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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—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.

October 2, 1935

MADISON, WISCONSIN

Vol. 30, No. 48

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U.S. Leads World In Exhausting Its Natural Resources

U. W. Scientist Reveals Natural Resources of Country

Literally digging itself into its natural environment on a scale which has no precedent in history, the United States is leading the world in the speed with which it is exploiting and exhausting its natural resources.

Such is the contention made by Dr. C. K. Leith, professor of geology at the University of Wisconsin, in an article on "Conservation of Minerals" published in a recent issue of *Science* magazine. Prof. Leith is vice-chairman of the federal governments Planning Committee for Mineral Policy, which during the past year or so has tackled America's complex problems of mineral conservation.

Pointing out that for metals and fuels, despite a magnificent endowment, depletion is further advanced than even mining men generally realize, Prof. Leith asserts that "the speed of our attack on mineral resources is indicated generally by the fact that the amount produced since the opening of the century far surpasses the total of all preceding history of the United States."

Some Metals Very Low

In terms of years of measured reserves of present commercial grades the United States has supplies of oil, zinc, and lead for from 15 to 20 years, he maintains. Its copper supply is good for about 40 years. The total for iron ore, including its lower grades, is good for hundreds of years, but the known reserves of high-grade Mesabi ores now supplying about half of our requirements will last about 40 years, and for the rest of the Lake Superior region, supplying about 30 per cent of our requirements, the figure is less than 20 years. Coal reserves of all kinds, high and low grade, favorably and unfavorably located, will last 4,000 years, but the kinds we are now using in favorable location are measured in a century or two.

"Further discovery and the use of lower grade resources will extend the life of most of these resources, but the range of possibilities is now pretty well understood, and with maximum allowance for such extensions, the figures are sufficiently small, when compared with what we hope to be the life of the nation, as to be matters of public concern," Dr. Leith declares.

Mineral Wealth is Lost

Such depletion of mineral reserves has been accompanied by huge losses of mineral wealth, some avoidable and some unavoidable, he points out, explaining that the principal wastes are not due to lack of advancement in technological and scientific methods but to maladjustments in the economic and political conditions under which the industries are operating.

As a means of accomplishing greater conservation of mineral resources, Prof. Leith suggests in his article several plans drawn up by the Planning Committee for Mineral Policy. These plans are designed to make possible the balancing of supply and demand in mineral resources in the interest of conservation which, he asserts, "is the problem that is now squarely before us."

President Frank Welcomes 2,200 Freshmen to State University

Expressing the hope that, in their four years on the campus, they would be good trustees of the state university's ideals of sanity, moderation, and the conservation of their best energies for the clear-headed service of state and nation, Pres. Glenn Frank officially welcomed more than 2,200 first year students to the University of Wisconsin recently at annual freshman convocation.

"You of this university generation cannot safely choose any lower standards," Pres. Frank told the new students who this year make up one of the largest freshman classes in the history of the State University.

"Not in your lifetime will the old safeties, the old securities, the old routines be restored," he warned the students. "You will need to have your wits about you. For your generation, adherence to sound moral standards becomes not so much a matter of morals as a matter of survival."

Refers to Will Rogers

Pres. Frank was introduced to the freshmen by Herbert Terwilliger, President of the Men's Union board of the University. Other University officials on the convocation platform who were introduced were deans George C. Sellery, Frederick E. Turneaure, Frank O. Holt, Louise Troxell Greeley, William S. Middleton, and C. J. Anderson, and business manager James D. Phillips.

President Frank illustrated his advice to the freshmen by referring to the life of the late Will Rogers, America's beloved humorist. He said that the secret of Rogers' unbreakable hold upon the hearts of the American people lay in the fact that "in the deepest sense Will Rogers was a good man."

President Frank pointed out to the first year students that they were beginning their university careers at a time when state and nation are passing through "a period of profound social confusion and economic depression, a period that is throwing the

Social Patterns On Eve of Change To Sounder Aims

Holding that selfish nationalism, the philosophy of exploitation, and the unbridled profits motive must give way to a better social order, Dr. Roy J. Colbert, associate professor of economics and sociology, University of Wisconsin extension division, told a graduating class that America is disillusioned on these things and is ready to rethink her philosophy of life. He addressed the fall commencement of George Peabody college at Nashville, Tenn.

Discussing "The American Mind in Transition," Professor Colbert declared the old bases of America's emotional life are rapidly being repudiated, and are being replaced by sounder social aims. Feverish national armament races are finding the people themselves demanding saner basis of international relations; the old philosophy of exploitation has lost its respectability; competition has lost its daring and a growing demand is found for cooperation in the interest of sound business; and the profits motive has run its course, with its adherents more willing to accept "necessary profits" and foreign get-rich quick methods.

"The American mind is in confusion," the speaker declared, "but it is not yet lost. The pews have learned from the pulpit, and the pattern for the culture of the new era is becoming more vivid as the nation counts the cost of the crisis. America has not lost faith in democracy, nor in the system under which she has, in spite of her ills, gained a high standard of living. The American mind has been disillusioned, and slowly but surely is learning that Christianity, long confessed, must now be practiced in her national life."

1100 U. W. Students Earn \$18,000 Monthly Under NYA Program

More than 1,100 students at the University of Wisconsin this year are earning a total of nearly \$18,000 a month under the federal part-time job program set up under the National Youth Administration, it has been revealed.

The students, both graduates and undergraduates, began their jobs with the opening of classes last Wednesday. The jobs are to continue during the entire school year, ending with the closing of school next June.

Of the total number of students working on NYA jobs this year, 966 are undergraduates who earn an average of \$15 per month. An additional 150 are either first year or advanced graduate students who can earn from \$25 to \$40 per month.

Under the federal government's part-time student job set-up, the students are doing various kinds of socially desirable work such as clerical, library, and research work. They are employed in practically every division of the University, and carry on their work under the direction of faculty members.

To be eligible for the jobs, the students must have need of work to stay in school, must be of good character and possess such ability as to give assurance that they will do high grade work in college, and they must carry at least three-fourths of a normal program.

U. W. Man Directs Ag Experiment Station in Far-Off Hawaii

Dr. Oscar C. Magstad, University of Wisconsin graduate, since 1930 chemist for the Pineapple Producer's Cooperative Association in Honolulu, has been appointed director of the Hawaii agricultural experiment station.

Dr. Magstad received his M. S. degree from Wisconsin in 1923, and his Ph. D. from the same institution in 1924. From 1924 to 1927 he was employed by the United Fruit company as a soil chemist in Central America and from 1927 to 1930 he was associate professor of agricultural chemistry in the University of Arizona.

"Those of us who are responsible for the direction of the University of Wisconsin hope that your years on this campus will give you an insight, at once broad and deep, into the affairs of your time, and stimulate in you a sense of social responsibility in the political and economic life of your generation."

"You are here to prepare yourselves to play productive roles in the creation, comprehension, and control of an American social order that shall be both stable and progressive."

Must Build Character

"I hope you will realize early that you are here to build and stabilize your character as well as discipline your mind. I say that in no spirit of moral preaching. I am thinking only of what will best promote the effectiveness of your careers in the difficult days that lie ahead for all of us," he declared. "You simply can't afford to fall into loose habits. And don't resent counsel of this sort as kill-joy advice."

"You face a double problem in your university years. You are here to discipline your minds and to gain an intellectual insight into the nature and needs of the age in which you must live your lives and practice your professions. But you are here also to organize your lives, to establish the patterns of conduct, and to clarify the standards of character that will make you a force among the men and women of your generation."

Churches Exercise Great Influence on State U. Campus

Freshmen Introduced to Their Churches During First Week

With their sermons and sacraments, their social life and their discussion groups, the churches exercise a potent influence on the religious life of the University of Wisconsin campus, C. V. Hibbard, secretary of the Young Men's Christian Association at the State University, recently declared in an article in a magazine entitled "Wisconsin's University."

"A river is a good scriptural figure and a river wide and deep with many tributaries is an apt figure for the religious life of the State University," Mr. Hibbard wrote. "Only the surface appearance is visible to the casual observer. Here and there an eddy or a backwater checks the flow. Stately craft and fussy little launches and not a little driftwood are conspicuous, but the water that makes the river is down below the surface."

"In that stream the churches of the home towns of the students merge their influence. Student churches adjoining the campus as well as the Madison city churches continue to pour their influence into the river. Perhaps it would be a better figure to say that each campus church is a canal through which some of the waters of the river flow parallel to the main stream. The religious life of the Wisconsin campus is a common rather than a diversified experience. It is evidenced in the strong sense of decency in personal conduct and human relations; the determination of youth to build a better world; the personal loyalty to the religious traditions in which the student has been reared."

A freshman at Wisconsin is introduced to his church by the University administration in his first week on the campus, Mr. Hibbard points out. During Orientation Week it is officially recommended to every new student that he attend the reception arranged by the church of his choice. Nine church organizations maintain student houses adjoining the campus with varied activities suited to student tastes and interests.

To "maintain an altar" according to the rites and tradition of each church is the first object, he explains. But students find the campus church does more than provide a place of worship. Amateur dramatics, intramural athletic teams, steak roasts, teas, and purely social affairs as well as discussion groups and distinctively religious instruction have their place in the program. Many students find their most agreeable social opportunity in the church.

The most effective religious influence in the life of a student is the personal influence of student pastors, members of the faculty, and fellow students," Mr. Hibbard concludes. "It is a social experience shared with others outside the church, but whenever the resources, wisdom, and leadership of the church are sufficient to maintain an understanding fellowship with a young man or woman in college, the church will add to its fellowship an invaluable lay leader."

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Choose Price Country Girl for Penn Post

Miss Ruth Milne, a native of Taylor county, has been appointed home economics editor of the Pennsylvania agricultural extension service. She began work on October 1 and will be called upon to cooperate with the home demonstration agents of the keystone state. While taking home economics work at the University of Wisconsin, Miss Milne worked a summer as Medford correspondent for a Marshfield newspaper. For the past two years she has been employed in press and radio service for the State University college of agriculture.

U. W. Grad Feeds 20,000 Animals Yearly in Check on Irradiation of Foods

As director of biological research for the Wisconsin Alumni Research Foundation, H. T. Scott has travelled in 42 states explaining the purpose and influence of some of the current research work in the irradiation of food stuffs.

Much of the experimental work on the vitamin D irradiation process which has been carried on in Wisconsin during the past five years has been directed by Mr. Scott. Since joining the Foundation in 1931, Mr. Scott has supervised the control checking of Vitamin D enriched foods including milk and the irradiation of certain pharmaceutical products such as halibut liver oil, fortified cod liver oil, Viosterol and other products licensed by the Foundation.

In carrying on this experimental work and the periodical biological tests from fifteen to twenty thousand laboratory animals have been fed each year under Mr. Scott's direction. Previous to assuming his present position Mr. Scott did research work in the field of calcium and phosphorus metabolism and vitamin technology.

A native of Columbia county and a graduate of the State University college of agriculture in 1925 Mr. Scott received his master of science degree from the University of Wisconsin in 1927, and his doctor of philosophy degree in 1929.

Rural Groups in 17 Counties "Talk Shop" During Winter Months

Many rural communities in the state will be "talking shop" during the coming winter when they will be reading, thinking, and talking about important issues affecting present-day agriculture.

Officials and committees of farm organizations in at least 17 Wisconsin counties already are making arrangements with workers at the State University college of agriculture to assist them with their plans. Current questions which will be considered include: "Why don't farm boys and girls go to high school?"; "Is dairy farming doomed in Wisconsin?"; "How can you get your money's worth?"; and "Who should pay the doctor bills?"

Working directly with local organizations will be University faculty members, including Henry L. Ewbank and Martin Andersen, specialists in speech and public discussion; Miss Almira L. Scott, department of debating and public discussion; and A. F. Wieden, department of rural sociology.

This public discussion plan of dealing with important public issues, which has been gaining in popularity in Wisconsin for several years, was recently endorsed by the United States department of agriculture for expansion throughout other states.

Wisconsin counties now formulating plans for public discussion during the winter months include Dane, Douglas, Dunn, Grant, Green, Jefferson, Kenosha, Portage, Richland, Rock, Taylor, Vernon, Walworth, Waupaca, Waukesha, Winnebago and Wood.

U. W. Grad is Named Head of California Home Ec Department

Miss Jean Krueger, foods and nutrition assistant in the home economics department of the University of Wisconsin, has been named head of the home economics department at the State Teachers college at Santa Barbara, California.

Miss Krueger assisted Miss Stella Patton of the foods department in the tea room management and foods classes while doing graduate work at the University.

She graduated with a master of science degree from the State University in 1917, and held a position with an Ohio food foundation before coming back to Wisconsin. Miss Krueger is a native of Grant county.

National Society to Add Portrait of U. W. Man to Very Noted Gallery

Robert W. Grafton, portrait painter for the famous Saddle and Sirloin Club of Chicago, has lately completed a portrait of George C. Humphrey of the animal husbandry staff of the University of Wisconsin. The Humphrey painting is to be added to the famous collection by the American Society of Animal Nutrition at its annual meeting at Chicago in December.

The Saddle and Sirloin Club gallery contained portraits of many noted stockmen and livestock authorities. Among those from Wisconsin originally included in the gallery were: Dean W. A. Henry, former governor W. D. Hoard, Dr. S. M. Babcock, Director H. L. Russell, Frank W. Hardin, James W. Martin, W. L. Carlyle, John A. Craig, H. B. Faville, and Jeremiah M. Rusk. Mr. Grafton has been engaged for more than a year in repainting portraits destroyed in the stock yards fire of 1933 when the entire collection was destroyed.

A portrait of K. L. Hatch, associate director of Wisconsin agricultural extension service, has lately been painted by Mr. Grafton. It will be presented by Mr. Hatch's friends to the University of Wisconsin college of agriculture.

Students Plan for Big Homecoming at State University

To Welcome Hundreds of Alum ni Back to Campus Oct. 9

A mammoth parade, led by the University band, and the annual huge mass-meeting with its enormous bonfire, will be among the features of this year's Homecoming celebration at the University of Wisconsin, it was recently announced by Howard Heun, general chairman in charge of making plans for the event.

Hundreds of alumni from all parts of Wisconsin and the nation are expected to return to their Alma Mater for homecoming, which will be held on Saturday, October 9. The main event on the program, of course, is the football game with Purdue's Boilermakers, with the Badgers seeking revenge for last year's 14 to 0 defeat.

Band's 50th Birthday

During the homecoming program will be celebrated the 50th anniversary of the University of Wisconsin student band organization, marking the passing of half a century since the first student band was organized on the Badger campus. As a result, the present University band, under the direction of Prof. Ray Dvorak, will take a prominent part in this year's homecoming celebration.

Homecoming will be officially inaugurated on Friday night, Oct. 8, with an all-University mass-meeting on the lower campus just east of the historical library building. With a huge bonfire lighting the scene, thousands of students, alumni, and faculty members will hear short pep talks, cheer, and sing Badger songs, with the University band providing the music.

On Saturday morning, a mammoth parade, to be led by the band, is planned, followed by a cross-country race. Following the football game, alumni will have an opportunity of meeting old friends of their school days at a gathering in the University field house. On Saturday evening, a dance will be held in the Union building.

Students Raise Funds

Student members of the homecoming committee will raise funds to defray the expenses of the celebration by the sale of buttons during the few weeks preceding the event, Heun announced.