

# Guide to the University Publicity Brochures, 1950- 2008

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## Overview of the Collection

**Repository:**

Special Collections & Archives  
McIntyre Library  
University of Wisconsin-Eau Claire  
P.O. Box 4004  
105 Garfield Ave.  
Eau Claire, WI 54702-4004  
(715)-836-2739  
<https://library.uwec.edu/archives/>

**Reference Code:** USGZE AS26**Accession Number:** 76-4, 78-5, 79-15, 81-5, 82-4, 83-31, 84-56, and 85-48**Collection Number:** Archives Series 26**Creator:** University of Wisconsin—Eau Claire University News and Publications.**Title:** University Publicity Brochures**Dates:** 1950-2008**Quantity:** 1.0 linear feet (1 record cartons)**Location of Collection:** D3/3e**Languages:** Collection materials are in English.**Summary:** Booklets, brochures, and pamphlets directed toward prospective students promoting departments and courses and explaining the University of Wisconsin--Eau Claire or its predecessors, the Wisconsin State College--Eau Claire and the Wisconsin State University--Eau Claire.

## Biographical/Historical Note

Booklets and brochures promoting the admission process at the Wisconsin State College at Eau Claire from the 1950s. In 1964, the name changed to the Wisconsin State University at Eau Claire and in 1971, it became the University of Wisconsin-Eau Claire. There are booklets and brochures that highlight various departments and the admission process throughout the decades.

# Content Description

Booklets and brochures contain basic information on the size, location, programs and admission process for UWEC. One brochure from c. 1952, entitled "Wisconsin Builds at Eau Claire", was sponsored by local businesses and focuses on the newly constructed education building that is now Brewer Hall and Zorn Arena. Another is labeled "Adventure in Education" and highlights the degree programs offered and basic admission information.

## Administrative Information

**Acquisition Information:** Transferred to the University Archives by Office of Admissions and University News and Publications before March 2006.

**Access Restrictions:** Collection is open to the public.

**Use Restrictions:** Researchers are responsible for using in accordance with 17 U.S.C. Copyright owned by the University of Wisconsin – Eau Claire.

**Preferred Citation:** University publicity brochures, 1950-2008. AS26. Special Collections & Archives. McIntyre Library. University of Wisconsin – Eau Claire. Eau Claire, WI.

**Processing Note:** Processed by Lark Keating-Hadlock.

**Arrangement:** Flat.

**OCLC #:** 1127909910

## Subjects

### Corporate Names:

University of Wisconsin-Eau Claire. University News and Publications.

University of Wisconsin-Eau Claire. Office of Admissions.

### Subject Terms:

College Publications. Wisconsin. Eau Claire.

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