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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.

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.

January 9, 1935

Screen Pictures In School Seen As Standard Aids

Visual Educator Forecasts General Use of Films In Classrooms

The screen picture for everyday classroom use will be generally adopted just as the textbook is now used, in the belief of visual instruction educators at the University of Wisconsin. This change will be brought about by the very efficiency of the screen picture as an aid to learning, according to J. E. Hansen, chief of the bureau of visual instruction of the University Extension division. His views are given in a newly published handbook for school administrators entitled "Visual Instruction in Our Schools."

Mr. Hansen declared that an average annual expenditure per pupil of from 50 cents to one dollar for a well planned program of visual instruction will bring greater returns than will any other like expenditure.

Retentiveness is Aided

"From numerous experiments in learning involving many thousands of subjects," he said, "we now know that children learn more, learn more readily, and retain what they learn longer, through the means of educational motion pictures than they do without them. These experiments have shown that the motion picture as a teaching aid is from 12 to 35 per cent more effective than any of the old traditional methods."

Payne Fund studies revealed that children attending motion picture shows remember nearly 100 per cent of motion picture information for months afterwards. Thus what is seen in the movies is not transitory and soon forgotten, it was indicated, but is more permanent than learning obtained through most of the traditional school methods. Sound films will play a larger role in visual education, eventually, Mr. Hansen believes, but will probably never supersede the silent pictures. He foresees the need of a wealth of sound films in such fields as music, language, speech, great personalities and biography, and in other fields in which sound will help to enrich learning.

Urges Taking Pictures

The importance of photography to the teacher also is assuming new values. Mr. Hansen says:

"Photography holds so many possibilities for the teacher that it seems a course in elementary photography ought to be included in every teacher training program. The photographing of interesting and important events, objects, and places for the production of lantern slides for instructional purposes, the making of photographic records of trips and tours, and the making of photographic records of interesting phases of school life are but a few of the uses to which a camera in the hands of the teacher may be put."

U. Professor Has Huge Music Class

7000 Children In WHA Music Broadcast Series

Professor E. B. Gordon, who conducts the series of weekly lessons "Journeys In Music Land" over the state-owned radio stations, has Wisconsin's largest class of school children. Approximately seven thousand are enrolled and follow his broadcasts each Wednesday afternoon.

This program, one of the ten offered for grade schools each week, is a part of the Wisconsin School of the Air. Complete outlines are furnished to teachers without charge.

The WHA schedule for next week, (January 14-19) is as follows:

8:00	Band Wagon
8:15	Morning Melodies
9:15	Scanning the News
9:30	Wisconsin School of the Air: Mon.—Ranger Mac—Forestry Tues.—Story Lady—Drama Wed.—Aoko Trolls—Strange Places and Faces
10:00	Thurs.—Nature Tales for Little Folks
10:45	Homemakers' Program
11:00	Literature, MWF
12:00	Music Appreciation, T-TH.
1:00	Noon Musicale
1:30	Wisconsin College of the Air: Mon.—Farm Life and Living Tues.—Everyday Economics Wed.—The Girl of Today Thur.—Science at Work Fri.—Social Problems of To- day
2:00	Organ Melodies
2:05	Wisconsin School of the Air: Tues.—Wisconsin History Thur.—Touring America Fri.—The Dial News
2:30	Music of the Masters
3:00	Wisconsin College of the Air: Mon.—Rediscovering Wiscon- sin: Devils Lake Tues.—American Life and Books—Edgar Allan Poe Wed.—Better Speech: Drama- tics Thur.—Literature of Other Lands—France Fri.—Social Problems of To- day
3:30	Mon.—PTA Forum Tues.—Spanish Wed.—Voices of Wisconsin Thurs.—Campus Players Fri.—Koiness
4:00	M-W-F—Current Economic Problems Tues.—Teachers' Roundtable Thur.—Extension Division Forum

Many Badger Students in U. Library School

Among the students registered this year in the Library school at the University of Wisconsin are 14 from homes scattered throughout Wisconsin.

They include Elizabeth R. Bovee, Ladysmith; Gerald P. Caffrey, LeRoy C. Merritt, and Merel K. Wise, all of Milwaukee; Ina E. Cavener, DeForest; Charlotte Churchill, Monroe; Barbara Corfield, Madison;

Janet E. Dancey, Waukesha; Florence E. Jensen, Edgerton; Edith H. Knilans, Whitewater; Eleanore V. Laurent, Thorp; Rose Lipman, Antigo; Erana M. Stadler, Middleton; and Mrs. Florence R. Trost, Manitowoc.

New Student Bureau Furnishes Speakers To Badger Groups

To meet the current need for capable and experienced speakers, the council of the senior class at the State University has just established a student speaking bureau.

Speakers can be obtained from the bureau by clubs and organizations throughout Wisconsin for the mere expense of whatever transportation is involved, according to Frank Klode, Milwaukee, president of the senior class, who was instrumental in establishing the bureau.

A long list of entertaining programs and discussions are offered by the speakers of the bureau, all of whom are capable in their fields, and have had ample platform experience.

Among the subjects on which speakers can be obtained from the bureau are the following: The National Prize Winning Peace Oration, Glimpses of Japan, Current Trends in Economic Planning, Federal Aid to Education, Old Age Pensions, Wisconsin as a Leader in Unemployment Insurance, The Fascism Movement in the United States, and the Munitions Question.

A more complete list of subjects on which speakers can be obtained, or more information on arrangements for obtaining speakers, can be had by writing to the University of Wisconsin Student Speaking Bureau, the Memorial Union building, Madison.

U. W. Journalism Faculty Members Attend Meeting

All members of the staff of the University of Wisconsin school of journalism attended the meetings of the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism in Chicago, December 27 to 29.

Dr. Willard G. Bleyer, as chairman of the National Council on Education for Journalism, spoke on the relations of schools of journalism to the press. He also took part in the discussion of the American Newspaper Guild and

College Men Have High Income Rate

Earning Power Statistics Show Education Value

Only two boys of every 100 receive four years of college education. To increase this number is one of the goals of American life insurance companies, says a Madison insurance executive.

The value of an education was pointed out by the executive, who cited statistics compiled by the Massachusetts department of labor and the college of business administration, Boston university.

The cash value of a college education as compared to a high school education was set by the statistics at \$72,000. The total earnings of a college graduate from 22 to 60 average \$150,000.

Income Lower

"When a boy goes to work at 14, he reaches his maximum income at 30. He averages less than \$1,200 a year. His income depends largely upon manual dexterity and physical strength and thus falls off gradually after he is 50. More than 60 of every untrained workers are dependent for support at 60. He earns approximately \$45,000 between 14 and 60 and not more than \$2,000 of this in the years he should have been in high school," Mills says.

40 Is Maximum

"The high school graduate goes to work at 18, and passes the maximum of the untrained man within seven years, rising steadily to his maximum of \$2,200 at 40. He continues at that level the remainder of his active life. His total earnings from 18 to 60 approximate \$78,000, making the cash value of his high school education \$33,000 more than the untrained man.

"In the case of the college-trained man, he doesn't start permanent earnings until he is 22. Perhaps he earns some money while he is attending college. By the time he is 28, his income equals that of the high school graduate at 40, and it continues to rise without a break.

\$6,000 Average at 60

"The great difference," Mills said, "is that the college-trained man's income is dependent upon his mental ability, and training constantly improves it by practice. The average income of \$6,000 a year at 60 is often surpassed. With an average of \$150,000 total income between 22 and 60, the college education is worth \$72,000 more than just a high school education.

schools of journalism, and led a round-table discussion on the influence of the press.

Prof. Ralph O. Nafziger led in the round-table discussion on the influence of the press in international relations. He is also chairman of the committee on nominations of the American Association of Teachers of Journalism.

U. W. Graduates Are Leaders in Field of Education

Among the alumni of the University of Wisconsin are eight men who have distinguished themselves in the field of education by becoming presidents of colleges and universities throughout the country. They are:

Ralph Dorn Hetzel, president of Penn State college, State College, Pa.; Max Mason, president of the Rockefeller Institute, formerly president of the University of Chicago; Alexander C. Roberts, president of State Teachers college, San Francisco, Cal.; William O. Hotchkiss, president of the Michigan School of Mines, Houghton, Mich.; Frederick R. Hamilton, president of Bradley Polytechnic Institute, Peoria, Ill.

Harvey A. Schofield, president Eau Claire State Teachers college, Eau Claire, Wis.; Asa M. Royce, president State Teachers college, Platteville, Wis.; and Col. Roy F. Farrand, president St. John's Military Academy, Delafield, Wis.

Ralph Dorn Hetzel began his career as an English instructor at Oregon State college, and a few years later he became assistant professor of English there. About this same time he began teaching political science as well as English, and he continued to teach these two subjects until 1913.

Admitted to Bar

A few years later he became president of the New Hampshire College of Agricultural and Mechanical Arts, but he soon left this position to accept the presidency of the University of New Hampshire, where he remained three years. Then, in 1927, he became president of Penn State college, the position he holds today. In addition to his work in the field of education, Mr. Hetzel was admitted to the Wisconsin bar in 1908, and to the Oregon bar in 1910.

Max Mason began his teaching career as an instructor in mathematics at the Massachusetts Institute of Technology. In 1904 he became assistant professor of mathematics at Yale university. Four years later he became professor of mathematical physics at the University of Wisconsin, where he remained for 12 years.

Heads Chicago School

Continuing still further in the field of education, Mr. Mason became president of the University of Chicago, in 1925, and held this position for three years. In 1928 he accepted the position of director for natural sciences with the Rockefeller Foundation. Two years later he became president of this institution, and he has held this position ever since. He also finds

During the following year, he accepted the position of director of the extension division at the University of Kansas. In 1910 he became presi-

U. W. Athlete Named to Engineers' Honor Frat

Robert "Bob" Knake, Washburn, who has been one of the University of Wisconsin's basketball stars during the past several years, was among 15 young men from Wisconsin homes who were recently initiated into Tau Beta Pi, national honorary engineering fraternity at the State University. Others initiated into the fraternity were.

Robert Bennett, Everett Henry and Reginald Price, Madison; William Ackerman, Sheboygan; Ronald H. Amundson, Elmer Mohaupt, and William Smythe, Milwaukee;

Thayer Burnham, Chetek; Lawrence Bidwell, Marshfield; Kermit Johnson, Sarona; Harold Jury, Antigo; Frederick Kuehn, Fond du Lac; Bradford Kniskern, Kenosha; and Harry McCauley, Spooner.

Early Methods of Supplying Meat Revived in State

The art of farm butchering and curing of meats is being revived throughout Wisconsin.

Cooperating in the movement are J. J. Lacey, animal husbandry extension man and Miss Charlotte Clark of the home economics extension at the University of Wisconsin college of agriculture, who will meet with farmers and homemakers in a series of demonstrations where butchering, meat smoking, cutting, and curing will be demonstrated.

Counties which have scheduled demonstrations during the month are Lafayette at Gratiot, Jan. 8, and at Cuba City, Jan. 9; Grant, Jan. 10-11; Trempealeau at Arcadia, Jan. 15, in the morning, and Whitehall, Jan. 15 in the afternoon; Buffalo, Jan. 16; Dunn, Jan. 17; Pierce, Jan. 18; Columbia at Wyocena, Jan. 24; Jefferson at Fort Atkinson, Jan. 30, in the morning and Waterloo, Jan. 30, in the afternoon; and Green at Monroe, Jan. 31 and at Brooklyn, Feb. 1.

Other counties planning meetings for the near future include Keweenaw, Outagamie, Walworth and Waushara.

Several counties have already held demonstrations. These counties include Adams, Bayfield, Clark, Door, Green Lake, Juneau, Lincoln, Langlade, Marathon, Marquette, Oneida, Portage, Price, Richland, Taylor, and Waupaca.

The third annual sewage plant operators' short course for Wisconsin conducted by the University of Wisconsin hydraulics and sanitary engineering department and the state board of health and sponsored by the Wisconsin League of Municipalities, opened at the State University Monday with a large enrollment.

dent of Marshall college, Huntington, W. Va., and in 1925 he accepted his present position, that of president of the Bradley Polytechnic Institute at Peoria, Ill.

Taught Rural School

Harvey A. Schofield began his teaching career as a rural school teacher; then he became a ward school principal in Wausau, Wis. After graduation from the University of Wisconsin, he taught history and athletics at the old Madison High school, Madison, Wis.

Within the next few years Mr. Roberts was rapidly promoted from a high-school teacher to a superintendent of schools, and high-school principal. Going still higher up the scale, he accepted the presidency of the State Normal school of Centralia, Wash.

Was State Geologist

From this position he affiliated himself with the University of Washington, where he remained several years. In 1927, however, he left this institution to become president of the San Francisco State Teachers college.

William O. Hotchkiss did a great deal of geological research and experimental work before becoming affiliated with the Michigan School of Mines. At the time of his graduation from the University of Wisconsin, in 1903, he was doing exploration and geological work in Ontario, Canada.

Several years later he carried on a state geological survey of Wisconsin, and in 1907 was placed in charge of economic geology in the state. The next position Mr. Hotchkiss held was that of state geologist for Wisconsin, which he held for 16 years. At the end of this period, in 1925, he became the president of the Michigan School of Mines, the position he now holds. Mr. Hotchkiss is credited with starting state highway work in Wisconsin, and he succeeded in having a state highway commission formed. He has also written several books and reports on Wisconsin geology.

Directs Extension Work

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dent of the Association of Military Colleges and Schools in the U. S. from 1932 to 1933.

In 1923 he became president of St. John's academy, and he now holds the rank of colonel in the officer's reserve corps. Colonel Farrand is actively engaged in educational associations throughout the country, and he served as president of the Association of Military Colleges and Schools in the U. S. from 1932 to 1933.

The next annual meeting of the society will be held in New York, December 27 and 28, 1935.

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Wisconsin Social Workers Attend 3 U. Short Courses

Counties Send Representatives to School of Social Work at U. W.

Sixty-one social workers from many Wisconsin counties have attended three different short courses held in the School of Social Work being held at the State University this year in cooperation with the state federal emergency relief administration.

The University's School of Social Work is one of only 27 throughout the entire country working with the federal government to train more adequately the nation's social workers, upon whom has fallen responsibility for carrying on a major portion of the government's relief work.

The short courses for social workers, each lasting about two weeks, are only one phase of the School's program. Another phase is the regular graduate and undergraduate work of the University's sociology department, while a third phase consists of instruction during the entire semester of eight social workers who have been granted special fellowships by the federal emergency relief administration.

31