

# UW gets shoreline as a gift

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By Cary Segall

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When it came time to unwrap gifts at his family's Christmas party Sunday night, Walter Frautschi didn't have any idea the gift he was to open would enhance the lives of area residents for years.

Frautschi, 87, said he was overwhelmed when he read the calligraphy on his plaque and learned his sons had donated \$1.5 million in his name to the University of Wisconsin Foundation to preserve 16.6 acres of land along Lake Mendota, just west of Picnic Point.

"It was a total surprise," Frautschi said. "As far as the university and city are concerned, we (Frautschi and his wife, Dorothy) are very happy the land was saved for this purpose. It's a magnificent gift, of course, and we are very proud of our two sons."

Frautschi's sons, Jerry and John Frautschi, are co-owners, with their parents, of Webcrafters, a Madison book-printing company.

Jerry and John gave the money to the foundation last week so it could buy the 1,600 feet of mostly undeveloped, heavily wooded shoreline from the co-owners, the State Medical Society of Wisconsin and Northwestern University.

Northwestern and the medical society inherited the land from Dr. Reginald Jackson Jr., who was living in his seven-bedroom home on the land when he died in 1936.

For the past year, the co-owners and the foundation have been negotiating over the price of the land, which has a development value of more than \$3 million, said Thomas Adams, secretary and general manager of the medical society.

But, Adams said, the medical society never had any intention of selling the land to developers. He said negotiations lasted as long as they did only because Northwestern was involved and didn't understand the value of the land to the community.

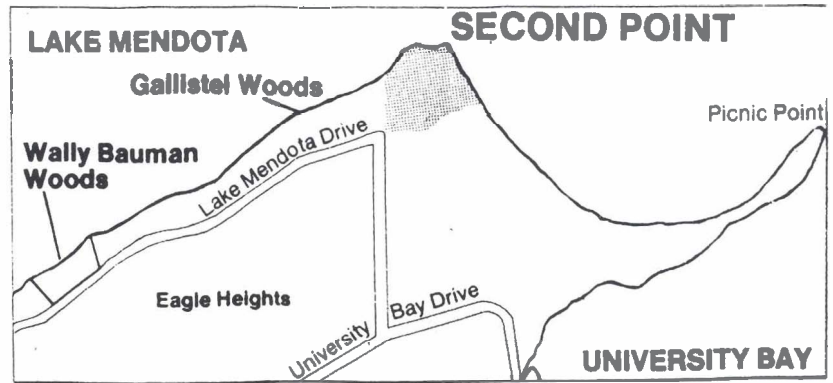
Adams said the foundation bought a 6-month option on the land Dec. 1. He said the purchase will be concluded soon and, as dictated by Jackson's will, the medical society will use its share of the proceeds to make loans to needy medical students at the UW-Madison Medical School and the Medical College of Wisconsin in Milwaukee.

Robert Rennebohm, foundation consultant and just-retired president, said the foundation, which will give the land to the UW, will probably demolish Jackson's former home, but keep a smaller two-bedroom home for researchers and a caretaker.

"It's a wonderful gift for the entire community," UW-Madison Chancellor Donna Shalala said. "What a Christmas present."

With the gift, UW-Madison will own 173.2 acres of mostly undeveloped land on Lake Mendota, with about 2¼ miles of shoreline. The largest tract is the 128.9-acre Picnic Point. The university also owns Gallistel Woods and Wally Bauman Woods.

*Frautschi Point*



## Frautschi tradition continues

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When John and Jerry Frautschi gave \$1.5 million to the University of Wisconsin Foundation last week so it could buy Second Point on Lake Mendota, they were continuing a 119-year tradition of the Frautschi family's dedication to the university and to Madison.

The Frautschi brothers donated the money in honor of their 87-year-old father, Walter Frautschi. Walter and his wife, Dorothy, along with John and Jerry, are the co-owners of Webcrafters, a Madison book printing company.

Walter's grandfather, Christian Frautschi, came to Madison from Switzerland in 1869 and started a cabinet-making business. Walter's father, Emil Frautschi, was active in numerous community organizations, as is Walter's brother, Lowell.

Walter was president of the University of Wisconsin Class of 1924 and associate editor of the Daily Cardinal. He has been president of the Wisconsin Alumni Association and a trustee of the Wisconsin Alumni Research Foundation. In 1957, he was named the first UW-Madison alumnus of the year.

John said the donation was an ideal way to serve the community and honor their father.

"Jerry and I thought, boy, here's an opportunity to do something for the community and for the university. And, we thought, boy, we didn't want to see high rises on the shoreline. In addition, as a bonus, we can honor our father and the community can honor him for what he's contributed."

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