



# **The University of Wisconsin press bulletin.**

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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.

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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 foresaw 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  
9:35 Wisconsin School of the Air:  
Mon.—Ranger Mac—Forestry  
Tues.—Story Lady—Drama  
Wed.—Book Trails—Strange  
Places and Faces  
Thur.—Nature Tales for Little  
Folks  
10:00 Homemakers' Program  
10:45 Your Health  
11:00 Literature, MWF  
Music Appreciation, T-Th.  
12:00 Noon Musicale  
1:00 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  
1:30 Organ Melodies  
2:05 Wisconsin School of the Air:  
Tues.—Wisconsin History—  
Americans Take Green Bay  
Thur.—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.—Voice 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. Dancy, Waukesha; Florence E. Jensen, Edgerton; Edith H. Knilians, Whitewater; Eleanor V. Laurent, Thorp; Rose Lipman, Antigo; Eran 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 worker 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

time to contribute various papers on mathematical research to scientific journals.

Another well-known name in educational institutions is that of Alexander C. Roberts, who received a B. A. degree from the State university in 1906. He began in life as a country school teacher in Butler county, Iowa, where he taught from 1896 to 1898. The following year he became a grade school teacher in Wisconsin Rapids, where he stayed two years.

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

Previous to attending the University of Wisconsin, Frederick R. Hamilton was a superintendent of city schools in Milton, Wis. After his graduation he held a similar position, first in Jefferson, Wis., and later at Hudson, Wis. Returning to the State university in 1912, he became connected with the extension division, where he remained two years.

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, Sarena; 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; Buffalo, Jan. 16; Dunn, Jan. 17; Pierce, Jan. 18; Columbia at Wyoena, 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 Kewaunee, 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.

In the following six years he served as principal of schools at Ellsworth, Wis., and at Neillsville, Wis. Mr. Schofield became a high-school principal in 1909, first at Superior, Wis., and later at St. Paul, Minn. In 1916 he accepted his present position as president of the State Teachers college at Eau Claire, Wis.

Asa M. Royce, before attending the university, had been a country school teacher, a ward school principal, and a county superintendent of schools in Oconto county, Wis. Following his graduation in 1904, he accepted a position teaching psychology in the State Normal school at Platteville, Wis.

A few years later Mr. Royce became institute conductor at Normal school, Superior, Wis., where he remained nine years. In 1916 he accepted the presidency of the State Teachers college, Platteville, Wis.

Heads Military Schools

Roy F. Farrand, ever since his graduation from the St. John's Military Academy, Delafield, Wis., in 1894, has been affiliated with that institution. The only time he has been absent from the academy was when he attended the University, and when he was in the United States army.

In 1894 he was appointed commandant of cadets and instructor in military drill at St. John's. In a few years he had advanced to the rank of major. After the outbreak of the World War he resigned his commission and entered the officers' training corps at Ft. Sheridan, Ill., from which he graduated with the rank of major of infantry.

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.

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 Supervisors Attend

Thirty-one of the state's social workers from almost as many counties attended a short course institute for case supervisors. They were: Mary Conway, Eau Claire county; Gertrude Wilson, Valeria Maynard, and Mildred Gier, all of Dane county; Milada Prochaska, Clark;

Loretta Lizenby and Jeanne Gehart, both of Kenosha county; Rose Birch, Waukesha; Urban C. Remmel, Neenah-Menasha; S. G. Spurgeon, Langlade county; Clara Coleman, Dodge county; Helen Ahern, Fond du Lac; Alice Folsom, Shawano county; Lucille Eubanks, Rusk county; Carrie E. Curry, Lafayette county; Marie Kierman, Brown county;

Rosemary Maloney, Manitowoc county; Mieden Jenkins, Wood county; Louise Albee, Washburn county; Agnes Shikowski, Green Lake county; Dorothy Jane Morse, Grant county; Grace de Tourville, Monroe county; Louisa Poehling, La Crosse county; Mary B. Maline, Lucille K. Voss, and Hannah S. Hubbard, all of Douglas county; Norma E. Robinson, Waushara county; Margaret Todd, Portage county; Mary L. Curran, Juneau county; and Marian Orana, Polk county.

Case Workers Present

Fifteen social workers attending the short course for senior case workers were: Mrs. Laura Tomske, Jane Smart, and Agnes Grube, all of Wood county; Elfrida Roth, Sheboygan county; Mrs. Pearl Hay and Dorothy Wheeler, both of Racine; Gertrude Spangler and Elsie Kirkhoff, both of Kenosha;

Roy W. Freiss, Fond du Lac county; Roy F. Kunz, La Crosse; Dorothy Weiss, Superior; Virginia Werner, Oshkosh; Mrs. Robert A. Elder, Argonne; Valborg Ravn, Lincoln county; and Allyn Bonnie, Oneida county.

Fifteen other social workers who attended the institute for senior case workers were: Ellen Anderson, Bayfield county; Grace Cross and Mrs. Kopplin, both of Washburn county; Ruth Koth, Lincoln; Hazel Mallow, Forest; Ethel Osterberg, Florence; Hedwig Fronek, Antigo county; Helen Runkel, Port Washington; Ruth Stomp, Oneida county; Emma Quinlan and Marie Schroeder, both of Clark county; Reuben Walter, Rusk county; Ida Morecraft, Two Rivers; Phyllis Rothenbush, Washington county; and Chandler Runnels, Waushara county.

U. W. Bacteriologist  
Elected Sec'y.-Treas.  
of National Society

Ira L. Baldwin of the department of agricultural bacteriology and assistant dean of the University of Wisconsin college of agriculture, was elected secretary-treasurer of the Society of American Bacteriologists at the annual meeting of that organization held at Chicago. He succeeds J. M. Sherman, head of the dairy department at Cornell University, who served the society as secretary-treasurer for the past 12 years.

Baldwin is co-author of "Root Nodule Bacteria and Leguminous Plants" with E. B. Fred and Elizabeth McCoy of the department of agricultural bacteriology at the University of Wisconsin.

Other staff members at the Badger institution who serve the society in various capacities are William Frazier, chairman of the program committee, and E. G. Hastings, associate editor of the Journal of Bacteriology. Wisconsin past presidents of the society are E. B. Fred and E. G. Hastings of the agricultural bacteriology department, and H. L. Russell, former dean of the agricultural college.

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