



The University of Wisconsin press bulletin.

Vol. 30, No. 16 October 17, 1934

Madison, Wisconsin: University of Wisconsin, October 17, 1934

<https://digital.library.wisc.edu/1711.dl/6QB7XCS4C4BKC8L>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

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.

Published weekly by the
University of Wisconsin

Entered as second class mat-
ter Jan. 11, 1909, at the Post
office at Madison, Wisconsin,
under the act of July 4, 1894.

October 17, 1934

MADISON, WISCONSIN

Vol. 30, No. 16

**State University
Day to Be Held at
La Crosse Oct. 18**

Pres. Frank, Faculty, Students
to Visit La Crosse for
"All-State U. Day"

Five faculty members headed by Pres. Glenn Frank, and a group of upperclass student leaders, will go to La Crosse Thursday, Oct. 18, to help alumni and friends of the University of Wisconsin celebrate the first All-State University Day to be held in that city.

Besides Pres. Frank, faculty members who will make the trip include Scott H. Goodnight, dean of men; Mrs. Louise Greeley, dean of women; Harry Glicksman, junior dean of the college of letters and science; and Frank O. Holt, registrar of the University.

Visit High Schools

Leaving Madison early in the morning, the student and faculty representatives of the State University will spend the entire day in La Crosse, making visits to various high schools in the city, and appearing at a noon luncheon meeting of all service clubs, and a banquet during the evening which will be attended by all La Crosse alumni and friends of the State University.

High school students and their parents in nine towns and cities in the La Crosse vicinity are also invited to attend the All-State University Day, according to Registrar Holt, who has sent special invitations to the students and parents of Viroqua, Onalaska, Bangor, West Salem, Galesville, Sparta, Cashton, Westby, and Coon Valley.

Several faculty members and University students will visit the high school at Sparta at 10 a. m. on Oct. 18, on the way to La Crosse, where the first appearance of the University representatives will be at the Central high school at 10:30 a. m. Acquinas high school will be visited at 1 p. m., Logan high school at 2 p. m., and Lincoln junior high school at 2:30.

Pres. Frank to Speak

Pres. Frank will speak at a joint meeting of all La Crosse service clubs at a noon luncheon to be held in the Stoddard hotel at 12:15. He will address an assembly of the state teachers' college at La Crosse at 2:30 p. m., and will give a final talk at a dinner meeting of all La Crosse alumni and friends of the State University to be held at the Congregational Community hall at 6:15 that evening.

All-State University Days are being held in cities of the state to explain to the people of Wisconsin the aims and ideals of their State University, and to create good-will among the youth of the state and their parents. Last year the University Days were held in a number of cities in central and eastern Wisconsin.

**U. W. Gives Many
Badger Residents
Higher Degrees**

Completing the required academic work, 75 men and women from cities and towns throughout Wisconsin were granted their higher degrees by the University of Wisconsin at the end of the summer session.

Those from Wisconsin homes outside of Madison and Milwaukee who obtained their degrees from their State University include:

Master of Arts

Rufin W. Boyd, Edgerton; Benjamin H. Burrows, West Allis; Clinton L. Carter, Wauwatosa; Jeanette K. Chase, Sun Prairie; Francis J. Conlin, Columbus; Donald A. Esker, McFarland; Herman P. Gieschen, Wauwatosa; Harvey D. Jensen, Cashton; Ella Kneller, Elkhorn; George K. Peterson, Laona; Chester A. Tuttle, Fond du Lac; Jordan M. Van Thiel, Kimberly; Charles H. Wileman, Brillion; Leland S. Winch, Mazomanie; Walter A. Wittich, La Crosse; Sister Mary Grace, Stevens Point.

Master of Science

Romeo R. Bedker, Beaver Dam; John B. Dorsch, Ripon; Harold T. Hamre, Wautoma; Frederick V. Hein, Berlin; Howard L. Johnson, La Crosse; Joseph C. McCaffrey, Kiel; Roy R. Van Duzee, West Allis.

Mechanical Engineering

Stephen F. Resan, Mendota.

Master of Philosophy

Walter R. Bruce, Necedah; Bessie Bursack, Westfield; Paul L. Kaiser, Juneau; James H. Larkin, Brodhead; Wallace W. McLean, Arlington; Martin F. Matthies, Sheboygan; Charles F. Schuller, La Crosse; Arthur O. Simpson, Beaver Dam; Ina E. Weinbrenner, Platteville.

Doctor of Philosophy

Philip R. Fehlandt, Ripon;

Bachelor of Arts

Bertram F. Smith, Richland Center.

Bachelor of Science (medicine)

Alton C. Gorod, Mondovi; Alvin O. Hendrickson, Black River Falls; Barney K. Lovell, Pardeeville; Royal J. Wescott, Ft. Atkinson.

Bachelor of Laws

Francis V. Bemis, Sheboygan; Franklin C. Wilcox, Janesville; William F. Jones, Racine; Raymond J. Kasiska, Baraboo.

**Plans for Training School for Public Service, to Be
Established at State U., Outlined by Pres. Frank**

Establishment of a training school for public service at the University of Wisconsin was suggested by Pres. Glenn Frank to the faculty of the State University recently at the first regular meeting of that body this year.

Such a school, Pres. Frank said, could be established at this time with no additional expense to the University, by "effecting a correlation of studies and teaching power already in the University," but not now sufficiently integrated.

Pres. Frank announced that he would appoint a special faculty committee within a week to study the problems connected with the establishment of the new school and report back to the faculty in the near future.

Needed by Government

He pointed out the existence in the state statutes of provisions for the inauguration of a "School for Training in Public Service" if and when such funds as are necessary for the establishment of such a school become available. Although no funds are available, he said that it was the opinion of himself and many other faculty members that such a school could be started by making greater use of present University facilities.

"A growing group of our faculty members believe that the administrative services of our government need a basic, broader training that will be better correlated and more integrated than a too elective system of study," Pres. Frank told the faculty.

"This group has projected a schedule of seven years of training for public administration. It includes four undergraduate years devoted to the development of a basis of understanding of the broad processes of government and enterprise, historic and contemporary, two additional years de-

voted to a more intensive study of special problems of economics and politics, and a final year devoted to study, observation, and active apprenticeship in appropriate departments of the federal government."

Is Service to State

The new school would provide the cultural and technical training needed by men and women who go into public service in the future, and to whom we must turn for a solution to the human problems of government, he asserted. When established the school will give the University an opportunity to do a very direct and helpful thing for the state and the nation, and for those young men and women who submit themselves for training with the idea of going to the public service, he explained.

Asserting that in the United States there is a lack of any adequate provision for the particular sort of training that would best fit men for service at the critically important level of governmental administration, Pres. Frank revealed that he and a group of faculty members have been exploring for some time "possible ways and means of preparing and providing such training, without undue expense to government and without creating any single West Point of politics as a new institution."

Frank Explains Need

"This faculty group at the University of Wisconsin believes that the administrative servants of government need a training broader than the vocationalized expertise of specialized studies alone affords and better integrated than the more miscellaneous studies of too freely elective curricula provide," he said. "It believes that expert knowledge of the specific problems of economics and statecraft can most surely be brought to life in pro-

ductive application by administrators who are trained also to a broad philosophic appreciation of the problems involved in the structure and functions of human society.

"It believes that the business of administration in modern government can best be discharged by servants equipped with a wide historical perspective, and a sense of how the forces of social causation have operated over the ages, together with an understanding of the more immediate factors behind contemporary movements in popular thought and political action.

To Train Administrators

"It further believes that men in position so profoundly to affect the nature and course of the national life, as these administrators are, should know, from an understanding grasp of history, why and how the basic patterns of social behavior and social control have here stayed firm and there shifted freely through the centuries. Otherwise government is open to the folly of repeating mistakes that have been made again and again in historic experience.

"It believes also that the directors of government should know the soils in which current impulses are rooted. Otherwise government is open to the temptation recklessly to improvise policy without responsible reference to current realities."

Pres. Frank emphasized that such a training school was absolutely essential because "the stability and significance of the national future depend upon a more consciously and carefully devised provision of a training, at once cultural and technical, for the men and women to whom we must turn for statesmanship, diplomacy, and the active administering of our increasingly complex enterprise of government."

**Pres. Frank Urges
Economy of Plenty**

New Book Gives New Proposals
for Political, Economic Action

New proposals for political and economic action, based upon an impartial and searching analysis of major political trends in the United States and throughout the world as they affect American life, are outlined by Dr. Glenn Frank, president of the University of Wisconsin, in "America's Hour of Decision," published Monday by Whittlesey House, a branch of the McGraw-Hill Book company.

Basing his program on what he terms an "economics of plenty," Dr. Frank calls upon American business men, industrialists and financiers to assume social responsibility for leading the nation out of the depression in the face of a trend toward political control that might result in the suppression of private incentive and private initiative that exists under Fascism and Communism.

Book Not Partisan

In explaining his purpose in writing "America's Hour of Decision," Dr. Frank states: "This is in no sense a partisan document. It does not concern itself with the minutiae of current legislation. And it attempts no judgment on the strategies of current campaigns. It deals rather with the broad trends of American life and enterprise as affected by science, technology, power production, and the epidemic experimentalism that marks the politics of the time.

"The inexplicable riddle of contemporary politics is the way in which leadership is formulating policies to fit an assumed surplus economy that does not exist instead of searching for the policies that will release the locked energies of the actual economy of plenty that does exist, in the sense that we have at last learned how adequately to supply human need, even if we have not yet learned how adequately to translate existing human need into effective economic demand.

Attacks U. S. Problems

"The implications of this riddle run throughout American life. I have sought to trace these implications as they affect the principles, motive forces, and instrumentalities of the American tradition of private enterprise and political liberty."

The vigor with which the author has attacked the problems with which he deals is indicated by the subjects he discusses in his survey of the American outlook, such as: The Temper of the Crowd, Democracy Flouted, Freedom Invaded, Plenty Renounced, Science Betrayed, Education Hamstrung, Religion Exiled, Nationalism Amuck, and The Alternative to Revolution.

Dr. Frank does not believe that this nation will "go revolutionary" but he analyzes with ruthless impartiality the possible directions in which American affairs may move, writing as follows in a chapter on "The Alternative to Revolution."

Where is America Going?

"I have consistently refused to be stamped by the alarmists. I believe that the American philosophy of private enterprise and political liberty, if now corrected in the light of experience and adjusted wisely to the new requirements of an age of plenty, will be functioning after all of us now living have long been dead and the Fascisms and Communisms of the moment have become the relics of dead yesterdays. But the confidence I have that capitalism and democracy will survive is contingent upon our willingness to face fresh problems with fresh minds and to effect, without undue delay, the corrections and

**U. W. Enrollment
Jumps 10 Per Cent**

Increase of 756 is Greater Than
at Other Schools

Final registration figures have revealed that the total enrollment at the University of Wisconsin this year is 8,218 students, which represents an increase of 756 students or slightly more than 10 per cent over the total number enrolled last year, Frank Holt, University registrar, reported to the Wisconsin faculty at its recent meeting.

Mr. Holt explained to the faculty that the State University has never had, during any one year of its entire existence, such a large increase in enrollment as this year, except during the abnormal period immediately following the World war, when thousands of students flocked back to their classes from battlefield and army camp.

Most of the gain in enrollment is in new students, largely freshmen, Mr. Holt pointed out. The number of freshmen and new advanced students entering the State University this year increased 27.6 per cent, from 2,463 last year to 3,143 this fall, an increase of 608 students, he said. The total enrollment of old students this year was 5,075, a gain of only 76 over last year's figure of 4,999, or only one and one-half per cent.

Mr. Holt revealed that the increase of students at Wisconsin this year is greater than at most comparable state institutions in the middle west. Other schools cited by Mr. Holt were the University of Minnesota, with a gain of only 5.4 per cent; Northwestern, no gain at all; Purdue, six per cent gain; and Illinois, 8.5 per cent gain. Indiana, much smaller than Wisconsin, showed only a slightly larger gain this year, and although the increase in total enrollment at Michigan this year is larger than at Wisconsin, the gain in the freshman class at the Ann Arbor school is only eight per cent, while at Wisconsin it is slightly more than 25 per cent, Mr. Holt revealed.

**Canada Asks to Reprint
Badger Dairy Bulletin**

Two bulletins, lately issued by the University of Wisconsin college of agriculture, are to be reprinted at Vancouver for distribution by one of the largest milk concerns of British Columbia. These publications, "Delicious Milk Drinks," and "Cottage Cheese," are regarded by the Canadians as the "best bulletins of their kind that we have seen." The British Columbia printers have requested permission to reprint the Wisconsin circulars for distribution throughout the trade territory of their client. The trade territory of their client. The made it prohibitive to purchase the publications and have them shipped into Canada.

**Breeders Issue Book
In Memory of Badger
Short Course Graduate**

Livestock breeders of the nation have taken occasion to recount the life and accomplishments of a former University of Wisconsin short course graduate.

"The Life of James E. Dodge," a volume recently published by a committee formed to memorialize the important contribution of this man to livestock breeding, has been announced.

James E. Dodge, born on a farm in Ontario, and for a time a resident of

**Construction Starts
as Regents Approve
Chimes Tower Bid**

Final approval of the contract for the construction of the carillon tower on the University of Wisconsin campus was voted by the University board of regents recently.

The low bidder on the tower was the Maas Brothers company of Watertown. The cost of building the tower will be slightly more than \$28,000, and final approval of the regents cleared the way for actual construction work, which began last week.

Funds for the construction of the tower, which will be 85 feet high and 17 feet wide, have been given to the State University by graduating classes from 1917 to 1926, which donated about \$30,000. To this has been added a federal grant of \$11,600.

Send Message to Governor

It is expected that the tower will be built on Blackhawk knoll, just northwest of Bascom hall. With the construction of the tower approved, the next step will be to obtain bids for the purchase and installation of the bells.

The regents also adopted a resolution at the meeting extending to Gov. A. G. Schmedeman "their greetings and best wishes and their hope for his continued improvement, speedy recovery and return to the duties of his office." The resolution was presented jointly by Regents John Callahan and George W. Mead, and seconded by Mrs. Meta Berger.

Approval of the expenditure of \$2,500 from the Mary J. Eichelberger trust fund for the purchase of several blocks of land adjoining the northeast side of the University arboretum, along the shore of Lake Wingra, was approved by the regents.

Lectures on Peace

At the request of Mrs. Berger, Milwaukee regent, Pres. Glenn Frank was instructed to investigate the possibility of establishing a lectureship in internationalism and peace, funds for which have been provided in a \$10,000 bequest to the University by the late Mary Campbell, Wisconsin alumnus who died in California. The fund was left to the University to establish the James Campbell Good Will Fund, as a memorial to her father, and the income is to be used for lectures on internationalism and peace.

A request of Wisconsin Gold Star mothers to donate and place a sun dial on the lawn of the Wisconsin General hospital at the University was referred to the constructional development committee by the regents.

The current temper of the American mind and the present-day turn of affairs combine to create a situation in which "beating the tom-toms for obsolete traditions of politics and economics can neither satisfy the mass mind nor bring recovery and stabilization to our enterprise," Pres. Glenn Frank declared in an address at a banquet of the Wisconsin Federation of Women's clubs held in Madison recently.

Green county, Wisconsin, graduated from the short course in agriculture at the State University with the class of '96.

Following his graduation, he became manager of the Hood Jersey herd at Lowell, Massachusetts, where he developed the American family of Sophie Tormentor Jerseys and the Lord Premier Successor strain of Berkshire hogs. He also managed herds of Ayrshires and Guernseys with which he had marked success.

**Make Plans for
Cancer Research
Center at U. W.**

Regents Name Committee to
Consider Use of \$450,000
Bowman Fund

A special committee which will consider the use to be made of the income from the \$450,000 bequest for medical and surgical research on cancer left to the University of Wisconsin by the late Jennie Bowman, Wisconsin Dells, was provided for in a resolution adopted by the University board of regents recently.

The resolution provided that Pres. Glenn Frank, Dean Charles R. Barnard of the Medical school, and Dr. E. B. Fred, dean of the Graduate school, shall be members of the committee, which was instructed to report, as soon as feasible, the results of its study with recommendations.

Finest Research Center

Miss Bowman, who died last spring, left the bulk of her estate to the State University for the establishment of a cancer research center. According to estimates, the part of the estate which the University will receive amounts to about \$450,000.

This sum will permit the establishment of one of the finest research centers in the world at the University of Wisconsin, scientists believe. The grim war against cancer which the State University has been carrying on for the past eight or nine years will be tremendously aided by the funds, they explained.

To Aid State Citizens

The importance of more knowledge concerning this dread disease is revealed by the fact that, according to state health department figures, there have been more than 60,000 deaths from cancer in Wisconsin since 1910, and that cancer, the exact nature and causes of which are so little known, is second only to heart disease as a cause of death.

The groundwork for the cancer research center at the State University has already been laid through the great work of Prof. Michael F. Guyer and his assistants in the zoology department during the past nine years. Although hampered by lack of funds and facilities, these Wisconsin scientists have already conducted a number of important investigations on this disease.

**U. W. Host to Thousands
of Wisconsin Boys and
Girls Last Saturday**

The University of Wisconsin was host last Saturday to thousands of boys and girls from all parts of the state at the football game between Wisconsin and South Dakota State university in Camp Randall stadium.

Boys and girls of school age from homes throughout the state visited the campus of their State University and saw the fighting Badger football team in action against the South Dakota team.

Playing host to the youth of the state at one football game each year has become an annual event at the State University, and each year the number of young people to visit the state's major educational institution on that day becomes larger and larger. Many of the boys and girls reached Madison Saturday morning and spent the time before the game started visiting University buildings and seeing various campus points of interest.

**Coupon Book Reduces
Football Ticket Scalping**

Introduction this year of the student coupon book for admission to University of Wisconsin athletic events in lieu of single student tickets at reduced prices did not completely end student ticket scalping at football games but it reduced it to the point where it is apparent that the practice will cause little further trouble. Thirteen student books were confiscated at the Marquette game last week, when presented by others than the original purchasers. Rigid adherence to this policy in the future is expected completely to stamp out scalping. The books are plainly marked "Student" and "Not Transferable."

**Story of Famous Badger
Scientist on Air Friday**

A dramatized story of Dr. Stephen Moulton Babcock's discovery in 1890 of the Babcock milk test, which furnished the foundation for the modern dairy industry, will be broadcast over several Wisconsin radio stations Friday night, Oct. 19. Prepared by the University Press Bureau, the broadcasts can be heard over radio station WIBA at Madison at 8:30 p. m., and over station WTMJ in Milwaukee at 9:30 p. m. The broadcasts this week will inaugurate a series of radio programs from the campus of the State University, under the general title, "The Voice of Wisconsin." Dedicated to the citizens of the state, the programs will attempt to tell stories in dramatic form of scientific discoveries and public services performed at the University of Wisconsin, and give listeners a true picture of student life and activities at the state's major educational institution.

readjustments the circumstances of the age demand. Even so stable a people as we will not cling forever to a system which leadership declines to keep in working order."