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THE UNIVERSITY OF WISCONSIN
PRESS BULLETIN

The purpose of this Bulletin is to bring to the newspapers of Wisconsin and their readers—the people of the state—the pertinent news and information concerning their State University. The University Press Bureau will gladly furnish any special news or feature stories to editors. Address letters to R. H. Foss, editor, Press Bureau, University of Wisconsin.

To Editor:—The news in this bulletin is prepared especially for the press, and is released for publication on the date below. Please address exchange copies to Editor, 711 Langdon Street.

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June 20, 1934

MADISON, WISCONSIN

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**Union Changes
Student Life at
State University****Memorial Union is "Living
Room" of University to 95
Per Cent of Students**

Slightly more than 24,000 students at the State University may attend football games in the course of the year, but 25,500 attend the all-university concerts and forums. About 12,000 turn the stiles at basketball games but even more, 43,200, wend their way to university parties and dances.

This is the "other side" of college life, reported on this week by Porter Butts, house director of the Memorial Union, in the annual Union report submitted to President Glenn Frank and the regents.

The Union, donated to the university by students, faculty, and alumni and now finishing its sixth year as the living room of the campus, is changing the design for college living, the report shows.

Where the path of students six years ago was strictly between rooming houses and classrooms, with an occasional detour downtown, it now leads at meal hours and in spare time to the Union. From 5,000 to 6,000 students cross the Union threshold every day, the report reveals; the total traffic for the year runs over 1,400,000.

Reveal Student Interests

The results of a C.W.A. survey, included as part of the report, show what students come to the Union for, and reveals some of the prevailing spare-time interests of the modern student.

The Rathskeller, modelled after the German city hall cellars and providing refreshments, games, moving pictures, and a place to meet is the most successful room in the minds of the men, being used by 73 per cent of all men on the campus.

More than half the student body comes to the Union to dance. Forty-four per cent come to dine and 42 per cent to lounge.

Following closely are the new cultural interests which arrived on the campus when the Union was built and which have quickly won the interest and support of large numbers of students.

Fifty-nine per cent of all women and 31 per cent of the men make a practice of viewing the Union art exhibitions; 28 per cent attend concerts in the Union; 19 per cent lectures, and eight per cent forums. Thirty-six per cent of the student body relies upon the Union's magazines and newspapers and 21.2 per cent uses its recreational library.

U. W. Men Not Tea-Drinkers

The use of the Union's remaining 30 services ranges down to one half of one per cent which represents the men's use of the tea service and which confirms the fact that Wisconsin men are not tea drinkers. Altogether 95 per cent of the student body spends part of its time at the Union, and 22 per cent are there every day.

"The activities of the Union are not sponsored by the University merely to make the undergraduate years pleasurable and picturesque," Butts' report explains. "They engage the attention of the college administration because they are necessary complements of the classroom and laboratory. A student cannot be educated in an academic vacuum; he must be cultivated as a person as well as an intellect."

"The Union is an embodiment of a fundamental idea about education—the idea that only full living induces full learning, and that full living comes only where and when there is the opportunity of comfortable living, cordial and frequent social give and take, complete self-expression, and a certain feeling of unity of purpose and action with one's neighbors and friends. As President Conant of Harvard said, addressing his first class of freshmen, 'More souls are saved around the dinner table than through courses.'"

Improve Student Work

"There is factual evidence that such social and activity interests, when wisely directed, actually improve the quality of academic work."

"Also, the Union, as the recreational laboratory of the University, has an obligation to society, the same as any other University laboratory; this is why it spends time and money on so many recreational ventures. It proposes not only to teach its own students how to prepare for play as well as work, but to set standards, discover techniques, and produce trained leaders who will be of service to other communities as they meet their problems of providing for leisure."

2 Out of 5**Jobs Go to U. W. Students
After Search in Many
Universities**

Two of five senior students who were chosen this year from the leading universities of the country for positions on the business staff of the Hearst newspaper organization are from the University of Wisconsin, it was learned recently.

A representative of the Hearst organization recently completed a tour of leading universities to interview prospective candidates for five positions to be filled among this year's graduates. Of the five positions, Wisconsin graduates will fill two, it was learned when the names of the

**Revise Democracy and Avoid Dictatorship for America,
Frank Tells 1500 U. Graduates in Commencement Sermon**

Revision of democracy that it may function more effectively in these "dishevelled hours of transition from old to new circumstances of American life and enterprise" is the problem facing the present and coming generation, Pres. Glenn Frank advised the 1,500 graduates of the University of Wisconsin at the baccalaureate services of the school's 81st annual commencement last Sunday afternoon in the men's field house.

With thousands of parents, relatives, and friends of the graduates in attendance, Pres. Frank outlined for the young men and women who were closing their university careers four fundamental questions the answers to which will determine the destiny of the American people, he said. The sermon was broadcast over a nationwide radio hook-up to all parts of the country.

America Must Decide

These four questions are: Are we to strengthen democracy or surrender to dictatorship? Are we to pursue our enterprise in freedom or under regimentation? Are we to establish control of this age of plenty or execute a return to an age of scarcity? Are we to walk the ways of a realistic internationalism or go in for the economic monasticism of the nationalists?

Urging the graduates to "conquer the paralyzing indecision of will" which restrains us from making the "decisions demanded of us at this historic juncture in American affairs", Pres. Frank told the graduates that revision of democracy, but not renunciation of democracy in favor of dictatorship, is needed.

Two suggestions respecting the necessary revision of democracy, "as the price we must pay for the avoidance of dictatorship," were outlined by Pres. Frank.

Suggests Two Revisions

First we should establish a fixed procedure for "crisis government" for emergencies, since the normal processes of democracy are not designed to deal with such crisis of the magnitude the world-wide depression as-

sumed, he said. Secondly, we should effect a reallocation of functions between the legislature and the executive in government, since parliamentary democracy is not adapted to the effective administration of a vast, complex, and swiftly moving national life.

Discussing regimentation of enterprise by government, Pres. Frank said that some measure of social control of private enterprise has become imperative.

"We have reached a point in our economic evolution at which some force above the battle of private interests, whether it be the force of organized industry itself or the power of the state, must insure the adoption, throughout our business and our industrial system of minimum policies respecting wages, hours, prices, and profits that will bring our capacity to purchase into such relation to our capacity to produce as will keep our industrial system a going concern ministering effectively to the maximum needs of the millions," he declared.

Sounds Warning

Warning that governmental intervention in business processes is often inept, Pres. Frank said that governmental inspiration of broad economic policy, and if necessary, imposition, may now and then be imperative. He asserted that if "government will but keep clear and distinction between the broad guidance of economic policy and the detailed regimentation of business administration, the United States has the chance to evolve a sounder relation between economics and politics than either the communisms or fascisms of the hour can possibly achieve."

In respect to the issue of an economics of plenty versus an economics of scarcity, Pres. Frank declared that the most disturbing fact of the time is the number of Americans, in high position and low, who are falling victim to a defeatist mood, apparently assuming that progress has come to a dead end, that science and technology have been too efficient in producing a limitless output at low prices, and that the thing to do is to plan a lesser

output at higher prices.

Hits Production Restriction
"To restrict production and to raise prices, as a general policy, is not liberalism but reaction, not statesmanship but surrender, not creative advance but cowardly retreat," he maintained. "That way lies the subsidizing of inefficiency. That way lies the sabotage of superior management that knows how to bring both the cost of production and the price of products down. That way lies a permanent and perilous lowering of living standards for the swarming millions."

"It was not for this that the pioneers built their blood and sacrifice into the foundations of this Republic. More goods at lower prices, not fewer goods at higher prices, is the logical goal of an age of science and technology," he asserted.

Need World Policy

Turning to the issue of internationalism versus nationalism, Pres. Frank pointed out that at the moment the economic relations of the world are paralyzed by a baffling paradox, in that while the processes of the world's life grow daily more international, the policies of the world's governments grow daily more national.

"I am convinced that the modern world cannot be run effectively in terms of isolated economic nationalisms," he affirmed. "The modern world is bound together by the lithe arms of rapid transportation, instantaneous communication, and the frontier-crossing agencies of credit, contract, capital, and corporate organization."

"We cannot reverse this basic fact by transient ventures in swashbuckling nationalism. Ultimately some sort of world policy must dominate world trade relations. Such policy seems impossible of achievement at the moment, but it will be one of the major obligations of your generation to surmount rather than surrender to the difficulties that today tie statesmanship to the parish pump the world around," he told the graduates.

**Eight U. W. Coeds
Graduate to Invade
Men's Professions**

When they were presented with their diplomas by Pres. Glenn Frank at the 81st annual commencement of the University of Wisconsin Monday morning, eight women graduates closed collegiate careers in what are considered men's courses of study, and entered life careers in fields of human endeavor which are usually restricted to men.

Three of the women graduates completed work in the Law school, four finished their Medical school courses to become doctors, and one finished her preparation for entrance into chemical engineering work.

Those who will enter law include Miss Edith R. Dopp, Milwaukee; Mrs. Marie W. Galle and Mrs. A. J. Thoman, both of Madison. Those who now enter upon medical careers are Miss Catherine I. Angus, Far Rockaway, N. Y.; Miss Berenice I. Stone and Miss Stella I. Lilygren, both of Madison; and Miss Esther E. Bartlett, of Cambridge, Mass.

The one woman who chose chemical engineering as a life work is Miss Margaret Donnelly, of Terra Haute, Ind.

These eight women were among the 1,500 students who were granted their first and higher degrees at the commencement in the presence of thousands of parents, relatives, and friends. In addition to the degrees granted graduates, honorary degrees were conferred upon six American leaders in the fields of education, engineering, music, and public service.

Those granted honorary degrees were: Karl Young, professor of English at Yale university; Karl T. Compton, president of the Massachusetts Institute of Technology; Robert B. Goodman, Marinette, Wis., director of the Subsistence Homestead division of the U. S. department of interior; John Alden Carpenter, distinguished American composer of Chicago; John L. Savage, Wisconsin graduate and now chief designing engineer of the U. S. bureau of reclamation at Denver, Colo.; and Albert R. Mann, provost of Cornell university.

Ideal Man**Need Not be Rich, Good-Looking—But He Must Have Humor!**

The "Ideal" man, University of Wisconsin coeds have agreed, doesn't necessarily have to be rich or good-looking. But he must have a sense of humor and a pleasant disposition, and he must know how to handle himself in a natural manner under all circumstances.

In a recent survey conducted by The Daily Cardinal, student daily newspaper on the Badger campus, the coeds revealed eight attributes which their "Ideal" man must have. They agreed unanimously that the "Ideal" man could not be one bit conceited, but that he should be independent and masterful, even to being able to "treat 'em rough" once in a while if necessary.

The eight attributes which he must have, they decided, are as follows: 1. Sense of humor; 2. Good conversationalist; 3. Good manners; 4. Intelligent; 5. Pleasant disposition; 6. Natural; 7. Independent; and 8. Masterful.

**Emphasize Part
of Rural Clergy
As Farm Leaders****Announce Ten Day Course for
Pastors Sponsored by Agri-
cultural College**

That agriculture under adjustment calls for trained rural leadership is the theme around which is built the 13th annual rural leadership summer school to be held at the college of agriculture of the University of Wisconsin June 25 to July 6.

Advance registrations from the clergy of Wisconsin and other states indicate that the enrollment of 100 last year may be equalled by the session this summer, announces J. H. Kolb, rural sociology department who directs the conference. Courses, discussions, and conferences will be lead by outstanding men and women.

Among the staff from outside the University are: C. W. Longman, Waukegan, Ill., representing the International Council for Religious Education; Dr. William R. King, New York City, secretary of the National Home Missions Council; and Goodrich R. Fenner, New York City, representing the Department of Christian Social Service of the National Council of the Protestant Episcopal Church.

Members of the University of Wisconsin faculty who will assist include: Asher Hobson, chairman of the agricultural economics department; A. F. Wileden, rural sociology department; Kimball Young, Miss Helen I. Clarke, and J. L. Miller of the sociology department; Carl Wehrwein, agricultural economics department, and A. L. Masley, department of physical education.

A special meeting of the Wisconsin Home Missions Council will be held during the school, announces, Rev. Howard A. Johnston, Milwaukee, secretary.

**Big Coop Council
to Meet at U. of W.****National Coop Council Comes
to Campus in July**

A meeting of the executive committee and directors of the National Cooperative Council, one of the strongest groups of farm cooperatives, have been called for July 9-14 during the annual meeting of the American Institute of Cooperation at the University of Wisconsin.

"Because of the extreme importance to the cooperative marketing movement of the program of the American Institute this year, we are calling our directors to meet in conjunction with the institute," declares Robin Hood, executive secretary of the association. "We feel that this meeting at Madison is one to which every cooperative leader in the country should attend."

Leaders of the National Cooperative Council who are expected to be in attendance include:

John D. Miller, Susquehanna, and Walter W. Maule, Kennett Square, Pa.; A. U. Chaney, Earl W. Benjamin, New York City; E. V. Underwood, Ithaca, New York; C. O. Moser, New Orleans, La.; Quentin Reynolds, Springfield, and H. B. Embach, Boston, Mass.; John Brandt, Minneapolis, Minn.; Chas. A. Ewing, Chicago; C. H. James, Florida, Ill.; Bruce McDaniel, Redlands, C. C. Teague, Santa Paula, J. J. Brennan, Loomis, C. D. Cavallo, San Jose, Carlisle Thorpe, Los Angeles, and John Lawler, San Francisco, California;

U. B. Blalock, Raleigh, North Carolina; C. G. Henry, Memphis, Tenn.; N. P. Hull, Lansing, E. A. Beamer, Blissfield, and C. L. Brody, Lansing, Michigan; O. O. Wolf, Ottawa, Kansas; Wm. P. Bullard, Albany, Ga.; H. G. Lucas, Brownwood, Sol Mayer, San Angelo, Texas; C. C. Edmonds, Salt Lake City, Utah; S. D. Sanders, Seattle, Wash.; T. W. Bennett, Meggett, S. C.; B. T. Gunter, Accomac, Va.; and R. A. Ward, Portland, Oregon.

**Poultrymen Will Meet
At Four Badger Cities**

Four meetings at which the hatchery code will be discussed are being called in Wisconsin by the poultry department of the University of Wisconsin college of agriculture upon the request of the code coordinating committee.

In addition to code discussions, a chick sexing demonstration and an explanation of the state Pullorum testing plan will be presented, announces J. B. Hayes, extension poultryman. Meetings will be held at Agricultural Hall, Madison, June 26; at the Court House, Oshkosh on June 27; at the City Hall, Wausau on June 28; and at the Court House, Menomonie June 29. All of the meetings open at 1 p. m.

**Science Board Post
Offered to L. R. Jones**

Lewis R. Jones, emeritus professor of plant pathology and former head of that department at the University of Wisconsin, has been appointed by President Roosevelt as one of the six scientific men on the United States Science Advisory board. He will serve until June 31, 1935. Jones has been recognized as one of the leaders in the field of plant science for many years. He has been the recipient of many honorary degrees granted by universities in this country and abroad.

It is Being Asked

—if reform in land policies is necessary?

"Respecting the land, it should be remembered that for more than a century it was the plan of the government to get it into private hands and encourage its use with the least possible delay," explains B. H. Hibbard of the University of Wisconsin. "Railway companies offered premiums for prompt cultivation of land which they sold to farmers. Chambers of Commerce and state Immigration Commissions left no stone unturned in their efforts to get settlers on land, and the land plowed and planted."

"In accord with these influences, not only were our good farms settled rapidly, but we succeeded in plowing up millions of acres of semi-arid land; in settling thousands of families within the cut-over country, thereby dooming many of them to lives of isolation and poverty."

"These mistakes were made in the belief that there would always be a good market for all the produce which all farmers on all land could produce. Only within the past fifteen years have we awakened to the undoubted fact that agriculture as well as the radio business can be overdone. What is more, we are not likely to need more land during the next century than is already included within farms."

"In spite of this rather widely accepted view of the need for land in the future, we proceed to irrigate another million under the Hoover Dam project, and continue the fight for the greatest federal reclamation project ever proposed, at the big bend of the Columbia River. Political pressure is such that the government cannot quickly reverse its program, approved and fostered for a hundred years. Happily, we are making some progress in this state through our zoning, forestry and game projects."

"While a reform in land use cannot offer much in the way of immediate results as a relief measure, it does offer a great deal as a longtime remedy, and a security against future troubles."

**U. of W. Professor
Names 10 Greatest
Living Americans**

Franklin Delano Roosevelt, president of the United States, heads the list of 10 greatest living Americans recently named by E. A. Ross, nationally-known professor of sociology at the University of Wisconsin.

Others named by Prof. Ross include the following:

Louis D. Brandeis, United States supreme court justice; Jane Addams, social work and founder of Hull House, Chicago; Norman Thomas, Socialist Party leader; John Dewey, philosopher; Eugene O'Neill, American dramatist; Sinclair Lewis, Nobel prize winner in literature; Upton Sinclair, author of forty books exposing social evils; Thomas Hunt Morgan, California physiologist who was recently awarded the Nobel prize; and Margaret Sanger, active in the establishment of birth control clinics.

newspapers are Lester Lindow, Milwaukee, who will graduate from the University school of journalism in June, and Robert Davis, Cleveland Heights, Ohio, who will graduate from the school of commerce.

seniors selected were made known. The two Wisconsin graduates who will join the business staff of Hearst