opened. The lowest ran \$100,000 over the estimate, increasing building costs being responsible.

The Union Executive committee, faced with the alternatives of cutting drastically the quality of the building or of borrowing money, borrowed. . . . \$90,000. It was borrowed on the security of every outstanding pledge, and with the promise to pay it back in installments this year.

Contracts were let November 4—the contracts for the central and commons units, unequipped.

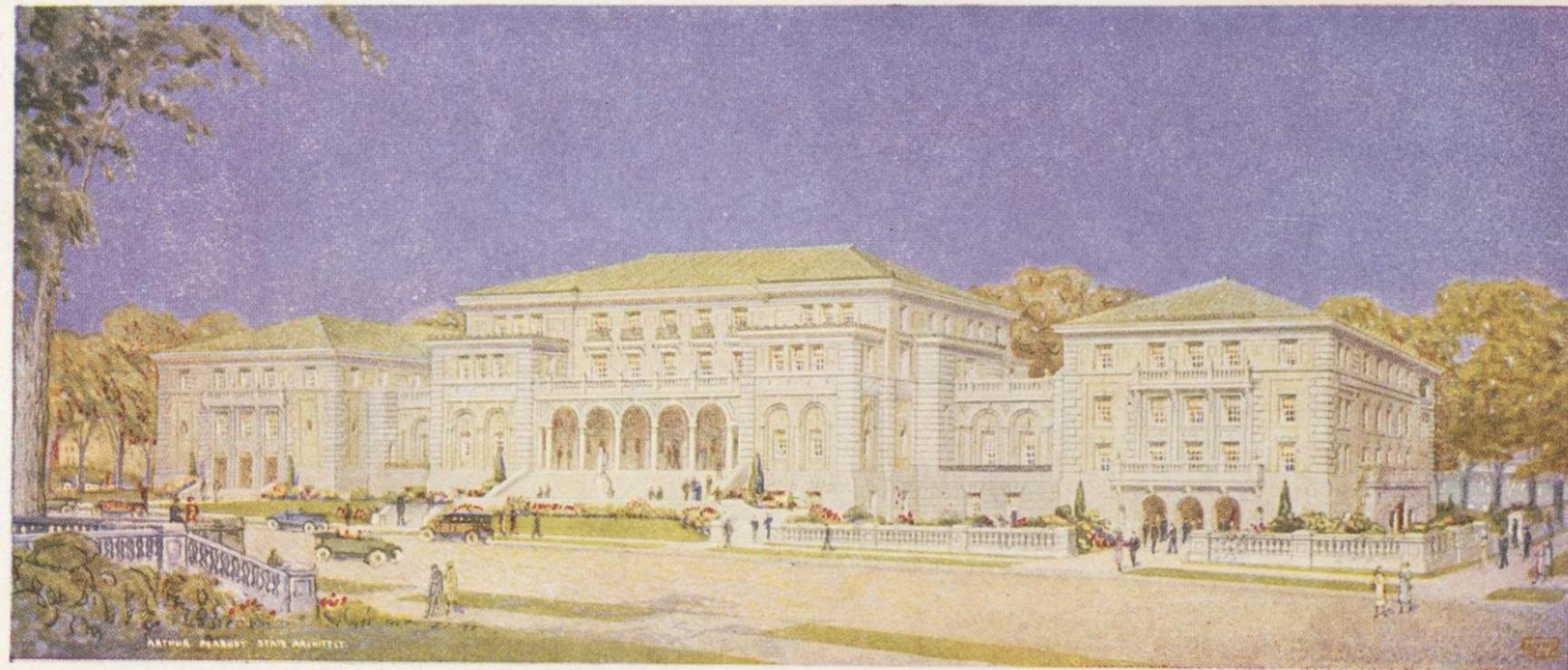
Construction has been rapid ever since. The steel frame is up and the stone is following. The contract calls for completion by April, 1928. But the contractor, himself, is anxious to finish before then. He says he will.

In the meantime subscribers have paid off \$31,000 of the note, leaving a balance of \$59,000 still due. Besides there is \$350,000 still to come for furniture and equipment before the building can open.

It's pretty sure that we'll have the completed structure by the first of the year. But we'll have it to *use* only
—if we pay off our \$90,000 note, completely, and
—if we raise the money to buy furnishings and equipment

And this can be done

—if every subscriber pays his pledge NOW, and
—if every new student becomes a life member of the Union.



THE UNIVERSITY OF WISCONSIN MEMORIAL UNION
The most beautiful-and useful-Union in America

THE Memorial Union stands close to the center of the university community, occupying all the lakeshore space between Park street and the Y. M. C. A. and fronting on Langdon street, one of the main university thoroughfares.

It is a building 320 feet long—100 feet longer than the Historical Library—and is separated into three units, the forms of which correspond to their functions. On the left is the theater unit, in the center the Union or clubhouse unit, and on the right the commons or hotel and dining room unit.

Designed in the architectural style of the Northern Italian Renaissance, the Union is in harmony with the general university building

scheme and a fit companion for the beautiful Historical Library. It is the first step in the comprehensive development of the lower campus which is projected.

The Union is built of buff Madison stone trimmed with gray Bedford stone. A low roof of green tile, projecting pylons, a great curving bay, and the broken outlines of its three units make the building ideally suited for its site among the elm trees of the bending lakeshore.

The flagstone terrace stretching to the miniature lake harbor will be one of the beauty spots of the campus. The building, entirely completed, will cost \$1,500,000 and will be the finest and most useful structure the university possesses.

What A Union Is For

"Nothing that the professor or laboratory can do for the student can take the place of daily close companionship with hundreds of his fellows."

*—President Van Hise
Inaugural Address, 1904*

The Union will exist to make Wisconsin a more human place.

A community building like the Union is the result of a desire that is reaching universal proportions—a desire to enrich the barren hours outside the classroom, to bring human relations in education into their proper place of importance and usefulness, to restore personality to the university.

Every university which has experienced the pains of size realizes the need for the restoration of education to its former personal basis, for the elementary physical facilities where the contagion and compulsion of a common purpose may be felt—to the profit of the intellectual and spiritual life of the University.

The need is being answered with Unions, commons, and dormitories.

The Union is the recognition of the importance of the leisure hour.

It is a place to meet, to eat, to talk, to work, and to play—under friendly conditions.

It provides the facilities for creative work not afforded by the ordinary college plant: student activity rooms, the theater, sketch rooms, debate halls.

It provides the facilities for productive play: good books to read, good music to hear, good pictures to see, good games to play.

It provides a common mixing ground where a student can meet and know hundreds of men and women he would scarcely see otherwise, where he can find out naturally and informally what his professors are like outside the classroom, and where he can entertain his friends and family when they visit Madison.

"The Memorial Union building will give us a 'living room' that will convert the University from a 'house' of learning into a 'home' of learning."

President Frank

What's In It

A hall and great lounge memorial to the 11,000 Wisconsin men and women who served in our country's wars.

A library and music room equipped with the best of books, magazines, pictures, and musical instruments. The music room will also be used for art exhibits.

A cafeteria, commons, tea room, and four private dining rooms which can serve 2,000 at a meal.

A men's tap room with all-day short-order service over the old Hausmann bar. A hang-out for loafing, reading, drinking, singing, and playing. A radio will bring here the reports of Wisconsin victories, and the evening's concerts. Adjoining is a 20 table billiard room, a card room, and a barber shop and shine parlor.

A beautiful ballroom for 325 couples and a concert banquet room for 700.

The Union will be the most used and most important building on the campus.

Women's parlors, and an immense roof garden type lounge, overlooking the lake.

Offices for all undergraduate activities: the home of the Cardinal, Badger, Octopus, Literary Magazine, Haresfoot, Glee Club, Forensic Societies, Prom, Homecoming, Fathers and Mothers Day, and all the rest.

A writing room, meeting rooms, lecture halls.

Sixteen hotel rooms for alumni, and guests of student life members. A dormitory for visiting teams.

An alumni reception room and alumni headquarters.

A trophy hall, for the relics of Wisconsin's exploits.

A theater unit, which can be made a model theater for 1,200 or used to meet more imperative expansion needs which may develop later.

What A Life Membership Is

A life membership in the Union is the evidence of your appreciation of a university education and of Wisconsin.

It costs Wisconsin \$1000 for your education over and above the fees you pay in 4 years. It is fair that the state should expect to be repaid at least in part by the students who have the enjoyment and profit of the advantages the university offers.

The state and university need the finished Union building most urgently. President Birge in 1921 said "The Memorial Union is at once Wisconsin's greatest undertaking and Wisconsin's greatest opportunity."

A life membership is your way of making a contribution now.

A life membership is your certificate of free use of the building forever.

Annual membership dues will be charged all who use the building when it goes into operation next year. Your



life membership exempts you from such dues now and forever after.

Next year when you walk into the building and say "I want a private dining room for six on Thursday, and a dancing room for 30 couples on Saturday", or 10 years later when you come back as an alumnus and show your membership card and say "I want a room and bath over the week-end",—you'll get the thrill of what life membership means.

You can get a life membership easily.

You sign an application pledge card for \$50. (It costs anybody else \$100.) You pay it right away if you can. If you can't, you may make quarterly payments over a period of two years—\$6.25 every three months. Think of it—a perpetual membership in a \$1,500,000 club for less than 50c a week.

Act now! And be forever proud that you did.

LEvery student who applies for life membership before May 20 will be included in the Roll of Honor of the 10,000 donors of the Union which will be sealed in the cornerstone when it is laid on Memorial Day, May 30. When \$25 has been paid in cash, the Wisconsin recognition button shown above will be presented. When the pledge is paid in full, the life membership card will be issued. A great domesday book, to stand permanently in Memorial Hall, will bear the name of every '30 student who pledges now!

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No Yearly Dues For Life Members

"One of the major problems connected with the Memorial Union Building is to provide means for its successful operation. The completion of the building alone does not mean a building which can function. Funds must be provided to operate it.

"In virtually all other institutions like Wisconsin, the Union is in effect a students' club. Every student contributes his share to the maintenance of it and every student, therefore, becomes a club member entitled to all its privileges. An annual fee paid at registration by each student as a part of the incidental fee, is the accepted method for providing operating budgets, and the success of this method elsewhere points to its probable adoption here.

"This method has been recommended by the student-faculty committee appointed by President Frank to work out the Union program, and is under consideration by the Board of Regents now. Logically, it is sound. Every student becomes a participating member of the Union, interested in its operation. Its values for him in enriching his own life as a student are values which he helps to maintain, and in the direction of which he has a voice. Personally, I am strongly in favor of this solution, and believe it will be adopted.

"A life membership in the Union, subscribed and paid in advance, naturally will exempt the student from these yearly membership fees.

Dr. H. C. BRADLEY
Chairman, University Committee on the Union



Dr. H. C. Bradley

Dr. Bradley is chairman of the Committee of 40 students and faculty members appointed by President Frank to plan for the functioning of the Union. He was also faculty chairman of Fathers Day for three years and head of the Dormitory Committee.

The Picture of the Union in

What We Have

Total pledged.....	\$1,121,984
Total collected to date.....	\$762,857

What the Two Units Under Construction Are Costing

General contract (let Nov. 4).....	\$773,000*
Furnishings, equipment, decoration and utilities	350,000
	\$1,123,000

*\$90,000 of this sum borrowed and \$59,000 still due.

What Is Needed Now

For outstanding loan.....	\$59,000
For furnishings, equipment, decora- tion and utilities (which must be bought beginning June).....	350,000
	\$409,000

What Your Pledge Will Do

A total of 17,000 students from every class except '30 have subscribed the money that has made building possible up to this point.

If every freshman pledges and pays a life membership, the money would amount to enough to buy the furnishings for the main central club unit of the building.

All the money from these memberships goes into the building—to buy paint, plaster, rugs, davenports, radios, pianos, tables and chairs. This furniture and equipment must be paid for in cash.

Pay as Much Cash Now as You Can

LMoney received from subscribers is turned direct over to the bursar, placed in the University treasury, and carefully expended by the business manager of the University. Complete records of all payments are kept at the Memorial Union Headquarters, 772 Langdon Street. **R**

This Is '30 Week---May 16-20

Monday—Get ready.

Tuesday—The opening bang. Everybody pledges to the Union. Big supper and get-together of the Union committees at the dormitory refectory, 7:30. (Meet at the Union building at 7:00.)

Wednesday—Going strong. More pledges. All green caps out. Start locating wood for the fire. Union committees check in, third floor Union building 5 to 6.

Thursday—Wind up Union drive. '30 should be 100% life members. Committees check in final results.

Friday—Jubilee! Pile wood on lower campus all day. Greatest fire and celebration in history, 9:00 P. M.

'30 Out!

Come on frosh! Get your green cap out and make '30 Week a big one. We still have the opportunity to make up for the results of the bag

rush. We can show '29 what it is like to have a real Cap Night. And if '29 gave \$40,000 to the Union, we can buy the whole building.

Seriously, we of the freshman class want to be able to say that we have done something---something worth while---on that great night when we celebrate our closing freshman year and are welcomed into the full fellowship of Wisconsin life.

"The best Cap Night" and "Every frosh a life member of the Union" are our two jobs.

The Union building will soon be at our disposal and we of '30 will get more use out of it than anybody else. We want to do our full share in equipping it and seeing to it that it opens soon. We cannot and must not let the class of '30 be out done by the classes which have gone before us.

'30 Out!

Finish the Union and start the Fire!